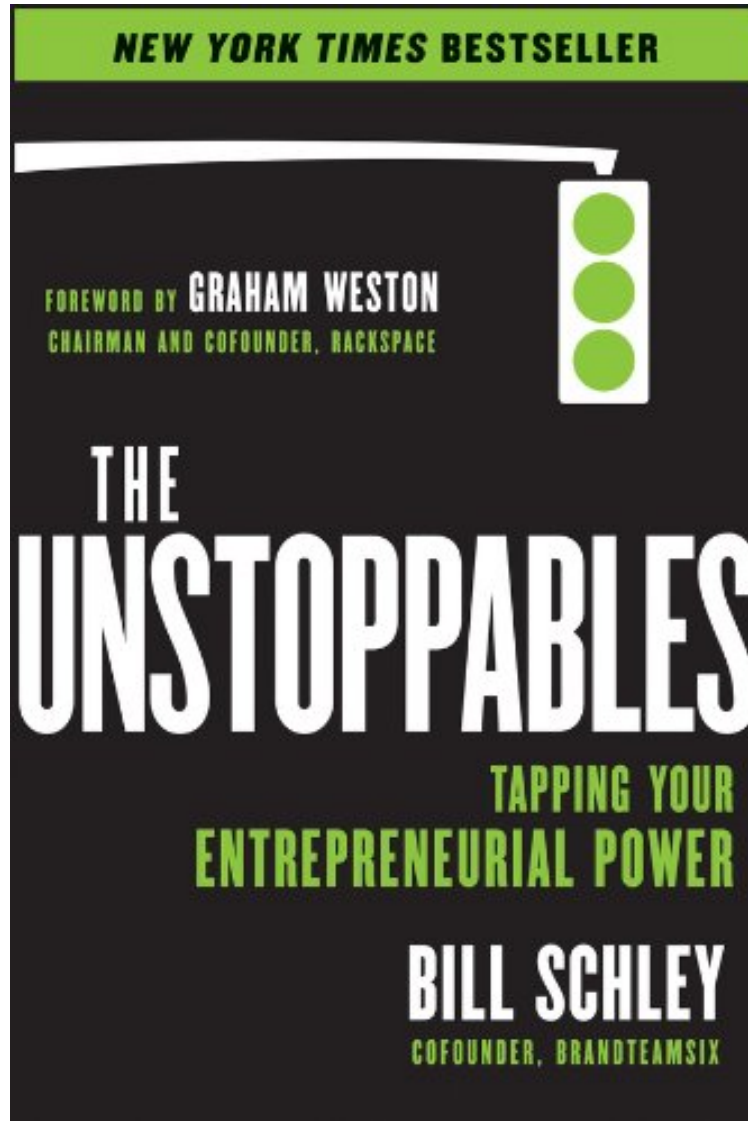


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The UnStoppables: Tapping Your Entrepreneurial Power

Bill Schley

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Bill Schley : The UnStoppables: Tapping Your Entrepreneurial Power before purchasing it in order to gage whether or not it would be worth my time, and all praised The UnStoppables: Tapping Your Entrepreneurial Power:

1 of 1 people found the following review helpful. The Unstoppable Book reminds us of our responsibility to be leadersBy SolvabilityJWCThe Unstoppables Book offers new ways to think about business and entrepreneurship - definitely not something you learn from business school classes. By tying their key points to proven techniques practiced by some of the most committed teams in the world, they provide steps that are repeatable and sustainable.When we went through the recession, we saw how fragile our economy was. We allowed others to determine our destiny, lead us into debt and make greed-based decisions that were in the interest of corporate

management, but destructive to the overall economy. The Unstoppables Book reminds us of our responsibility to lead in our own communities. For those who choose entrepreneurship, this book gives very specific actions to focus on for growth and success. 1 of 1 people found the following review helpful. wonderfully insightful By Jenn As a former Racker from the early days, it was great to read the words I heard Graham speak so many times to us with such passion and genuineness. The values I learned at Rackspace helped shape me into the entrepreneur I am today, and I am so thankful for the experiences I had there. My virtual copy of this book is completely marked up with highlights, and will remain a great reference and wonderful reminder of valuable lessons learned during my Racker days. Thanks, Graham! 2 of 2 people found the following review helpful. Concise Brilliant! By David I enjoyed every word of this book. Offers a brilliantly simple guidance for launching your business. Written in an empowering and extremely motivational tone. Highly recommended for every active aspiring entrepreneur.

