

FORBES**PEAKERS**: THE PLATFORM FOR THOUGHT LEADERS

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ForbesBooks

REVIEW



FOUNDER & CHAIRMAN
OF ZENITH BANK

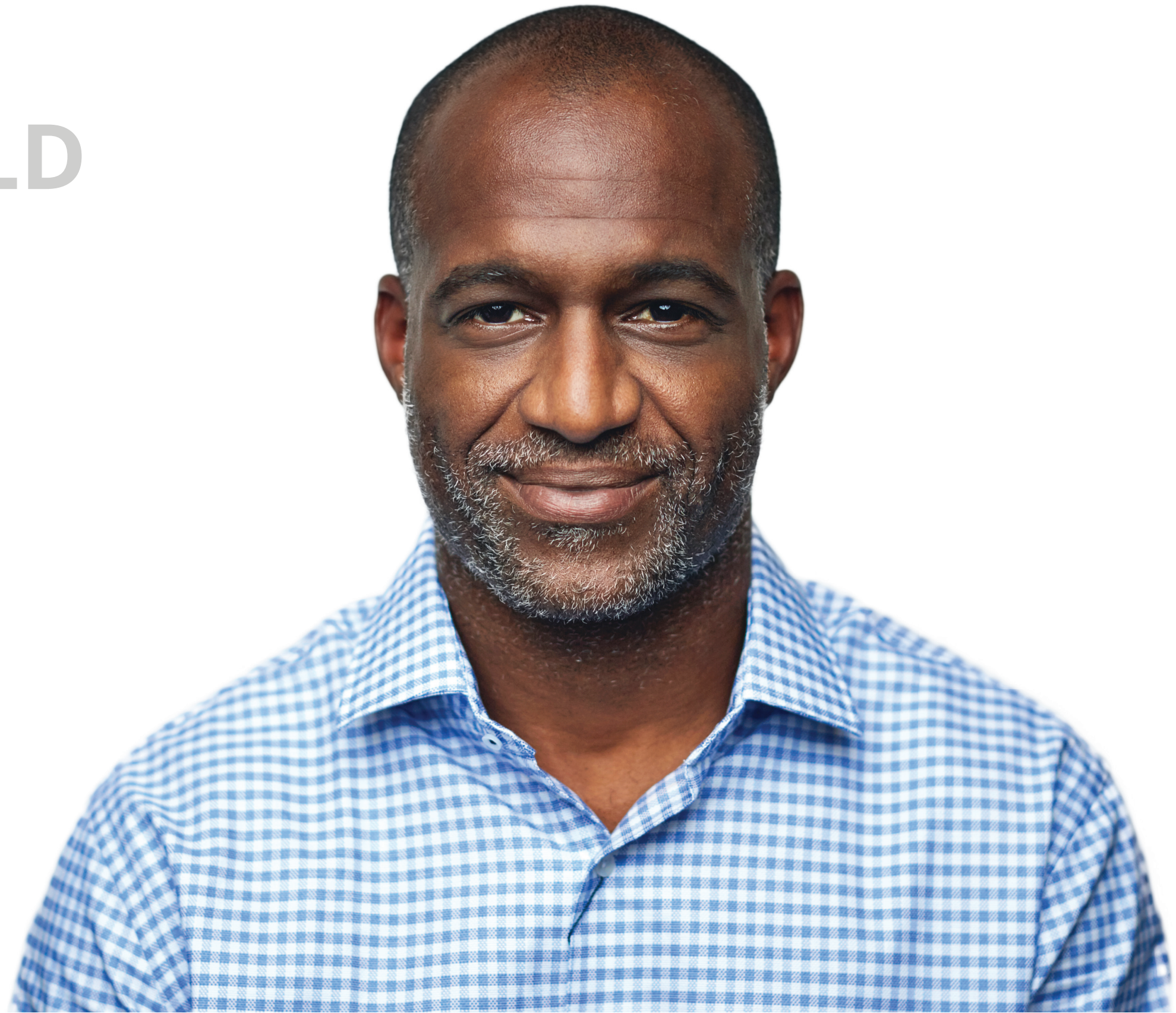
JIM OVIA

"IF I CAN DO IT,
YOU CAN, TOO."

REINVENTING AFRICA

WITH GREAT SUCCESS COMES GREAT RESPONSIBILITY
MEET THE MAN TRANSFORMING ENTREPRENEURSHIP IN AFRICA

OUR WORLD
REVOLVES
AROUND
YOU.



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Adapt or Die: A Must for All Businesses in the Digital Age

HAVE YOU LEARNED about the “chief determinant of success” yet? Your success in the Digital Age ultimately depends on one trait: adaptability.

As we endeavor to lead our businesses, one question should be on every CEO’s mind: Is my company adaptable? In today’s business race, the ability to adapt to rapid-fire changes in the market is separating the winners from the losers. Everyone is concerned with creating success, but few focus on how to sustain it. Continually adapting your product, service, brand, and strategy to the evolving market will play a vital role in sustaining the success you’ve built.

You might be thinking: *My product or service is fully functional as-is. Why would I need to change it?* Well, I too thought the same thing—until I tuned into the pulse of our Members, and heard out their preferences and needs as authors. Just because they had their book in hand didn’t mean they were ready to be sent on their way. Many needed guidance on how to market their work, especially in the digital sphere. The market had evolved, and so had their needs. This was an opportunity to adapt, to update our product and expand the scope of our partnership. Driven by this need, we installed a full-blown, in-house marketing suite, and later partnered with one of the most iconic business media companies in the world—you guessed it, Forbes—to create ForbesBooks. We’re still adding new services to our portfolio to keep up with competition, but most importantly, to adapt to what our Members are looking for in a business growth company.

Being adaptable doesn’t mean just introducing a new product to your realm of offerings. It requires constant attention to what’s going on in the world, analyzing your competitors, and most importantly, not getting too comfortable at the top of the pyramid. The business cycle is much like a StairMaster®—once you get to the top, you have to keep climbing to stay up there.

There’s no better time than the present to educate yourself about the importance of adaptability. Amid all of the change in the business world, the ability to adapt could become the chief determinant of success, and I’m not alone in thinking that.

A complimentary copy of our new whitepaper about adaptability at bit.ly/adaptability-fbr is available for all ForbesBooks Review readers. I would love to hear your thoughts on how you’ll be adapting in the future.

In this issue, you’ll learn how other CEOs and business leaders adapted with Authority Marketing®, how they chose thought leadership marketing over corporate marketing and took the reins on an unpredictable market. You too can join them, and I hope you do.

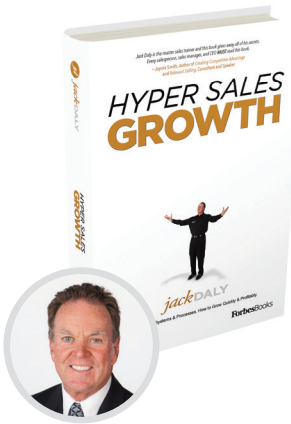
Keep on climbing!

