

# [PDF] The Founder's Mentality: How To Overcome The Predictable Crises Of Growth

Chris Zook, James Allen - pdf download free book

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"The concept of the 'founder's mentality,' and in particular our 'ownership' culture, has been central to our mission and growth as a company. Remembering how we became successful in the first place has helped us act boldly and quickly with an insightful mindset. This book offers great insight to business owners and leaders."

—GARY S. BRIDGEMAN  
CEO, Amazon.com

"As a founder I resonate strongly with the themes of *the entrepreneur's secret*, especially with regard to the unwavering importance of values, singular focus, and the ability to invest for the long term."

—MICHAEL DEER  
Founder and CEO, Dell Inc.

"Zook and Allen share invaluable insight as to how to preserve a company's founding purpose, principles, and energy while growing and institutionalizing the company. Their work has been instrumental in the way my leadership team and I think about our culture, our structure, and our business model."

—JACOB GORE  
Founder and CEO, Discovery Group

"In this highly researched and compelling book, Zook and Allen provide a road map for solving growth, complexity, and energy while preserving institutionalization. The strategy and solutions provided stand out, whether you are a start-up entrepreneur, an investor, or a Fortune 500 manager. You need *the entrepreneur's secret*!"

—LINDA WITTEBERG  
Co-founder and CEO, Redstone Group

"To overcome goals, scale and complexity, you become a real threat to momentum. Zook and Allen's *the entrepreneur's secret* offers useful insights to help leaders maintain agility in order to sustain their success."

—LES WESSNER  
Founder and CEO, L Brands



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## Books Details:

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## Description:

**A Washington Post Bestseller**

Three Principles for Managing—and Avoiding—the Problems of Growth

Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers.

But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline.

The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

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