



The Roadmap to Freedom: A Small-Business Owner's Guide to Connecting People to a Core Message

Chris McIntyre

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Delivering a tactical plan, complete with both downloadable and online support, Chris McIntyre rescues small business owners trapped in potholes littering the road to success, and provides a helping hand to freedom.

Uniquely prepared to create and deliver their product or service, small business owners are far less equipped to effectively lead, let alone develop, their team. Their internal systems and processes are often informal and incomplete, limiting their freedom and their business growth. McIntyre provides a step-by-step, customizable solution to overcome this roadblock.

Coached by McIntyre, leaders learn to craft the right team, create a consistent core message that enables the brand, and then, connect the two. Business owners are given a rock-solid process for attracting and keeping superstars, and dropping nightmares. They learn how to get their core message out of their head and into the heads of their superstar team. Supported by McIntyre, organizational leaders will define their core mission, and develop a distinct, systematic formula that enables their team to accomplish it. Leaders are aided with a thorough checklist to guide implementation, giving them everything they need for consistent performance from their team and ongoing success.

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