Adam D. Witty,
Founder & Chief Executive Officer
awitty@forbesbooks.com



Cover photo by Forbes Africa

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Hyper Sales Growth

Street-proven ways to grow quickly and profitably.

BY JACK DALY

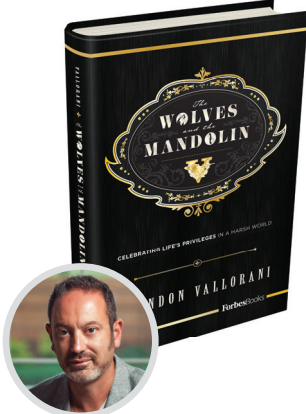
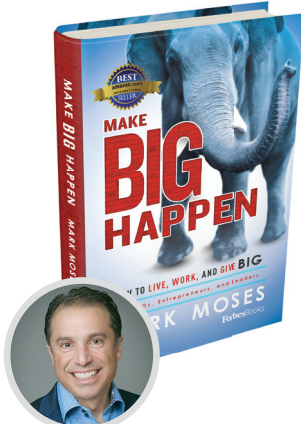
“**WHAT DO SOME** of the fastest growing companies know that I don’t know? Why does it seem like I’m working harder than ever, only to see underwhelming results? What can I do to help my company grow quickly and profitably?” Jack Daly answers these questions and more in his breakthrough book, *Hyper Sales Growth*. Daly focuses on three main components of thriving companies: culture, sales management, and sales practices. Learn the importance of these elements and how to lead your company to peak performance. Read on at JackDaly.net.

Make Big Happen

Ask better questions. Get better results.

BY MARK MOSES

IN HIS BESTSELLING book, *Make Big Happen*, top business coach and world-class athlete Mark Moses identifies four critical questions that every business leader should explore on their journey to business and life success. His philosophy is simple. There are three kinds of people: those who make things happen, those who let things happen, and those who ask, “What happened?” For leaders who make things happen, this book is your roadmap to the top. Learn more at MakeBigHappen.com.



The Wolves and the Mandolin

You have one life. Live it well.

BY BRANDON VALLORANI

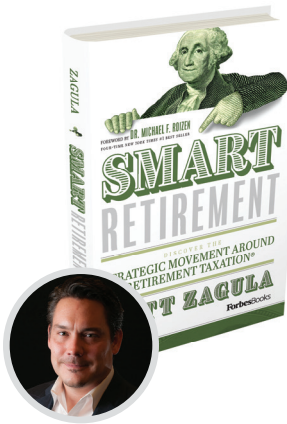
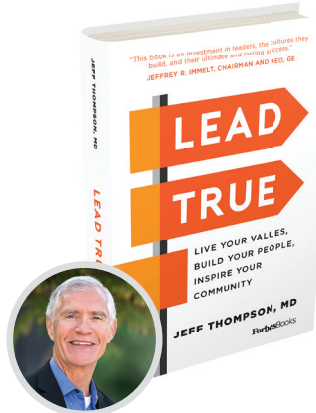
REGARDLESS OF YOUR origins, you have the right to pursue a better life. Such is the American dream of mobility and empowerment. In his best-selling book, *The Wolves and the Mandolin*, Brandon Vallorani shares tales of his relatives’ humble beginnings, recounts his success as an entrepreneur, and unpacks the philosophy behind his line of hand-crafted luxury products, Vallorani Estates. *The Wolves and the Mandolin* is a timely meditation on reclaiming moments for oneself, on “taking time to listen to the music of the mandolin.” Visit BrandonVallorani.com to learn more.

Lead True

True leaders put people, organization, and community first.

BY JEFF THOMPSON, M.D.

WE FACE COUNTLESS leadership decisions throughout our careers. The specific circumstances that call us to lead will be different, but the core dilemmas and ethical challenges are very similar. Faced with these challenges, each of us must decide if we will follow our ego or lead with the greater good in mind. In his inspiring book *Lead True*, Jeff Thompson, M.D., has masterfully compiled stories from the fields of business, healthcare, and education that illustrate how a diverse group of leaders has employed value-based leadership and succeeded. Visit JeffThompsonMD.com to learn more.



SMART Retirement

Limit your post-retirement taxation, not your income.

BY MATT ZAGULA

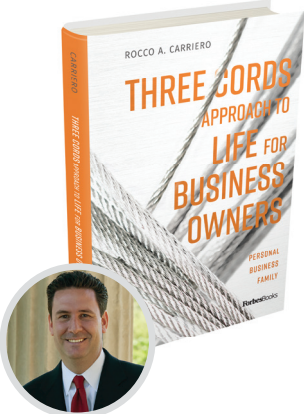
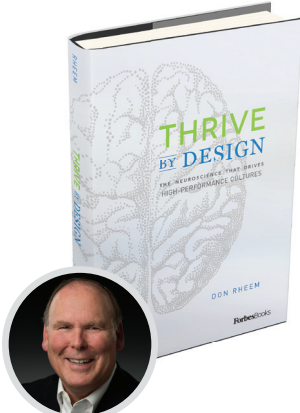
“**AT THE END** of the day, we all want to secure a better financial future for ourselves and our families. That’s what SMART is ultimately about,” says *SMART Retirement* author and tax and actuarial expert, Matt Zagula. His book describes the Strategic Movement Around Retirement Taxation™, a retirement planning process known as SMART retirement. These techniques—developed by Zagula—aim to achieve the greatest net after-tax retirement income possible by limiting post-retirement taxation and building a retirement plan that will thrive in all market conditions, now and in the future. Learn more about Zagula’s system at SmartRetiree.com.

Thrive by Design

Tired of fighting against a disengaged culture?

BY DON RHEEM

IN THRIVE BY DESIGN, Don Rheem offers managers and senior leaders deep insight into what drives employee performance from a brain-based perspective. Going well beyond the recycled and superficial tactics found in most leadership books, Rheem looks at productivity, well-being, accountability, and retention on a neurological level. As you apply the practical approaches and tools outlined in this book, you will see less absenteeism, corrosive gossip, employee drama, accidents, and quality shortfalls. When it comes to culture, there is a better way. Visit DonRheem.com to learn more.



The Three Cords Approach to Life for Business Owners

Balance your business, balance your life.

BY ROCCO A. CARRIERO

PERSONAL INTERESTS, BUSINESS endeavors, and family unite to form the fabric of our lives. No matter your organizational skills, balancing all three can prove incredibly difficult. In Rocco A. Carriero’s latest release, *Three Cords Approach to Life for Business Owners*, he sets out to prove that these priorities are not in competition with one another. Rather, when each one is addressed individually, the others are fortified. Learn more at RoccoACarriero.com.

