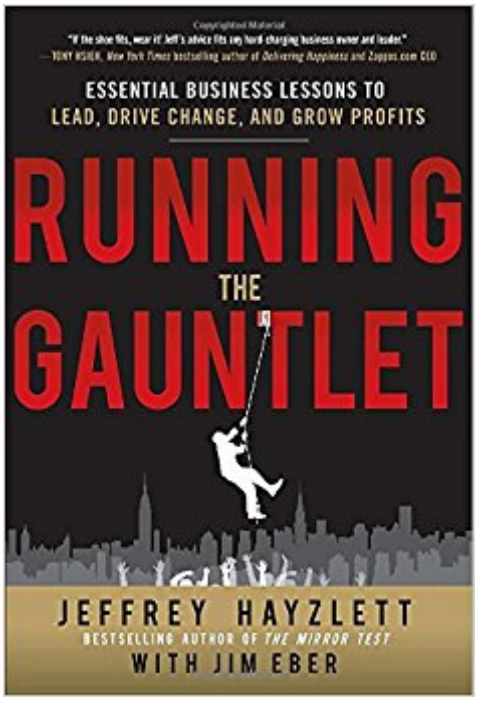
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Running The Gauntlet: Essential Business Lessons To Lead, Drive Change, And Grow Profits



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Synopsis

Change your ATTITUDE. Change your BUSINESS. Change your FUTURE. WhatÃ¢â ¬â„¢s stopping you from making the changes your business needs to thrive? The most dangerous move in business is the failure to make a move at all. The history of business is filled with companies that are no more because their leaders refused to enact change when the writing was on the wall. Fear. Apathy. Lack of personal responsibility. These simple human flaws can turn a good company into a dead company. The writing on the wall has never been clearer than it is nowÃ¢â ¬â ¢and marketing phenomenon Jeffrey Hayzlett is on a mission to make you see it, understand it, and heed it. TodayÃ¢â ¬â„¢s business environment is so competitive and volatile that you canÃ¢â ¬â„¢t afford to be satisfied with business as usual. You must make changes now to compete in the future. Building on the principles and concepts in his first book The Mirror Test, Hayzlett takes you on a step-by-step journey to: Develop a Ã¢â ¬Å“takeover mentalityÃ¢â ¬Â• for your business Summon the vision and courage necessary for driving change Sharpen the mental and emotional toughness to make strategic, lasting change Execute the right changes and deal with any disruptions they might cause Sustain and manage your companyÃ¢â ¬â„¢s new-found momentum Change is already happening all around youÃ¢â ¬â ¢to products, to organizations, to entire industries. Eventually, it will happen to your company, whether from outside forces or your own initiative. YouÃ¢â ¬â„¢ve always had the ability to institute positive change in your company. Now, with Running the Gauntlet, you have the inspiration and knowledge to make it happen and take control of itÃ¢â ¬â ¢instead of letting it control you. Praise for Running the Gauntlet "If the shoe fits, wear it! Jeff's advice fits any hard-charging business owner and leader."Ã¢â ¬â ¢Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO, Zappos.com Ã¢â ¬Å“I've seen a lot of sharks, and Hayzlett's advice comes like a Hammerhead. He can smell blood from a mile away, so when Hayzlett jumps in big waters, some sharks have to jump out.Ã¢â ¬Â•Ã¢â ¬â ¢Daymond John, founder and CEO, FUBU, and star of ABCÃ¢â ¬â„¢s business show Shark Tank Ã¢â ¬Å“If Jeff were a wine, it would be strong, sassy, and bold - just like his savvy business advice. This is a wine you want to open again and again.Ã¢â ¬Â•Ã¢â ¬â ¢Gary Vaynerchuk, co-founder, Vaynermedia.com "Running the Gauntlet just played the Trump Card. This book is terrific!"Ã¢â ¬â ¢Ivanka Trump, EVP Trump Organization "It's time someone grabs you (and your business) by the shirt collar and shakes you! Strap on your chapsÃ¢â ¬â ¢business celebrity Jeff Hayzlett is going to take you on a rough-and-tumble ride that just might change the life of your business forever. Muster the courage and buy this book!"Ã¢â ¬â ¢Darren Hardy, Publisher, SUCCESS magazine, and bestselling author of The Compound Effect

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Customer Reviews

Jeffrey Hayzlett is the author of the bestselling business book The Mirror Test, a former Fortune 100 C-Suite Executive, and a leading business expert. Jeffrey has made multiple media appearances on Fox Business, MSNBCÃ¢â ¬â„¢s Your Business, and NBCÃ¢â ¬â„¢s Celebrity Apprentice with Donald Trump. From small business to international corporations, he puts his extraordinary entrepreneurial skills and creativity into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess, and affinity for social media. Jim Eber is a veteran business marketing writer who has worked with many companies and publishing houses. This is his second book with Jeff.

