



# weLEAD Book Review

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## **Becoming a Strategic Business Owner** ***A Proven Process to Enhance Your Strategic Mindset*** **The Growth Coach – 2004 (134 pages in paperback)** **Author Daniel M. Murphy** **ISBN 0-9754456-0-X**

Author and Growth Coach® President Daniel Murphy is a man with a passionate mission. I have had the pleasure of *both* reading [Becoming a Strategic Business Owner](#) and seeing him in a group presentation. His raw energy and commitment to the small business owner also comes out clearly in this book. The Growth Coach® offers certified business coaching throughout the United States and Canada.

[Becoming a Strategic Business Owner](#) is strong therapy for the small business owner who wakes up one morning and wonders why the excitement and pleasure of owning their own business has faded. They have become a *prisoner* to their business. As Murphy explains, “Most owners have never learned to be strategic. Role models are scarce. As such, dysfunctional businesses and owners are the rule, not the exception. Like you, most owners feel that they have been sentenced to a life of servitude and some even suffer from the blues.”

The first section of the book persuades the reader to face *reality* and admit that serious problems exist. Only then... will the owner be motivated to seek help and accept what the rest of the book recommends. First, the author encourages the owner to get a personal coach. This is someone who will help guide the owner toward a “strategic mindset” and hold them accountable. The rest of the book focuses on developing what Murphy calls *The Strategic Mindset*®.

[Becoming a Strategic Business Owner](#) trumpets loudly the problems that occur when a business owner makes their presence or personality the center or core of the business. This leads to micro-managing and being pulled into every small detail or problem of the business. Daniel Murphy reminds the reader of the essence of a strategic mindset when he comments, “Spend time developing systems and performance standards early on so that you can lead later on. Design an entire business template. Define and organize the work to be done rather than micro-managing the employees. The more you systematize your business, the less everyone will rely on you for day-to-day questions and assistance.” Incorporating a *strategic mindset* also includes shifting your thinking away from that of being an employee to that of being the President or CEO of your business.

Other valuable topics in the book include how to shape your business to be sold at a later time, maximizing your leadership, people development, marketing principles, and letting go of your business into the capable hands of others. If you thought that owning a business *should* be about financial rewards, personal fulfillment, fun and freedom... so does Daniel Murphy! I recommend that you to read [Becoming a Strategic Business Owner](#) and learn how this is possible.

*weLEAD Rating – highly recommended*

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