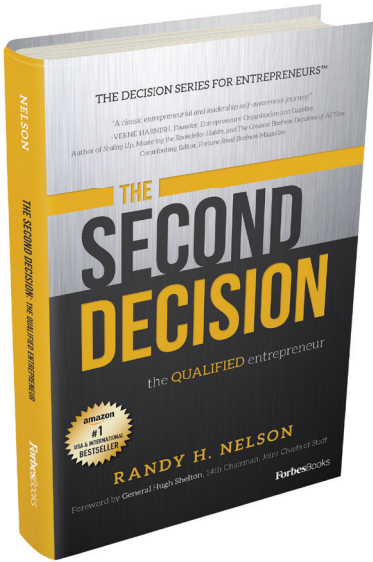
Live Your Best Day Ever

Stop relying on luck. Plan for success. Choose to be happy!

BY ANNE-MARIE FAIOLA

SUCCESS CAN FEEL enigmatic and elusive. How exactly is it achieved? And once achieved, how is it maintained? Anne-Marie Faiola authored her latest book, *Live Your Best Day Ever: Thirty-Five Strategies for Daily Success*, to thoughtfully answer these questions. With Anne-Marie’s strategies, success and unfettered joy are well within reach. *Live Your Best Day Ever* serves as a practical guide for taking control of your resources, agency, and success narrative. Order your copy at Anne-MarieFaiola.com and start living your best life today.





Take the free Entrepreneurial Leadership Quiz at RandyHNelson.com to find out where you are on your journey to qualified entrepreneurship.

The Second Decision

Are you a truly qualified leader?

BY RANDY H. NELSON



THE FIRST DECISION you make as an entrepreneur is to start your company. The second decision? To discover your role in the company. Will you be a Leader that will take the company on your shoulders, a Role-Player that takes another position in the company, or a Creator that moves on to the next big idea? Determining your role is what Randy H. Nelson’s book, *The Second Decision*, is all about.

“The growth of your company is limited by the growth of your leaders,” says Nelson. “Some days as an entrepreneurial leader will be hard, to be sure. But the days we make those tough decisions as entrepreneurial leaders are well worth it. Those are the days when we learn the most.”

As you read, you will determine your role, learning how to make the hard leadership decisions to help your company beat the odds and continue growing for years to come. Whichever role suits you best, *The Second Decision* will give you the self-awareness and the step-by-step guide to be—or to train—the qualified leader your company needs in order to thrive. Visit RandyHNelson.com to learn more about The Decision Series® and order your copy of the book. 

The Miracle Manager

Become the manager your people will follow to the ends of the earth.

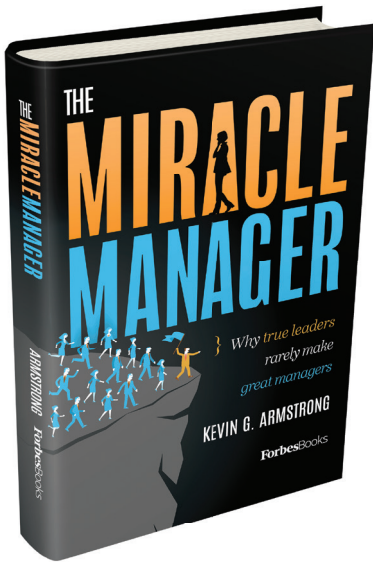
BY KEVIN G. ARMSTRONG



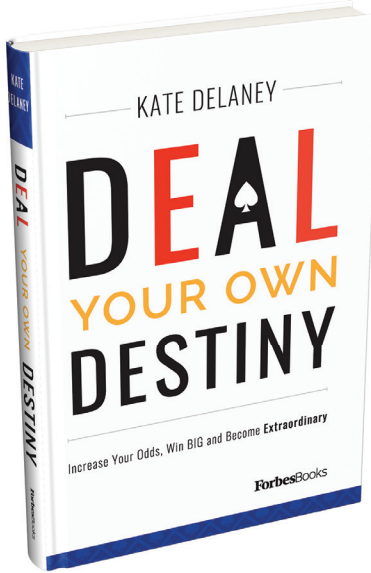
THROUGHOUT HISTORY, MANY have earned the title of “leader.” Martin Luther King Jr., Mahatma Gandhi, and Walt Disney—to name a few. These famed leaders have looked to the future, oblivious to who or how many were following. By contrast, being an effective manager—as opposed to a leader—demands the ability to oversee others, to coordinate and communicate effectively, so that critical tasks are executed. In *The Miracle Manager*, Kevin G. Armstrong argues that forcing true “leaders” into managerial positions is an epidemic destroying businesses.

The Miracle Manager presents a new approach to organizational management. Drawing from over twenty years of business advisory experience, author Kevin G.

Armstrong shares strategies to enhance and refine your management technique. The concepts in this book are backed by data and years of experience—not mere theory. Armstrong conveys simple and practical tools to understand a person’s true nature, put them in the right seat, harness their talents, and deliver on organizational objectives. Learn more about the author and his book at KevinGArmstrong.com. Are you a leader or manager? 



Which role are you better suited for: the exceptional manager, or the great leader? Take the free assessment at ManagerOrLeader.com to find out.



Are you selling yourself short? You just may be. Take the assessment at DealYourOwnDestiny.com to discover your ‘Wow!’

Deal Your Own Destiny

Career insights from a radio industry powerhouse.

BY KATE DELANEY



DEAL YOUR OWN DESTINY, available soon, is the third entry in Kate Delaney’s literary repertoire, following *Level the Playing Field* and *Invade the Man Cave*. *Deal Your Own Destiny* centers on Delaney’s meteoric rise to sports radio stardom, from humble beginnings in Queens, New York, to the distinction of being the only woman with a nationally syndicated sports radio show. An Emmy award-winning journalist, Delaney is recognized as a dynamic speaker and radio and television personality, having conducted some 12,000 interviews and covered 15 Super Bowls over the course of her illustrious 20-year career.

Delaney’s determination and drive to succeed make her an astute mentor. She’s broadcasted for an imposing array of events,

from the Super Bowl and MLB All Star Games to republican and democratic conventions, and led The Golden Broadcasters radio network as its chief operating officer. Her vivacious personality draws more than three million listeners to her radio show. In *Deal Your Own Destiny*, Delaney contends that each and every one of us is capable of becoming extraordinary. Like a conversation with a trusted older friend, who’s already ‘been there, done that,’ she candidly walks readers through her career narrative, concluding each chapter with “playmakers” who embody the lesson of a given chapter. Learn more at DealYourOwnDestiny.com. 

Competing With Giants

How one family-owned company affirmed that nothing is impossible.

