

KEYNOTE

Start-ups and Small Businesses - Avoid the Self Help Industry

Written by Alan Dawson

The UK is awash with personal self-help improvement books and associated video content. Some may be credible, others laden with preposterous promises of success timelines and whacky ideas. Most are unexceptional, obvious and tired with the global market boasting more than 45,000 titles, rich pickings for authors. Often slavishly purchased, but rarely read fully or implemented.

As start-ups and new businesses, are we so desperate for advice to be drawn outside for the answers to our challenges? Are we all just suckers for a quick fix? What are the odds of, any generic self-development publication or video-burst, solving our exact needs of the moment? Aren't they designed for the masses? Have we lost sight of how to keep the main thing, the *main* thing? How can we ignite our hidden personal power without diving for the latest 'miracle cure' publication for our business?

Alan Dawson has the answers and knows how to future-proof and sustain your business for lasting success without relying on the self-help industry. An uncompromising and lively delivery waits.

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