



When you **CREATE** a **PATIENT** organization, you get **CONSISTENCY**. With **CONSISTENCY** comes **STAMINA**, and with **STAMINA** comes incredible, repeatable, competitive **ADVANTAGE**.

*The Patient Organization*, ForbesBooks, 2018

“If it weren’t for people, it would be easy.”

In his insightful and entertaining new book, *The Patient Organization*, Walt Brown explains why patience is important in today’s rapid-fire business world. “Patience is much more than a virtue,” says Brown. “It is a way to motivate team members to make decisions that align with your core values and to realize a vision that makes you a fierce competitor. Patience leads to consistency and stamina, and it attracts employees who love their work.”

Walt wrote *The Patient Organization* as a companion book and a field guide for explaining why many of today’s popular organizational operating systems—like Rockefeller Habits, Scaling Up, 4DX, Holocracy, The Advantage, Traction, EOS and others—work.

“When you create a patient organization, you get consistency. With consistency comes stamina. And with stamina comes incredible, repeatable, competitive advantage.”

Success, according to Walt, comes down to seven vital and time-tested questions. When the answers to these vital questions are defined by the organization and then maintained as yes’s with all individuals in the organization, we drive patience, which, in turn, drives high levels of engagement. “Patience,” as Walt explains, “is not suffering fools or procrastination, patience manifests as guts, moxie, perseverance, action, clarity and ultimately high levels of trust.”

Brown asks readers to reflect on the following Seven Questions:

- *Do I belong?*
- *Do I believe?*

- *Do I understand and embrace what I am accountable for?*
- *Do I understand and embrace how I am measured?*
- *Do I understand and embrace how I am heard?*
- *Do I understand and embrace how I am developed?*
- *Do I understand and embrace how I maintain balance?*

Then he asks, “How strongly would you answer ‘yes’ to each of these?” Hint: your answers to your biggest organizational problems can be found within these answers.

**“PATIENCE IS NOT SUFFERING FOOLS OR PROCRASTINATION, PATIENCE MANIFESTS AS GUTS, MOXIE, PERSEVERANCE, ACTION, CLARITY, AND ULTIMATELY HIGH LEVELS OF TRUST.”**

In this informative and entertaining read, Brown walks you through the power of a Patient Organization and the Seven Questions framework he uses to transform organizational cultures and results around the country. The lessons and insights are not 20,000-foot removed theory, they are on-the-ground solutions drawn from his thirty years of experience helping and growing hundreds of companies.

When asked what kind of organization can benefit from his solutions, Brown’s response (like his writing) is simple and straightforward: “The kind with people.”

*The Patient Organization* is available now. Pick up a copy today and take your first step back to the future you always dreamed of.

# WALT BROWN

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thepatientorganization.com

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**WALT BROWN** has been called a ‘seasoned multi-company entrepreneur.’ But he insists this is much too generous: “I don’t consider myself an entrepreneur,” says Brown. “I consider myself someone who is good at seeing existing patterns and pulling them together in logical ways that people are willing to pay for.”

And his work speaks for itself. During the last decade, he has helped transform the culture of more than 135 businesses across the country as an Implementer of the Entrepreneurial Operating System®. Not practicing: Combined, Brown’s 50 largest clients have 8,711 employees, with average sales per employee of \$245,786, their average size is \$45,554,081 in revenue per year and combined they are doing \$2.1 billion in sales. Since becoming Patient Organizations, many have doubled their bottom lines and doubled their net free cash flow. And they are enjoying life with more freedom.

He currently resides in the cul-de-sac of Raleigh, North Carolina, but his work carries him around the country.

“Every organization should be making sure that their people have clear answers to the Seven Questions. This is a book that will produce value when read over and over. Thanks Walt.”

**AUSTIN KOON**  
Davis Moore Capital

“This is an exciting and much-needed contribution from the trenches. Brown has simplified and condensed decades of his pioneering work building Patient Organizations to Seven Questions your team members will answer. This dynamic approach can eliminate dysfunction while achieving significant organizational loyalty and improvement. The results speak for themselves. Ya gotta’ read this book!”

**GREG WALKER**  
Executive Coach to 300+ business owners  
for more than thirty years

“Becoming a Patient Organization is critical to success for any company looking to thrive. It changed the way we think, act and is a major catalyst in our company.”

**MERCER F. STANFIELD**  
President & COO, Brame

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