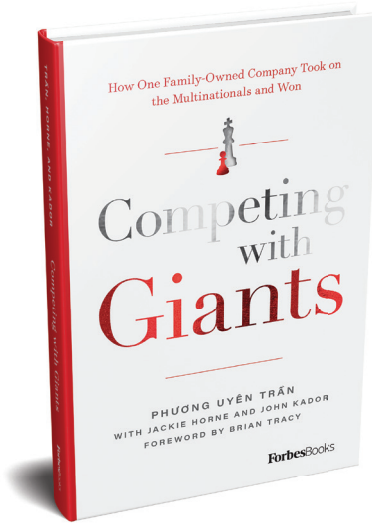
BY PHƯƠNG UYÊN TRẦN



“THE YOUNG BUFFALO is not afraid of the tiger.” So goes the powerful Vietnamese proverb. And it rings true in *Competing With Giants*—the debut of Phương Uyên Trần, Deputy CEO of Vietnamese beverage enterprise, THP. In 1975 post-war Vietnam, the country established itself as an economically robust nation. Phương’s family seized the opportunity to launch and grow a formidable beverage business. *Competing with Giants* details the family’s riveting journey. The book, in part, captures Phương’s personal journey as a second generation, millennial female business leader bringing New Vietnam to the world. Her story is one of grit and tenacity, through

which her family-owned business came to outflank the global giant Coca-Cola.

Like a chess master, Phương weaves business advice into a rich tapestry that tells the story of not only one company, but the quickly changing global business landscape. Hailed as a “must-read” by a number of international business titans, *Competing with Giants* shares “unmissable insight” for entrepreneurs, start-ups, and multinationals alike. Learn more at PhuongUyenTran.com. 



Preorder your copy of *Competing With Giants* at PhuongUyenTran.com.

THE AUTHORITY ASSESSMENT

Most industries have thousands of experts, but very few actually rise to authority status. This Authority Assessment will not only give you your score, but also detail the next steps you can take to become the foremost authority in your field.

1. What describes your highest level of education?

- a. High school or GED.
- b. Undergraduate degree.
- c. Advanced degree or formal accreditation in my industry.

2. Have you been given awards or received honors for your work?

- a. Yes, I have been honored once locally.
- b. Not yet, but I'm working towards earning them.
- c. Yes, I've received numerous local and national awards.

3. Do you have a website?

- a. No.
- b. No, but I have a reserved URL.
- c. Yes, I have a personal brand website (for example, www.AdamWitty.com).

4. What best describes your email list?

- a. I have under 2,000 people on my email list.
- b. I don't have an email list.
- c. I have more than 2,000 people on my email list.

5. Google your name. What happens?

- a. My website and social media channels come up above the fold (on page one of search results).
- b. I don't even show up in a Google search!
- c. Not much shows up right now, but I have a few results on page two.

6. Have you published a book?

- a. I've been working on a book for some time, but haven't published it yet.
- b. No, I have never thought about publishing a book.
- c. Yes, I have published at least one book.

7. Do you or does your business have branding?

- a. I have a basic logo and website in place.
- b. I don't have a website or formal brand in place.
- c. The design of my logo, website, and collateral materials all flow together and speak to what my business is about.

8. How often are you creating original content?

- a. I barely have time to keep up with my business, let alone create content.
- b. I have a consistent content marketing strategy, including a blog, newsletter, and social media.
- c. I've written a few blog posts and sent some emails, but I'm not consistent.

9. How often do you receive media coverage?

- a. I've never been featured in any type of media.
- b. I'm regularly featured in local and national media outlets.
- c. I've been in a few articles here and there.

10. Do you feel like you're still selling your business or can you prescribe a solution for customers?

- a. People come to me looking for the information they find valuable. They see me as the authority in my topic area.
- b. I'm confident in my expertise, but leads seem skeptical.
- c. I still feel like I'm "selling" more than "consulting" on a solution.

ANSWER KEY

1. A = 1, B = 2, C = 3

2. A = 2, B = 1, C = 3

3. A = 0, B = 2, C = 3

4. A = 2, B = 0, C = 3

5. A = 3, B = 0, C = 2

6. A = 2, B = 1, C = 3

7. A = 2, B = 1, C = 3

8. A = 1, B = 3, C = 2

9. A = 1, B = 3, C = 2

10. A = 3, B = 2, C = 1

0-10: NEW MEDIA NOVICE

Chances are, you are currently not the leader in your field. Despite your intelligence, your diligence, and your hard-earned expertise, you are perceived as a professional with no more status than any other professional in your industry.

11-20: INNOVATIVE INFLUENCER

Your marketing efforts are on par for your industry, but nothing overly impressive. You are always looking for new ways to engage your audience and make the conversion for a great ROI. As a driven person with a creative mind, you often craft plans, but fall short when it comes time to implement.

21-30: STAND-OUT AUTHORITY

Congratulations! When it comes to marketing, you're a superhero! Very few business professionals make it to this level. You are known as the go-to guru who everyone wants to work with in your industry. You've likely been in business for some time and have developed an original voice and an easily identifiable personal brand, in addition to your company's brand.

TO TAKE OUR FULL AUTHORITY ASSESSMENT AND GET A DETAILED SCORE, PLEASE VISIT
forbesbooks.com/authority-assessment

AFRICA RISE AND SHINE

How a Nigerian Entrepreneur from
Humble Beginnings Grew a
Business to \$16 Billion



JIM OVIA

MEET THE MAN TRANSFORMING THE GLOBAL VISION
OF AFRICA FROM “THE HOPELESS CONTINENT” TO A
COLLECTION OF “RISING NATIONS.”

“If I can do it, you can, too.” This is Jim Ovia’s message to entrepreneurs throughout Africa and around the globe. He knows that with passion, courage, hard work, perseverance, and dedication to duty, anything is possible. As the man who steered Zenith Bank from \$4 million in shareholder investments to a \$16 billion global banking institution, Ovia is proof of this.

When people around the globe think of Africa, they may visualize conflicts and war, famine, poverty, and desolation. In his book, *Africa, Rise and Shine*, Ovia paints a very different picture: Africa as a continent ripe with untapped resources, a growing middle class, and abundant opportunities for entrepreneurs and investors. Part-memoir, part-inspirational business guide, Ovia uses his story with Zenith to remind us of this valuable lesson: You must never allow the perceptions of others to impact your own vision of what is possible for the future.

It’s easy to see why *Forbes Africa* dubbed him the Godfather of Banking. “When the dust settles and the definitive history of contemporary Africa is written, Jim Ovia will be prominently cited as one of the founding fathers of Africa’s modern banking system,” says David Applefield of the *Financial Times*. “Ovia pioneered the creation of



one of the continent’s most successful banks, and demonstrates how believing in yourself, aiming for excellence, building a team, and listening to your gut—all with an unwavering ethical stance—frame the model for the next generation of great entrepreneurs everywhere. Jim Ovia’s story redefines the power of today’s self-made man.”

“I wrote this book to shed light on the principles and practices that have brought such achievements to me—to provide insight not just for bankers, but for people of all roles and in all industries,” says Ovia. “It has been my wish for a long time that the young people of my home country of Nigeria—and throughout Africa—take advantage of the tremendous opportunities Africa has to offer. The path to success is accessible to every young African person, regardless of background, family income, or education. This has been said many times, but I repeat it sincerely now—if I can do it, you can, too.”

Africa, Rise and Shine lays bare the secrets to Zenith Bank’s success. Aliko Dangote, GCON, founder and president

“IF I CAN DO IT, YOU CAN DO IT. THIS IS JIM OVIA’S MESSAGE TO ENTREPRENEURS THROUGHOUT AFRICA AND AROUND THE GLOBE.”



