



ERIC DETMER PEAK 10 STRATEGIES



So many business owners tell me the same things:

- "I'm constantly on the run, stressed out and not sleeping at night."
- "I'm working 60 to 70 hours a week, so I'm spending less time with my family."
- "I'm worried: Our top line keeps growing, but our bottom line keeps shrinking."

You went into business to control your own destiny and build a secure future for yourself and your family.

You wanted to enjoy the ride!

Instead, the obstacles and headaches feel overwhelming.

This isn't what you wanted – or expected.

I feel your pain because I've been where you are.

Like you, I'm driven, competitive and eager to succeed.

At the age of 6, I knew I'd run a business someday.

Fresh out of college, I joined the family business and worked alongside my father to grow it. And we did just that.

Success came fast – but not easy – after hard work, long hours and several acquisitions.

It was exciting!

But soon we got stuck.

We'd grown so fast, we were swirling – overthinking and overcomplicating everything since so many things had changed:

Our people. Our culture. Our structure. Our vision.

And then one day, the truth hit me hard:

We needed a way to control the chaos.

It was time to hit the reset button to shore up our business foundation.

We needed outside perspectives: people beyond our walls ready to dive deep into our business.

So we hired an HR firm to create new procedures. Assembled a board of advisors. And joined a best practices group.

These outside perspectives changed us!

We learned to think differently, and it worked. We took back control.

Instead of throwing cash at every problem, we stopped, thought and began to pitch ideas instead.

Our mindset shifted from "What can we do to survive?" to "We will never fail."

A few years later, I bought another business in a different industry.

Just like our family business, it had a great strategy, great culture and great people.

The organization was healthy!

But some things were missing. So we did what we did before:

We hit the reset button, made some changes and shored up the business foundation so we could continue to grow.

By then I'd learned the truth: No matter what business you have, how you lead is the same.

You have to start with a vision. Set goals. And above all – hire and motivate the right people.

When my father retired from our family business, I became the third-generation owner.

That's the generation, they say, most likely to fail.

I was determined to prove them wrong.

So I went looking for something more.

I wanted more for both of my businesses.

More energy. More focus. More speed. Because we'd slowed down just a bit.

I was afraid of complacency.

Because the minute you get complacent is the minute your competitors pass you by.

That's when I discovered the value of a Business Guide – an outside advisor focused on your growth and the health of your organization.

Our Business Guide brought us the curriculum and tools we needed to simplify everything we do.

My eyes were opened!

- Structure and accountability got me out of the weeds and into a better place for deep, strategic thinking. I learned I could run my businesses, enjoy my family and feel at peace with both.
- My leadership teams were free to lead and empowered to make decisions. They began working **on** the businesses, not **in** the businesses. Micromanaging fell away, and communication and accountability at every level improved.

Today, we're on the right path, and our Business Guide remains a key player.

My organizations have never been healthier!

And now I want to help owners just like you get there, too.

As a Certified Business Guide who also runs my own businesses, I practice what I preach and teach. I am ready to help you:

Run a better business | Lead a healthier life | Realize your personal vision

Let's Work Together

Are you the **DECISION MAKER** in your organization?

Do you truly **WANT** to change?

Are you looking for a **PARTNER** to guide you?

Are you ready to have **TOUGH CONVERSATIONS**?

Are you willing to **DO THE WORK**?

If you answered YES to all of these questions, let's continue this discussion.