How to tap the real source of entrepreneurial power in you and in your organization The UnStoppables is based on foreword author Graham Weston's experience growing Rackspace, as well as fascinating case studies from such organizations as the Navy SEALs and Israeli Special Forces. The UnStoppables; Bill Schley, co-founder of the branding firm Brand Team Six shows how the best practitioners think continuously about two things: The Big Picture and the Little Picture--essence and essentials. The essentials are the business and financial mechanics required of any working enterprise. But the essence is the emotional mechanics to deal with obstacles, risk, fear and failure. Mastering the emotional mechanics is how entrepreneurs succeed and winners win. This is how you capture the unlimited power of entrepreneurship to spark a successful start-up or revitalize a mature organization. Explains why what's stopping you is more important than what's starting you, how to tap the essence of entrepreneurial power in you and in your organization, and how motion generates vision Bill Schley is an award winning author and established expert on branding and marketing communications, as well as the co-founder and creative director of the branding firm Brand Team Six Graham Weston is the internationally renowned co-founder and chairman of Rackspace, the world's #1 cloud computing and managed hosting company Locally, this book teaches you how to become an entrepreneur or to inspire an entrepreneurial mindset to boost any stage business. Globally, this book is about how this nation can launch thousands more entrepreneurs for the future.

From the Inside Flap The UnStoppables is a book about entrepreneurs. Entrepreneurs are the foundation of our economy; they're making the jobs and inventing the markets of the future. But, the essence of entrepreneurship isn't taught in business schools or text-books. So we went on a journey to find it. This is the story about how an unlikely team; the chairman of a multibillion-dollar tech company, a few Navy SEALs, some Israeli innovators, and a branding expert; came together to find the central core of entrepreneurship. What they discovered will change the conventional theories on this topic. But, most important, their discoveries will change you. Because what they found is the power that makes people UnStoppable. Something to be tapped, not taught. A power waiting in all of us who are willing to set it free. Based on the unique entrepreneurial experience of foreword author Graham Weston, along with author Bill Schley's expert insights on finding your "Big Idea," this book delves deeper than normal business books and offers a unique perspective, specific to the authors' experiences. It connects you with the world's greatest masters of fear, risk, failure, and innovation-on-the-fly in any situation, revealing the lessons that only they could teach you. The UnStoppables will show you the "emotional mechanics" that put entrepreneurs in motion and the six rule sets that make entrepreneurs succeed in start-ups and big companies. But, most of all, it will make you a believer. From the Back Cover Praise for The UnStoppables "Finally, a guidebook for entrepreneurs that shows what it's really about; how they make a difference and transform lives by inspiring teams to touch greatness; how they learn to delight their customers most of all." - Fred Reichheld, Bain Fellow, creator of Net Promoter; and author of The Ultimate Question 2.0 "We became the third largest non-alcoholic beverage company in North America, which nobody thought was possible, using UnStoppable ideas explained in this book; especially that nothing stops a team on an inspiring mission, and that only cultures built on belief can compete in the new era. This book will make you a believer, too." - Kim Jeffery, former president and CEO, Nestle; Waters North America, owners of Perrier, San Pellegrino, and other leading brands "If there were a graduate school that truly taught entrepreneurship, Graham Weston of Rackspace would not only be the classic case study, he would teach the course! He and his partners understood on day one that people and integrity are what it's all about." - Lisa Ireland, Partner, The Hamilton Companies "Twenty-one years in the SEALs taught me the mechanics of doing 'no matter what.' This book actually translates it for entrepreneurs; ordinary folks who face many of the emotions we do. I know because like many of my teammates, I've become an entrepreneur. The lessons in this book are making it happen." - Bill Seith, Special Operations Chief (Ret.), U.S. Navy SEALs; entrepreneur "The UnStoppables cracks the code for anyone to understand what it takes to accomplish the greatest of goals, as an entrepreneur or a professional. We take these same strategies on our toughest missions; and then we use them to succeed in civilian life. This book shows you how." - Yossef Idan, Commander, Elite Units, Israel Defense Forces; entrepreneur "Successful entrepreneurs are willing to begin 'walking in the direction of their dream' before they have all the answers. This book is a good

reminder that fear, uncertainty, and doubt—the enemies of 'doing'—can be overcome to achieve your dreams."—Steve Wiggins, founder and former chairman, Oxford Health Plans

Author BILL SCHLEY is an award-winning author, speaker, established expert on branding, and a lifelong entrepreneur. He began his career as a writer at Ted Bates Advertising in New York, the legendary agency that created the Unique Selling Proposition. Bill is the cofounder and creative director of BrandTeamSix. *The UnStoppables* is his fourth book.

GRAHAM WESTON started his first business in 7th grade, selling organic pork with ads that read: "Go Hog Wild!" Today, he is the internationally renowned cofounder and chairman of Rackspace, the world's number-one Open Cloud computing and managed hosting company. Started in San Antonio in 1998, Rackspace has grown to over 5,000 employees and 200,000 customers worldwide—including over 60 percent of the Fortune 100. He is a leading philanthropist and supporter of entrepreneurship through his 80/20 Foundation. He is also the cofounder of Geekdom, Texas's largest collaborative workspace that brings innovators, developers, and entrepreneurs together to build ideas and start-ups.