Ovia is reknowned for his commitment to the economic and social betterment of Africa.

of Dangote Group, has been a personal friend of Jim’s for the last quarter century. Of the book, he says, “Jim’s inspirational tale of success against all odds is an important lesson in how adversity can always be surmounted. His principles of doing business can be applied globally, as demonstrated by Zenith Bank’s London Stock Exchange listing. This book is an essential read for anyone that wants to do business in Africa.”

At a time of tension between military and civilian regimes, periods of incredible economic instability, and decaying infrastructure, Ovia founded Zenith in 1990. Under his leadership, what began as \$4 million in shareholders’ funds, grew into one of Africa’s largest banks, an internationally recognized institution with more than \$16 billion in assets.

Ovia speaks from experience on an increasingly important topic: the rise of Africa’s banking markets. “Not only are African countries growing faster than almost any other region,” says Dominic

Barton, global managing partner of McKinsey & Company, “but they are also a hotbed of innovation—especially when it comes to bringing millions of previously unbanked customers into the formal financial system.”

Having personally negotiated with Ovia to create the landmark Prudential Zenith Life Insurance partnership, Matt Lilley, CEO of Prudential Africa, has experienced Jim’s artistry in deal-making firsthand. “His ability to step back and take a long-term perspective has been a key factor in his business success. His twelve rules for building profitable businesses, whilst critical for African enterprises, could equally be applied globally. How I wish I had read *Africa, Rise and Shine* prior to sitting down to the negotiation table with him!”

Fortunately for many, Ovia is a believer that with great success comes great responsibility.

As a result, in 2004, he established the Jim Ovia Foundation, a nonprofit

initiative aiming to unlock the potential of Nigerian young people. With his entrepreneurial instincts and vision, when he saw the link between lack of quality education and poverty in young people, he knew he had the resources and insight to make a difference.

When Ovia first took interest in computers and technology in college, he could have never guessed it would lead him to become the founder of the largest bank in Nigeria. He holds an MBA from the University of Louisiana, and earned his undergraduate degree at Southern University in Louisiana. He is also an alumnus of Harvard Business School (OPM). Understanding the importance of education was critical in his own success, and this is why he founded the Jim Ovia Foundation, to pay that gift forward.

In an age when formal and digital literacy are entry-level requirements for most corporate positions, the gap between education and mandatory workplace skills is widening. At the same time, lack of infrastructure and financing means declining numbers of well-trained talent to support the business landscape. By using our knowledge and resources, we can reinvest in our youth, our communities, countries, and our global future.

To date, over 1,500 students have been provided with university scholarships by his foundation. Recognizing the need for high-quality secondary education, the Jim Ovia Foundation established James Hope College in his hometown of Agbor, Delta State, a co-educational boarding school that provides scholarships for over 50% of its pupils.

Ovia has received numerous awards and accolades over the course of his career. He was conferred with the AAI 2017 Business Leadership Award by the Africa-America Institute, New York; he was awarded an honorary Doctor of Business Administration degree (DBA) by the University of Nigeria, Nsukka; he was awarded an honorary degree of

Doctor of Science (D.Sc.) in Finance by the Lagos State University. In 2007, Ovia was honored as the Banker of the Year by *ThisDay* newspaper. In 2002, he received the *Business Day* newspaper award for the top 10 bankers in Nigeria, and was named among Vanguard’s 20 most outstanding CEOs in corporate Nigeria. In recognition of his leadership role at Zenith Bank, Ovia was awarded the Zik Award for professional leadership in April 1999.

Over the years, Ovia has headed multiple NGOs. He was the first president of the Nigeria Internet Group (2001-2003). He is also the founder and chairman of Mankind United to Support Total Education (MUSTE), a philanthropic organization focused on providing scholarships for the less privileged, of which some of the beneficiaries are now qualified professionals in diverse fields. He is also the founder of the Youth Empowerment / ICT Foundation, which focuses on improving the socio-economic

“YOU MUST NEVER ALLOW THE PERCEPTION OF OTHERS TO IMPACT YOUR OWN VISION OF WHAT IS POSSIBLE FOR THE FUTURE.”

welfare of Nigerian youths by inspiring and motivating them to embrace information and communication technology.

Pictured: Jim Ovia and Zenith directors at the 27th Annual General Meeting in 2018.



Recently, he was appointed chairman of the committee on “Nigeria Polio-Immunization Action Group.” The committee, in collaboration with Bill & Melinda Gates Foundation, seeks to eradicate polio in Nigeria.

Whether in business or philanthropy, “Jim Ovia’s entrepreneurial flair demystifies Africa,” says Sir Richard Branson. “*Africa, Rise and Shine* shows his meteoric rise from humble beginnings to building a formidable bank. This is a wonderful African success story.” ^{FB}

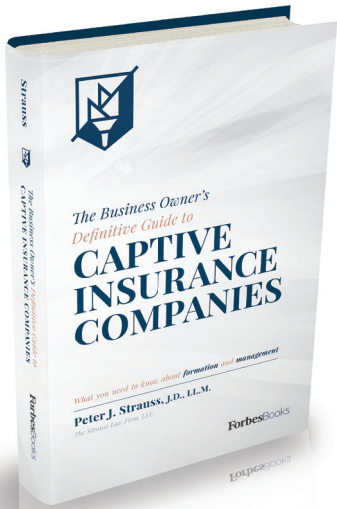
“
THE PATH TO SUCCESS IS ACCESSIBLE TO EVERY YOUNG AFRICAN PERSON, REGARDLESS OF BACKGROUND, FAMILY INCOME, OR EDUCATION.



Clockwise (from top left): Aliko Dangote, Bill Gates, and Jim Ovia; Ovia with Sir Richard Branson; Ovia shaking hands with Matt Lilley, CEO of Prudential Africa.



Ready to discover your greatness?
Take the assessment at JimOvia.com to discover your next steps.



The Business Owner’s Definitive Guide to Captive Insurance Companies

A fresh (and profitable) approach to managing business risk.

MOST BUSINESS OWNERS pay an insurance company to cover the risk of their business. Few are aware of a far better alternative. What if there were a way to insure the risk of your business, while reducing your out-of-pocket expenses and creating another source of revenue? In his latest book, *The Business Owner’s Definitive Guide to Captive Insurance Companies*, Peter J. Strauss shows this is achievable through the avenue of captive insurance. With this guide, Strauss has created a must-have resource for all small business owners.

“I want the reader to understand the fundamentals,” Strauss says of the book’s core purpose. “Captive insurance is vastly underutilized in the business community. A captive insurance company at its core is just that: an insurance company that you (or your business) owns. Captive insurance provides business owners with the capability to both manage their risk more efficiently and improve their company’s bottom

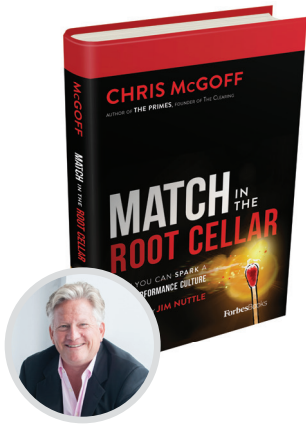


line. And yet, most business owners have no idea what captive insurance is, much less how to use it to their advantage.”

