

Benefit from experience to maximize profitability

BY BOB WARDE A COMMON THEME has developed among business advice books; study successful companies, their systems, or branding efforts and root out their common denominators to create a blueprint for success that can be easily replicated. Two such efforts that have topped the best-seller list recently are *The Ultimate Question* by Fred Reichheld and *Good to Great* by Jim Collins. Both examine legitimate ways of propelling a company forward by either discovering whether your customers would recommend your company to others or whether your company has the right ingredients (and the right people on the bus) to become great.

getting the right people on the bus is important, a company must first evaluate and determine which seats are necessary to fill.

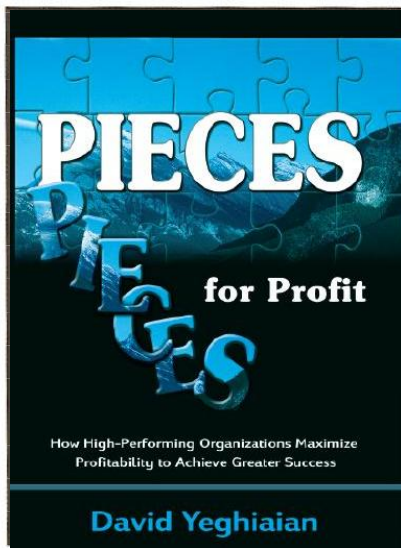
To facilitate both, Yeghiaian has developed AL²A, or Ask, Listen, Learn and Act. Developed through research with hundreds of organizations, Yeghiaian says the approach is used with both customers and employees. The method then forms bookends that surround an organization's overall strategy. The work surrounding customers and people (personnel) are then used to develop a company's overall strategy, completing three pieces of the profit puzzle, hence the book's name.

Yeghiaian has more than 15 years of experience in guiding a variety of organizations –

Fortune 500 companies; government bureaucracies; and small to medium-size businesses.

The book is full of helpful charts, graphs, and lists that help put the tools into context and aid the reader in applying the information to his or her company.

Overall, the book is relatively easy to read and adapt. It contains an epilogue that dips a toe into the process of successful mergers and acquisitions and a couple of appendixes that explain the methods and research Yeghiaian has developed over the years. *Pieces for Profit* is well worth its \$15.95 cover price and is a bit more practical than the Reichheld and Collins works. In all, it will help many companies become more profitable and, thus, successful. ■



PIECES FOR PROFIT

By David Yeghiaian

Winners Success Network Publishing. \$15.95.

David Yeghiaian, president and founder of Unique Business Solutions in Green Bay, believes companies need to take things a bit farther to become more profitable and successful. Yeghiaian (pronounced Yeg-E-I-an) has written his own management manifesto, *Pieces for Profit*, that's just been published. The way Yeghiaian sees it, while the information gathered from the Reichheld and Collins books is extremely valuable, businesses must go beyond those processes. For example, while