



With **PATIENCE** comes **CONSISTENCY**,
with **CONSISTENCY** comes **STAMINA**,
and with **STAMINA** comes incredible,
repeatable, competitive **ADVANTAGE**.

The Patient Organization, ForbesBooks, 2018

Most organizations begin with a dream. An entrepreneur passionate about a product, service, or cause identifies a need or gap in the market and sets out to fill it. Founders take on considerable risk in pursuit of their vision. Most worked for others before striking out on their own and were dissatisfied with the way those companies operated—the mismanagement, missed opportunities, mistreatment.

So many misses! So what's the trick to avoiding them—and hitting the bullseye? According to Walt Brown, the answer is patience.

In his insightful and entertaining new book, *The Patient Organization*, Brown explains why it's 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."

Brown's philosophy is this: What gets measured gets done. He asks readers to reflect on the following questions:

- How will you attract, engage, empower, and retain the worker of the future—i.e., Millennials?
- How will you dominate your competitors before, during, and after the next economic opportunity/downturn?

- How will you address the scourge of instant competitor imitation?
- Are you a "Best Place to Work" organization?
- How strong is your organization?

Then he asks, "How can you measure *that*?"

**"PATIENCE LEADS TO CONSISTENCY
AND STAMINA, AND IT ATTRACTS
EMPLOYEES WHO LOVE THEIR WORK."**

In this quick and entertaining read, Brown walks you through the concept of a Patient Organization and the Seven Questions framework he uses to transform organizational cultures around the country. The lessons and insights presented are drawn from his of thirty years of experience—twenty growing his own businesses, and another decade helping to revitalize the cultures hundreds of companies. When asked what kind of organization can benefit from his ideas, 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 steps towards turning your business dreams into your reality

WALT BROWN

SIMPLE THINGS DONE SAVAGELY WELL

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®. Combined, Brown’s 47 largest clients have 8711 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 being becoming Patient Organizations they have doubled their bottom lines and doubled their net free cash flow. And they are enjoying life with more freedom.

He currently resides in Raleigh, North Carolina.

“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*

“A fantastic read with philosophical, common sense advice and practical approaches—with tools to inject a high level of employee engagement and a true competitive advantage in your company.”

ALEX FREYTAG

*Author of **Achieve Your Vision**, Certified
EOS Implementer*

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