Throughout the book, Strauss guides business owners through each step of this valuable but underutilized strategy. Opening with the fundamentals and history of captive insurance, he details the basic principles of the process and its key benefits. You will learn how to implement a plan to create your own captive insurance company, select an appropriate captive manager, and improve your company’s financial well-being.

The message is clear: deploying these proven techniques can have powerful benefits for your business. With Strauss’s unrivaled authority and subject matter expertise to guide readers, a process that once seemed daunting can be navigated with ease. ^{FB}

Should you consider a captive insurance company? Take the free assessment at PeterJStrauss.com to find out.



Match in the Root Cellar

Spark a peak performance culture.

BY CHRIS MCGOFF

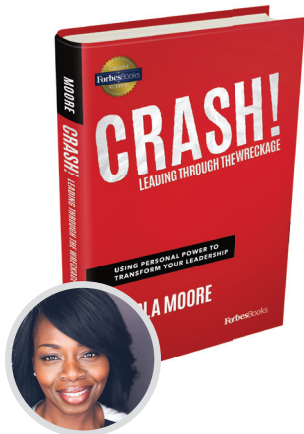
YOUR COMPANY MAY be a great place to work, but even stellar work environments can still fall short of performing at their “peak.” In *Match in the Root Cellar: How You Can Spark a Peak Performance Culture*, Chris McGoff seeks to bridge the gap. He offers readers the true story of a CEO, her team, and how together they achieved a peak performance culture at their company. Beyond this, the book serves as a straightforward guide to reference when developing your company’s culture. If you’re ready to ignite peak performance culture at your company, visit [ChrisMcGoff.com](#).

CRASH!

Using personal insight to drive leadership transformation.

BY CARLA MOORE

CRASH! LEADING THROUGH THE WRECKAGE tells one woman’s story of transformation, the event that sparked it, and how every facet of her professional and personal life was changed for the better. Carla Moore, HBO’s vice president of POS Strategy and Education, shares realizations that she hopes will motivate change, giving readers the tools they need to take control of their destiny. This is a story of awakening, action, and the cascade of positive effects that followed. Start your journey to health and happiness in all aspects of your life. Read more of her captivating story at [CarlaMoore.com](#).



From Problem Solving to Solution Design

The solution designer’s field guide to turning I.D.E.A.S. into actions.

BY J. EDUARDO AND ERICA W. CAMPOS

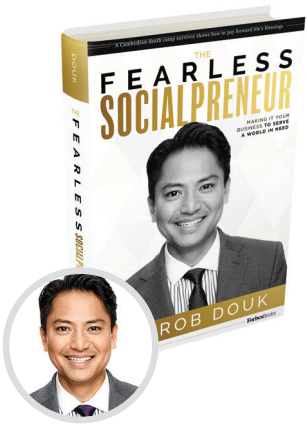
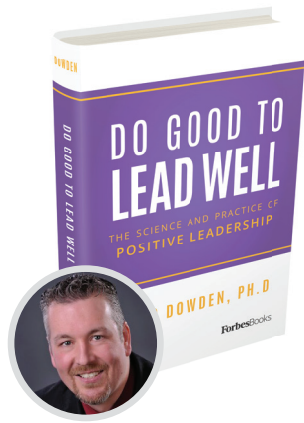
CREATING SOLUTIONS TO workplace problems can prove difficult, even for seasoned managers and executives. According to J. Eduardo and Erica W. Campos, the most effective way to navigate these challenges is to leverage the pitfalls, successes, and beaten paths of others. Their new release, *From Problem Solving To Solution Design*, empowers management teams to become successful solution designers. Peppered with real-world case studies, techniques, and templates, the authors introduce a pain-free way to design sustainable solutions, helping your organization solve complex problems across organizational borders, time zones, and cultures. Learn more at [Embedded-Knowledge.com](#).

Do Good to Lead Well

Leveraging the science of positive leadership to maximize individual, team, and organizational potential.

BY CRAIG DOWDEN, PhD.

PEAK PERFORMANCE EXECUTIVE coach, Craig Dowden, PhD., works with leaders and executives from diverse industries to tackle their most important challenges. In *Do Good to Lead Well: The Science and Practice of Positive Leadership*, Dowden explains that doing good and leading well are not competing ambitions, rather, they are complementary. The author introduces the Six Pillars of Positive Leadership which encompass the traits that every leader should possess, so as to leverage the “softer side” of leadership and the empowerment of doing what is right. Learn more at [CraigDowden.com](#).



The Fearless Socialpreneur

Looking beyond the pursuit of profit and toward social justice.

BY ROB DOUK

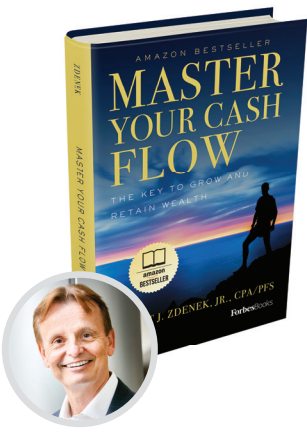
DR. ROB DOUK challenges us all to “leave the world better than we found it.” He wrote his book, *The Fearless Socialpreneur: Making It Your Business to Serve a World in Need*, in pursuit of that goal. Douk coined the term “socialpreneur,” and it captures the spirit of his altruistic mission: to achieve not only financial gain, but measurable social benefits. Douk shares accounts from a captivating, at times harrowing, life story, while laying out 10 impactful principles for success. Visit [DrDouk.com](#) to learn more.

Health-Wealth

For business owners, outlining the path to affordable employee healthcare.

BY JOSH LUKE, MD

FORMER HOSPITAL CEO and Amazon bestselling author Dr. Josh Luke lifts the lid on the healthcare industry in his latest release, *Health-Wealth: 9 Steps to Financial Recovery*. Luke offers invaluable advice and insider knowledge to business owners charged with covering employee healthcare. He exposes the greed-driven corporate healthcare system, laying out actionable strategies to reduce healthcare spending and improve employee health. Visit [Health-Wealth.com](#) to order the book and learn more.



Master Your Cash Flow

Empower yourself to make your best financial decisions.

BY AL ZDENEK

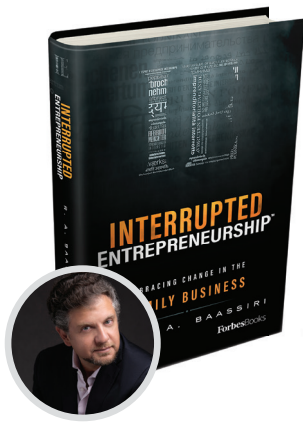
TO CREATE THE life you want now and in the future, you have to master your cash flow. Understanding the big picture of your financial situation will enable you to make better financial choices—no matter how big or small. In *Master Your Cash Flow*, trusted CPA and financial specialist Al Zdenek shares how you can build your wealth and reach your financial goals. This book is not meant to answer all of your questions; it is meant to serve as an impetus to start asking them. Learn more at [AlZdenek.com](#).

