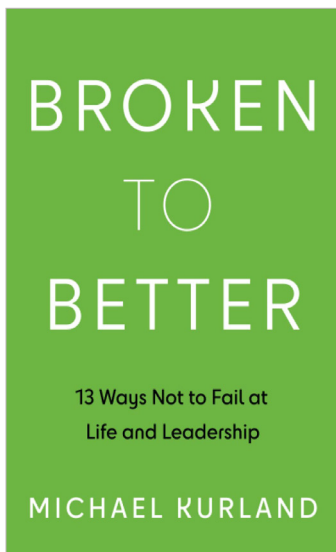


EXECUTIVE BOOK SUMMARIES

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ABOUT THE AUTHOR

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Michael Kurland is the CEO of Branded Group, Inc., an award-winning facility maintenance company.

Broken to Better

THE NUTSHELL

Being a business owner is not for the faint of heart. At a minimum, it takes a person with a firm resolve, the ability to persevere and pivot during challenging times, the humility to admit mistakes, and empathy for the people around them. Self-reflection and understanding who you are is critical to being a leader who seeks to align purpose with profit.

1. BE CONNECTED

Business is about relationships. To be successful, connect with someone new regularly, either virtually or in person.

2. BE TEACHABLE

Always be willing to learn something new about your business, yourself, your team, or your community.

3. BE FEARLESS

Never be afraid to step out of your comfort zone. Take leaps of faith to move your business forward.

4. BE PEOPLE-CENTRIC

It takes a village to grow a business. A team of diversely talented people will ensure your success.

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5. BE FUTURE-DRIVEN

When it's time to expand, have a solid team in place and be ready to support them.

6. BE PURPOSEFUL

Create value for your clients and your employees with your products and services. Align purpose and profit.

7. BE ENGAGING

Your team is your most valuable investment. Keep them engaged with ongoing training and opportunities for advancement.

8. BE PROFITABLE

Keep an eye on your bottom line by establishing KPIs that accurately measure your business growth.

9. BE SERVICE-ORIENTED

Solve your client's problems better than anyone else.

10. BE EFFICIENT

Have a mindset of continuous improvement so processes and procedures add value to the customer experience.

11. BE GENEROUS

Give back in whatever way you can to improve your community and the world. Leave it a better place.

12. BE INSPIRING

Be a CEO who inspires other to push past fear, reject complacency, and Be Better every day.

13. BE BETTER

Business success does not happen overnight. You have to know what kind of company you want to launch and lead. You have to lead by example—authentically, vulnerably, and transparently.

This is how it should be for any organization. You must always strive to be a better version of yourself every day.

To be a better leader, you simply have to Be Better.