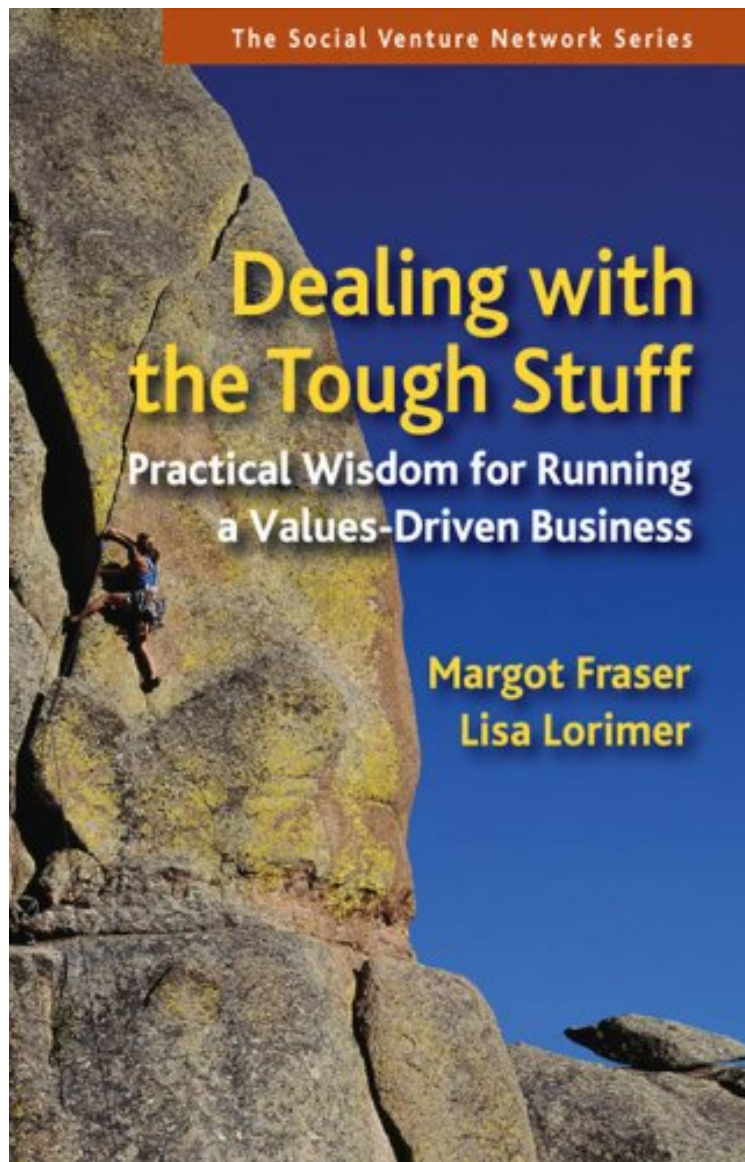


[Mobile pdf] Dealing With the Tough Stuff: Practical Wisdom for Running a Values-Driven Business (Social Venture Network)

Dealing With the Tough Stuff: Practical Wisdom for Running a Values-Driven Business (Social Venture Network)

Margot Fraser, Lisa Lorimer
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Margot Fraser, Lisa Lorimer : Dealing With the Tough Stuff: Practical Wisdom for Running a Values-Driven Business (Social Venture Network) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dealing With the Tough Stuff: Practical Wisdom for Running a Values-Driven Business (Social Venture Network):

3 of 3 people found the following review helpful. Excellent, practical book
By Sue Strassenburgh
After finishing "Dealing with the tough stuff", I realized that I am not alone and I definitely recommend that every business owner read this book! The authors' stories were real and quite easy to relate to. I could see my business and situations mirrored in the book. It added a new perspective on running a business and remaining sane at the same time. I realize now that I am not alone. I feel free. I am not the only business owner who lays awake many sleepless nights trying to solve the problems that arise every day. The day after finishing the book, my morning (a Monday) started out with a triple crown, (three nightmares in a row). Any other day this would have turned my day upside down, but not today. I was not overwhelmed. It surprised me, the calming effect the book had on me. I have read many business books, excited by what I might learn, but often disappointed. Not this time. I felt that the book was written with me in mind. I definitely recommend this book for all small business owners, who sometimes need a light to guide them.
Sue Strassenburgh
Peerless Painting
3 of 3 people found the following review helpful. The Best How-To for a Successful and Socially Responsible Business
By Caroline Duell
This is a MUST READ and RE-READ for anyone in the early stages of business or for more seasoned entrepreneurs who are ready to jump start their company into making a positive impact on their communities and beyond. The advice is clear and easy to grasp. Their practical suggestions turn the daunting feat of running a business into an open road with signs to follow. I have read many business books, and never found one that cuts so quickly to the points that are important. The authors share real life experiences and weave them into nicely organized check lists to complete. If you've ever thought you didn't have what it takes to make the right decisions and follow through with them, this book is the key to changing your perspective - YOU are NOT alone!
4 of 4 people found the following review helpful. A lifeline to entrepreneurs
By Dawn McGee
There are a lot of business books out there and most of them don't have much to do with the headaches, heartaches and joys of starting and building a values driven company. The stories told by the authors do not shy away from telling it like it is - the real hard truths about what running a company entails. But they provide reassurance and guidance to help you navigate the inevitable challenges of growing a business. As a values driven investor, I hope all my companies read this book and talk about the implications with their teams.

Your business plan is only going to get you so far. When you're actually running a values-driven business problems come up that you never could have anticipated. And as a mission-driven organization you face issues your more conventional colleagues never have to grapple with. The whole experience can be incredibly isolating and draining. Margot Fraser and Lisa Lorimer have been there, and they're here to help. Together with five of their colleagues—including Stonyfield Yogurt founder Gary Hirshberg and former Ms. Foundation president Marie C. Wilson—they offer the kinds of personal insights and seasoned advice you just can't get in business school. It's like having a coaching session with some of the nation's top socially conscious entrepreneurs. Each chapter of *Dealing with the Tough Stuff* tackles a particular challenge. How open and honest can you really be with your employees and still run an efficient business? At what point do you seek outside expertise? What do you do when things go terribly wrong? When is it time to leave? The authors and the members of their "advisory board" share their experiences—not just what worked, but sometimes what spectacularly didn't. Some of these stories are harrowing: a worker getting killed by factory equipment, a supplier embezzling funds, a false accusation of intellectual property theft. Others are simply day-to-day conundrums: meeting payroll when you're always in debt, deciding when and how to expand in a responsible way, balancing business needs with your commitment to the triple bottom line. At the end of each chapter, Lorimer and Frasier draw on the stories to offer practical "survival suggestions" that can guide readers through similar situations. This is a book that readers can look to for affirmation, hope and tools. Others have been through what you're going through, if not worse. They made it and so can you—because they're going to show you how they did it. No book can cover every challenge that might arise, but if you learn from the attitudes, techniques and coping mechanisms these seasoned leaders offer, you'll get through the tough stuff with your sanity and your business intact.

About the Author
Margot Fraser is the founder, former CEO, president and majority shareholder of Birkenstock USA. (She retired from active leadership in 2002.) The company is the sole importer of Birkenstock footwear in the U.S. and sells to more than 3005 retailers, including 200 licensed, privately owned stores. Lisa Lorimer is the former CEO, President and majority owner of Vermont Bread Company in Brattleboro, VT (sold in 2005). During her 23-year tenure at her company, Vermont Bread was the largest majority woman-owned business in the state and was listed as one of the top ten fastest growing companies in Vermont.