

Take the Pain Out of Running Your Business in 2018

A new book introduces “business alignment tools” to help frustrated business owners discover the root causes of dysfunction and transform their company into what they’ve always envisioned

Transform Your Company by Alex Vorobieff

As a CPA, Alex Vorobieff spent years cleaning up the financial messes of companies. He quickly began to see that the problems that drained into the “accounting sewer” were merely symptoms of a larger dysfunction within the company. But what was the root cause?

In his new book, *Transform Your Company*, Vorobieff distills the lessons he has learned during his two decades coaching and consulting with frustrated business owners, bringing clarity to chaos for companies such as aerospace manufacturers, real estate developers, clothing retailers, and food product innovators, among others.

Many of the business owners he’s worked with have cited the same problems: unproductive meetings, email hell, and spending all of their time fighting fires. Owning a business is supposed to give you the freedom to live life on your terms, but instead many business owners find themselves with recurring business nightmares and dreading Monday mornings. They feel they are stuck in a circle of frustration.

In *Transform Your Company*, Vorobieff introduces “business alignment tools”—a set of blueprints for building your business from the inner core. Vorobieff says the key to becoming a thriving company starts with the question “How do you get people on the same page?” Not “What planning system do you use?” Not “What is your management system?” But rather, “How do you get people to paddle together in the right direction?”

Vorobieff has found one common denominator in the dysfunctional companies he works with: the leader often avoids feedback. He helps leaders to recognize when they’re not confronting reality, and walks them through a process to improve their personal relationship with feedback. He challenges business owners with asking themselves questions such as: “Why do people want to devote a big part of their lives to this company? Why do they want to work for you?” He says employees need to know where they’re going, how to get there, what behavior is acceptable, what is expected of them, and how to get back on course when they get stuck. He writes, “You as a leader are responsible for getting people to effectively row together. And you do that by asking essential questions and then communicating using the answers.”

The paddling metaphor came to Vorobieff while at Disneyland with his family. He was watching the canoe ride while mulling over a client’s issue. The canoe guide gave his new crew a demonstration on how to hold the paddle and how to use it to propel the boat forward, stating, “If we don’t row, we don’t go.” Vorobieff considered the contrast that canoe team made with the dysfunctional companies he had been working with for years. If the business leaders he knew were to operate the ride, they would barely say anything to the new people getting in the canoe. They’d just expect

(continued...)

TRANSFORM
YOUR
COMPANY

Escape Frustration,
Align Your Business, and
Get Your Life Back

ALEX VOROBIEFF

BOOK DETAILS

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PR BY THE BOOK

them to know the obvious, and if the new people didn't contribute fully, the leaders would just put their heads down and paddle harder to make up for it.

Paddling a canoe without aligning the efforts of the people in the boat leads to going in circles. Similarly, running a business without coordinating the efforts of the team leads to the circle of frustration. When business leaders get all of the pieces of a business to paddle together, they'll get their business to where they want it to go, without everything depending solely on their effort and energy.

Key Messages / Story Ideas:

- Business Alignment Tools: A 5-tiered approach to getting unstuck and moving your organization forward
- If We Don't Row, We Don't Go: How to get your team working toward the same vision as you, keep them motivated, and coordinate decisions and actions company-wide
- Find Your Personal Starting Line, and Replace Chaos with Clarity: Relief for frustrated business owners
- Building a Solid Leadership Team: Hiring people who will paddle with you
- Assess Your Emotional Health at Work: Do you dread opening your email in the morning? Or going to the next meeting know that it will be emotionally draining? Do you find the more you hire the more headaches you have?
- The 3 Ways for Business Owners to Exit the Circle of Frustration
- Leaders Need to Confront Reality: Building a healthy relationship with feedback
- How to Calculate Your Company's Dead Payroll
- Why Alignment Always Starts From the Inner Core of a Company: In Vorobieff's experience, companies that try to fix themselves from the outside—where they interact with customers and suppliers—are never able to change.
- How to Maintain Alignment Once You've Achieved It: You can't "set it and forget it"

About the Author

Alex Vorobieff is the founder and CEO of The Alex Vorobieff Company, a premier business-transformation company. A highly sought-after speaker and business coach, Vorobieff has transformed scores of multi-million-dollar companies into unstoppable forces using "business alignment tools"—a term he coined after years of working with and investigating different business systems. Vorobieff specializes in helping companies get their team members on the same page to achieve desired outcomes. Through his company, he assists frustrated leaders in finding their unique starting lines, selecting the best alignment tools for their specific situations, and finally achieving clarity from chaos in their businesses.

Alex holds his MBA from UCLA's Anderson School of Business after graduating from University of Southern California with a BS in business (emphasis: accounting). In addition to solving thorny business problems, Vorobieff enjoys pursuing his hobby of photography. He lives in Newport Beach, California, with his wife of more than seventeen years, Christine; their daughter, Kate; and their two horses.



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