

NEW BOOK

The Blueprint for Fast, Sustained and Reliable Growth

BUILT TO GROW – HOW TO DELIVER ACCELERATED, SUSTAINED AND PROFITABLE BUSINESS GROWTH

'Now more than ever business leaders need a model that works, is simple and covers all bases. From earnings growth, to people and talent strategies, to deeper customer relationships, in this book finally we've got one.'
—Paul Thandi, CEO, NEC Group

BUILT TO GROW

How to deliver accelerated, sustained and profitable business growth

royston guest

WILEY

Built to Grow by Royston Guest is out in October 2016, published by **Wiley**, priced £14.99.

For more information see www.roystonguest.com

ABOUT THE AUTHOR

Royston Guest is CEO of **Pti Worldwide**, a global consultancy and training company with a proven track record in delivering business growth, personal development and peak performance. Driving sustainable business growth... fast, and unlocking the potential of individuals are Royston's two professional missions.

His clients include **Metrobank, EE, Heinz, DHL, Virgin, Harrods, the NHS, ABTA, Virgin Holidays, Barclays, RBS, Santander, and Lloyds Black Horse** to name but a few. Through exposure to such a broad array of organizations, Royston has created a unique databank and set of breakthrough distinctions and insights into what it takes to build a truly high performing organisation.

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If you asked a cross-section of business leaders, owners and entrepreneurs what their biggest business challenge is, the recurring reply would be: growing their business in a sustainable, predictable, yet profitable way – quickly.

But how can they triumph against the current climate of uncertainty, change and low productivity? Whether you're an entrepreneur starting out, a director or business leader, or a sales, marketing or finance executive, the building blocks of *Built to Grow* are universally applicable.

Leading business consultant and author Royston Guest outlines his **Business Growth Transformation Framework®**, offering readers a roadmap for repeatable, predictable and sustained growth. Unlike many theories available, Guest's method is based on practical strategies implemented in the real world with some of his most successful clients including large companies, mid-tier organisations, SMEs and small/home businesses.

Addressing the productivity problem, Guest's framework helps businesses and their leaders create high performance

throughout their organisation. The author is a specialist in helping people realise their full potential: he emphasises the need to equip employees, at every level, with the mindset and skillset for success and peak performance.

Avoid the common pitfalls of a trial and error approach to business growth. *Built to Grow* is full of practical strategies, tools and ideas, backed up with real world case studies to illustrate what can be achieved – leaving you equipped to transform your businesses performance and drive tangible results.

Built to Grow will help entrepreneurs, business leaders and professionals:

- » Understand the guiding principles of accelerated, sustained and profitable business growth
- » Achieve greatness through purposeful design
- » Follow a proven model from day one that delivers repeatable and predictable results
- » Revolutionise their organisation's performance.

This book is straightforward, factual and to the point. Any Leader responsible for business growth should read it! *Craig Donaldson - Chief Executive Officer, Metro Bank*

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Royston will be available for articles, comment and interviews relating to this subject including:



The Power of Your WHY: Is Motivation All-Important?

The Productivity Problem: Key ways to keep your employees engaged

Your Three Most Important Financial Tools

Five surefire methods to build a high-performing organization

How to stop end-of-year walkouts: Why loyalty is worth working for

Why a spray and approach to finding customers won't cut it in today's market

Why you'll never build a high performing

organisation based on a Leader - Follower framework

How to turn your customers into your salesforce!

Why most sales planning and forecasting is fundamentally flawed

Why 1 in 3 Customers do not buy your range of products & services (and how to get them to buy more)