Interrupted Entrepreneurship

Navigate the interruptions in the family business cycle.

BY RAMÉZ A. BAASSIRI

DISRUPTION IS INEVITABLE, especially in the realm of family business. Learning how to manage that disruption is the most critical thing an entrepreneur or family business leader will do. At the heart of Raméz A. Baassiri’s game-changing book, *Interrupted Entrepreneurship*, is the insight and knowledge to help you navigate interruptions in the family business cycle. Disruption is beyond your control, but you can choose how you’ll confront it. Learn more at [RamezBaassiri.com](#).



Speaking Out

Announcing a bold new platform for world-class speakers to share stories, passion, and knowledge with the world.

FORBES AND ADVANTAGE MEDIA GROUP are pleased to announce the launch of ForbesSpeakers, an exclusive speaker service representing some of the best and most highly respected speakers.

An offshoot of ForbesBooks, ForbesSpeakers provides holistic branding, visibility, and marketing services for accomplished speakers and thought leaders whose rich knowledge across a wide range of industries are helping to shape and influence business everywhere. By becoming a ForbesSpeakers member, individuals are elevating their visibility and value with conference organizers, meeting planners, and convention administrators.

“ForbesSpeakers seeks to identify and spotlight the most knowledgeable, renowned, and sought-after speakers in their respective industries,” said Advantage|ForbesBooks Founder and CEO, Adam Witty. “The ForbesSpeakers seal represents the best-of-the-best. Displayed on members’ websites, social media channels, business cards, print marketing collateral, and at events, the insignia is a sign of expertise and authority.”

“The Forbes brand is synonymous with success, and ForbesSpeakers is the latest example in our long tradition of innovative products and services that help entrepreneurs succeed in today’s marketplace,” said Nina La France, Senior Vice President of Consumer Marketing & Business Development at Forbes Media. “The best speakers are great storytellers, idea-makers,

and thought leaders who convey ideas and concepts with clarity and impact.”

Forbes is among the most respected names in business media, championing entrepreneurial capitalism around the globe. The brand reaches more than 120 million people each month. From the flagship magazine, with its 40 print editions in 70 countries and 28 languages, to Forbes.com and its 67 million unique monthly visitors, Forbes champions success worldwide. ForbesSpeakers members effectively align themselves with the attributes and trust associated with the Forbes brand.

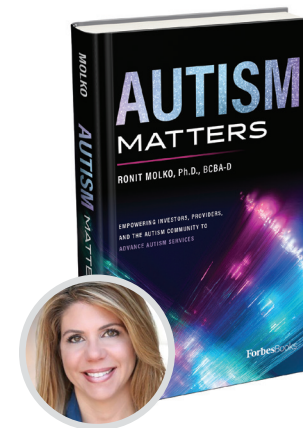
Every ForbesSpeakers member is closely vetted and must meet specific criteria. As members, they receive a number of benefits, including visibility and brand association with Forbes, marketing services, and the opportunity to share stories across Forbes media channels including print, online, and live events. Anthony Iannarino, Deborah Torres Patel, and Bill Higgs are three of ForbesSpeakers’s inaugural members.

ForbesSpeakers will bring the stories, passion, and knowledge of top thought leaders to the forefront, offering a branding, visibility, and marketing platform to business speakers that is unrivaled.

For more information on ForbesSpeakers, visit ForbesSpeakers.com. 

Steve Gilliland invigorates the crowd at the Charleston Insider’s Forum.

FEATURED



Autism Matters

Helping investors improve autism services.

BY RONIT MOLKO

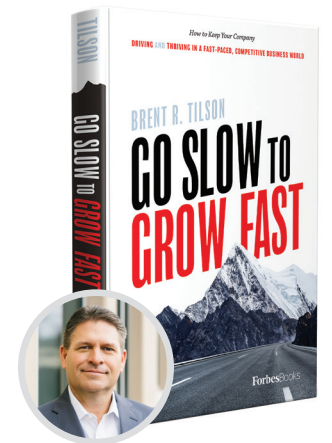
WITH A GROWING POPULATION of individuals living with autism, it’s time to look to the future and ask how we can provide meaningful outcomes. In her newest book, *Autism Matters: Empowering Investors, Providers, and the Autism Community to Advance Autism Services*, Dr. Ronit Molko takes a critical look at the autism services industry, outlining paths for new programs and opportunities to equip autistic individuals with the skills they need. With Dr. Molko’s unparalleled knowledge and experience, her book is the primary resource for investors looking to enter the autism services market. How can you get involved? Visit RonitMolko.com. 

Go Slow to Grow Fast

Drive and thrive in today’s fast-paced business world.

BY BRENT R. TILSON

AS THEY PUSH their companies through the conflict of growth and capability, business leaders have to contend with the “S-curve life cycle.” In *Go Slow to Grow Fast*, Brent R. Tilson shares practical tools, methodologies, and advice to combat this challenge. His innovative use of a business’s “lifeline,” combined with his “Quad 4” methodology, helps leaders gain an understanding of how their business is performing today, creating a roadmap for the future. Learn more at BrentRTilson.com. 

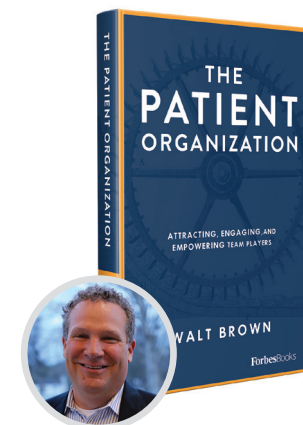


The Patient Organization

Harness the energy of fully engaged team members.

BY WALT BROWN

EMPLOYEE DISENGAGEMENT IS an epidemic plaguing the modern workplace. Organizational strategist Walt Brown set out to find a solution. He presents business leaders with seven principles—presented as seven questions—capable of transforming companies. When each employee can answer these seven questions with a resounding “Yes,” peak performance culture becomes possible. Over the course of his research, Brown found the common thread between all seven principles: patience. *The Patient Organization* distills over 30 years of business experience into one engaging read. Learn more at ThePatientOrganization.com. 

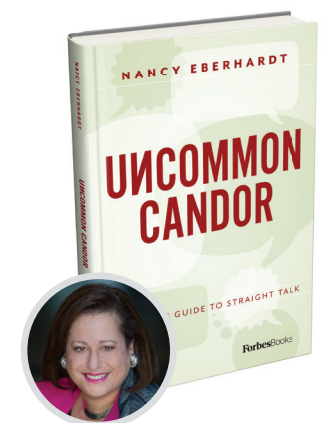


Uncommon Candor

The shortest distance between two points is straight talk.

