

LESSONS
LEARNED

Required
reading
for every
entrepreneur?

**JACQUELINE COLLINS**

Partnering for
Performance

"The E-Myth" by Michael Gerber. This book offers exceptional advice. It is so critical to be able to understand the difference, among other things, between working "in" a business and working "on" the business.

**DAVID CHEVALIER**

SalesBlend

"Goals!" by Brian Tracy. Overwhelmed entrepreneurs need to determine their true goals, keep setting new goals and measure their progress if they want success. Brian says it best: "Success is goals, and all else is commentary."

**MICHELLE DROLET**

Towerwall Inc.

"The Power of Nice" by Linda Kaplan Thaler and Robin Koval. Nice companies have lower turnover and higher productivity.

Next week's Lesson Learned: What ultimately inspired you to start your own business?

Send your answer in 25-30 words to cmahoney@bizjournals.com. Be sure to include a high-resolution headshot.

OUTSIDE THE BOX

BETTER HEALTH AND WELLNESS AT COVIDIEN**TRUMPETING THE****JOE MONGELLI**

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