In Running the Gauntlet, Jeffrey Hayzett teaches you, through a variety of fantastic Cowboy and Indian type metaphors, how to talk the talk. Embellishing on themes from his previous book "The Mirror Test," he really drives home the art of common sense in business. Whether it is "trimming the fat" from your company and letting people go on to find jobs they would be better suited for, or reorganizing from within and switching people from a current position to another, he maintains a key theme that unless your team is all on the same side with the same goals, you will be eaten alive. I love the matter-of-fact way he describes his methods as well as making them specific enough to work with small companies and large companies alike. Jeff is not only a great businessman who has become very successful, he is also very aware of the people who learn from his methods and is

very grateful to everyone who has crossed paths with him. A favorite part of mine was the "friend-sourcing" sections where he quotes his friends to back up the central themes in the book. I personally look up to Jeff and even with my Small Company of one (me) I use his methods in my day to day work. I will continue to follow Jeffrey through all of his adventures and collaborations and would highly recommend the two books, The Mirror Test and Running the Gauntlet to anyone in any business as useful guides to keep your revenue streams high and your staff productive.

Jeff’s smart, very smart ... and gives savvy, practical advice. That’s obvious as soon as you start reading either of Jeff’s books. Not only that, but he also knows how to share good advice in a way that makes it relevant and fun.This isn’t the kind of advice you necessarily get from business consultants; on the contrary, it’s advice from somebody that’s actually fought to make things work. People like Jeff that have put their necks on the line to successfully delver on their promises to customers, suppliers and colleagues.Jeff gives me what I want in a business book -- sound advice I’ll use today, tomorrow and every day after that. That’s practical, and productive, And it lets me grow my businessGet Jeff’s books and you won’t regret it!

Jeffrey’s approach of facing the gauntlet everyday is right on. Don’t give in to just putting in the hours working and avoiding the stress of a new look at your business each and every day. My business involves telecommuting, so you can imagine the thoughts going through my head with Yahoo’s statement that it doesn’t work! Not just my view, but the questions from my customers as well. (She may be right for Yahoo’s current situation, but she’s wrong in general. She may be onto a new concept of her corporate nursery though).

Jeffrey Hayzlett has presence. He knows his material, he delivers it convincingly. And as always he breaks new ground. This is NOT your father’s business book. From the QR codes, to the tweetable chapter headings, this book is designed to communicate which it does superbly well. To heck with those who naysay Hayzlett. Simply put they’re jealous they didn’t think of it first. If you ever get a chance to hear Jeff in person RUN - don’t walk - to a seat in the audience. You will leave changed - for the better, for good.

good real world taken change management. Some practical advice as well as some fun stories. Definitely a good read for anyone looking for some real world advice on change management, not just theory.

Jeff Hayzlett’s latest book, "Running The Gauntlet" is truly an inspirational business book about driving change in your business! This is a business textbook written with incredible humor, interesting antidotes, insightful truths and key examples of why and how to drive change in your business!

.I heard the author of Running the Gauntlet, Jeff Hayzlett speak at a conference in February 2012. Jeff is an awesome speaker and received a standing ovation. A lot of his character/persona from the speech carries over to the book. Below are ten quotes that are takeaways from the book that I found valuable:1. If something sucks, get rid of it. If it isn’t working, change it and own those changes. Refuse to tolerate problems and passivity. Period.2. In the end more businesses can sustain a little "ready, fire, aim" when they are changing... Push like crazy, and be persistent... One mistake or setback does not mean total failure.3. I was willing to get over myself and be a beginner... Being a beginner does not mean being unprepared... You stand in the way of a winning attitude when you refuse to stretch yourself to be a beginner.4. In all the companies I worked with and for, they all had one thing in common: whether they were small business or Fortune 1000, at some point they forgot about the basics.5. Now, ROI is an essential measurement tool that I see being used everywhere these days. And overused... Some things cannot be measured with numbers.6. Yet I can tell most of what’s wrong with a business by walking around the place and sizing up the energy of its people... Put simply, bad mood can ruin a company faster that bad business.7. It’s always easier to change the person in the job than to try and change the person.8. Unless you are truly unique, the only difference in most industries between you and your competitors is your people.9. The best decisions are made after you look at the problem or program from the customer’s point of view.10. ...it all comes down to my "Rule of Thirds." For everything - marketing programs, initiatives , and beyond.< < a. A third of the people will get it immediately.< < b. A third of the people will get it eventually.< < c. A third of the people will never get it.Executing points 4, 8 and 9 all but assure success IMHO!> > Point number 4 - not forgetting the basics and creating the equivalent of organizational muscle memory to assure the basics are always executed at a high level.> > Point number 8 - not only taking care of your people at a high level, but better than your competitors and continually developing/motivating your people. It has always struck me as odd that in tight economic circumstances organizations immediately sacrifice the care and development of their people.> > Point number 9 - always look at every circumstance from the customer’s point of view before a course of action is decided.There is no magical, groundbreaking or new revelation in

the three points above because there is really no magical revelation for success. The true test for success is whether your organization has the discipline to do it given all the other constraints and pressure. Without that discipline whatever success your organization has is only fleeting.Dr. James T. Brown PE,PMP,CSPAuthor, The Handbook of Program Management, McGraw-Hill

Great book for using in the print marketing world; I really enjoyed reading this book it was very insightful and creative.

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