BY NANCY EBERHARDT

TIMIDITY WON’T GET you ahead in business. Candor, however, will change the game. In her new ForbesBooks release, *Uncommon Candor*, former regional bank president Nancy Eberhardt offers business leaders real-world advice on how to master the art of “straight talk,” leading with authenticity and gumption. Eberhardt brings a wealth of business insight and a background in organizational psychology to the table. Verne Harnish, famed author of *Scaling Up*, characterizes Eberhardt’s book as “a key component to getting uncommon results.” Visit NancyEberhardt.com to learn more. 





Top row (left to right): Craig Dowden and Steve Forbes; Karyn Buxman speaks onstage at the Authority Summit; Sandy Ogg captures the crowd at the Authority Summit; Dr. Joe Galati poses with his new book; Chris McGoff ignites conversation on ForbesBooks Radio.

Bottom row (left to right): Dr. Josh Luke shares social media tips for success; Corey Kupfer, Rha Goddess, and Eric Hutchinson share a laugh at the Insiders Forum; Adam Witty talks with Dan Kennedy at the Insiders Forum; Steve Forbes speaks to the crowd at the Authority Summit.



KARYN BUXMAN
Keynoter, Neurohumorist, Author
Funny Means Money



STEVE JONES
CEO, Allied Universal
No Off Season



JEFF ROGERS
Founder & Chairman,
Stewardship Advisory Group
Create a Thriving Family Legacy



NAMRATA PATEL, DDS
Owner, Green Dentistry
Age With Style



GARRETT HURLEY
CEO, Brix Wealth Management
Getting Out Gracefully



SANDY OGG
Founder, CEO.works
Grow



JOEL PATTERSON
Founder, The Vested Group
The Implementation Paradox



MICHAEL DOWLING
President and CEO, Northwell Health
Healthcare Reboot

...and more!



THOUGHTS FROM
Thought Leaders



*“We need to make
it our business to
leave the world
better than we
found it.”*

-DR. ROB DOUK
Founder & CEO, Behavioral
Health Works, Inc.
The Fearless Socialpreneur



*“Regardless of the talent the
team may have, winning and
losing comes down to the
practices and preparedness
of the coach.”*

-JACK DALY
CEO, Professional Sales Coach
Hyper Sales Growth

*“THE QUESTIONS
ARE UNIVERSAL,
AND THE IMPACT IS
IMMENSE. WHAT DO
YOU WANT? WHAT
DO YOU HAVE TO DO?
WHAT COULD GET IN
THE WAY? HOW DO
YOU HOLD YOURSELF
ACCOUNTABLE?”*

-MARK MOSES
Founding Partner & CEO,
CEO Coaching International
Make BIG Happen

**“A TRANSITION MUST OCCUR
FROM THE BUSINESS BEING
ABOUT ‘ME’ AS ITS [FOUNDER OR]
CEO, TO THE BUSINESS BEING
ABOUT THE OVERALL NEEDS OF
THE COMPANY.”**

-RANDY H. NELSON
Founder, Gold Dolphins, LLC
The Second Decision

**“A BOSS WHO DEMANDS WORK WITHOUT
EXPLAINING ITS PURPOSE IS DEPRIVING
STAFF OF THE VERY REASON THEY WORK.”**

-DON RHEEM, CEO, E3 Solutions, *Thrive By Design*



*“Self-knowledge
is the foundation
for any type of
transformation.”*

-CARLA MOORE
Vice President,
POS Strategy &
Education, HBO
Crash!



**“WE ARE LOSING SIGHT OF THE
CRUCIAL DIFFERENCE BETWEEN
LEADERSHIP AND MANAGEMENT.”**

-KEVIN G. ARMSTRONG
Business Coach
The Miracle Manager

**“AT ITS HEART, A CAPTIVE INSURANCE
COMPANY IS AN INSURANCE COMPANY
THAT YOU OR YOUR BUSINESS OWNS.”**

-PETER J. STRAUSS
Founder & CEO, Hamilton Captive Management, LLC
*The Business Owner’s Definitive Guide to Captive
Insurance Companies*



*“It is up to us to take
risks, reap the rewards,
create beauty, and
share the good we find
with others.”*

-BRANDON VALLORANI
Founder & CEO, Vallorani Estates
The Wolves and the Mandolin

SOURCES: ForbesBooks Author Voice Blog



Our ForbesBooks authors are committed to sharing their stories, passion, and knowledge to help others learn and grow. Here's to celebrating their recent successes!

It is impossible to discount the staggering importance of media in the modern business landscape. Be it print, radio, television or digital, media is the connective tissue that links individuals to information and perspective. Business leaders often struggle to secure widespread media exposure, making it difficult to ensure their business or personal brand is favorably portrayed. When media and PR efforts fail to drive leads and online traffic, businesses rob themselves of a powerful competitive advantage. The PR professionals at News & Experts effectively take the guesswork out of media exposure, creating a seamless process for business leaders to win favorable media attention.

Learn more about News & Experts and get your free media analysis at NewsAndExperts.com/FBR.

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Forbes

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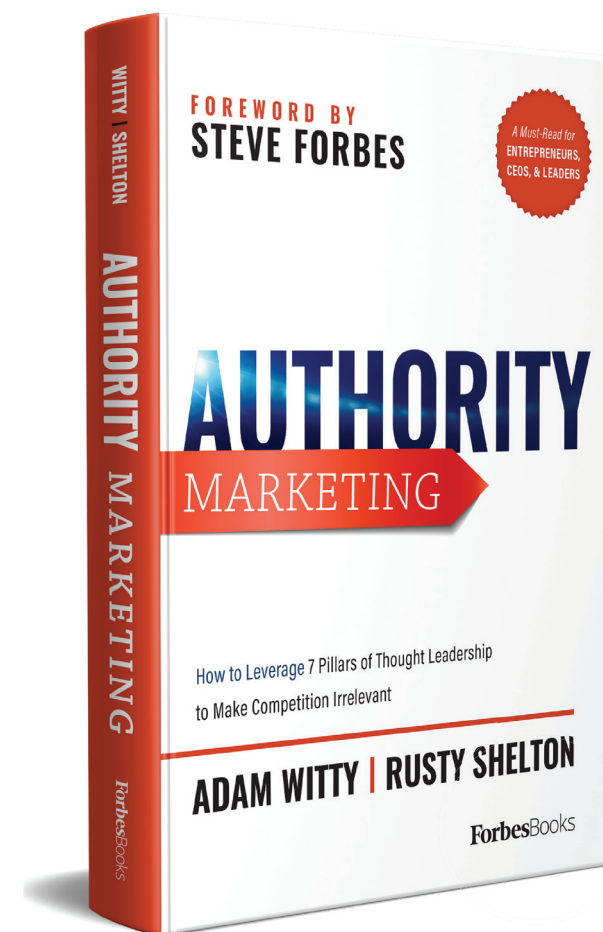


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TRANSFORMATIONAL."**

- STEVE FORBES, EDITOR-IN-CHIEF, *FORBES* MEDIA



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