



Leadership Basics: Key Points from The Business Leader's Handbook Series

Thomas Cowan

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Whether you are an entrepreneur with an idea or a leader of an established company, you need to understand businesses thoroughly--how they work, what they do, how they are managed. You need to apply this understanding to your own business, so you know what you have to do to build and manage it. You need to develop your own skills and capabilities, so you know how to Think like a leader and manager, Act to lead and manage effectively, and Do to deliver the results you expect. How do you learn to do all this? You need a handbook with a set of tools to provide the what and how of building, managing, and leading your business. This is what The Business Leader's Handbook Series is about. We have developed an approach with a set of tools and defined skills, information, resources, training, and mentoring that we use to build, manage, and lead our own successful businesses. We are now making our approach and tools public and available to you in our Handbook Series. Leadership Basics is meant to refresh your memory on the fundamentals of business leadership: Thinking, Acting, and Doing.

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