

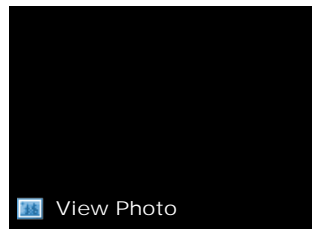


The Alternative Board Releases New Book: Strategic Business Leadership

If someone offered you the key to achieving greater personal and business success, would you take it?

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Allen Fishman, bestselling author & founder of TAB [Click Here to Download Image](#)

WESTMINSTER, Colo., Aug. 29, 2012 /PRNewswire/ -- Bestselling author, Allen Fishman's new business book, **Strategic Business Leadership: The Proven Formula for Greater Company Success** does exactly that.

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Whether you are a business owner or an executive/manager in a privately owned business, Fishman's book reveals the methods you need to take control of—and get what you want from—your business.

Fishman's proven *Strategic Business Leadership* formula has assisted business owners around the world to achieve their dreams. Fishman uses case studies to show how the *Strategic Business Leadership* formula can be customized to businesses ranging in revenue from the smallest size companies, with no management team, to companies generating over \$100 million per year with significant sized management teams.

Fishman is the Founder and Executive Chairman of The Alternative Board (TAB), which is the world's largest franchise system providing advisory group/board and executive coaching services for business owners and key executives. He has been featured in a variety of media venues, including CNBC, Bloomberg, the *Wall Street Journal* and *USA Today*.

With this book, Fishman now makes his *Strategic Business Leadership* formula for success available to all business owners and those who want to start successful businesses. "Strategic Business Leadership will show you how to strategically plan for the future," he says. "But the methods will also show you how to more fully appreciate and enjoy the present while working towards the future of your dreams."

Strategic Business Leadership takes you on a guided journey to:

- **Identify your personal and company visions of long-term success**
- **Recognize your personal and company strengths, weaknesses, opportunities and threats**

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Develop your company long-range plans for achieving your goals

- **Smash through communication barriers that keep many companies from achieving their potential**
- **Create and embrace new ideas**
- **Get the help and co-operation you need from your employees**
- **Overcome the roadblocks to your company's success**

Strategic Business Leadership begins with identifying your **Personal Vision** of success for yourself and your company. *Strategic Business Leadership* guides you in creating a written statement of your long-range dreams. You will learn how to identify factors that include your desired level of material and non-material success, ideal work role, family and non-family employee relationships and retirement.

A Look in the Company Mirror shows you how to identify and document your personal and company Strengths and Weaknesses, and examine potential Opportunities and Threats. This guided analysis will help you develop your Personal and Company Vision Statements so that they are realistic and achievable. This Look in the Company Mirror process will provide the direction for where to best focus your time and energies in order to realize your vision for personal and company success.

Company Plans instructs you on how to chart the course that will lead the way to your personal dreams for your company. You will learn to identify the factors that are critical to achieving your vision of success, how to set Goals that will satisfy those Critical Success Factors, create Strategies to achieve your Goals and construct Action Plans that will make your Strategies successful.

Strategic Business Leadership will show you how to make your plans happen. You will learn how to strategically lead your business while supporting the hands-on nature that is essential to business success for a company of your size.

Strategic Business Leadership is available at amazon.com. To learn more about The Alternative Board (TAB), please visit www.thealternativeboard.com.

To schedule an interview with Allen Fishman, please contact Dana Besbris at – 303-839-1200 x. 135

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