

Fast-Track Your Business

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Synopsis

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Ready. Set. Grow!

Former football player and coach Lou Holtz once said: “In this world, you’re either growing or you’re dying, so get in motion and grow.”

Most every company leader is in pursuit of growth. Growing companies are attractive. They’re attractive to partners, employees, and of course, customers. If your company is not growing, then you and your shareholders are losing equity, profit, and employees.

Growth doesn’t just occur - growth takes the right culture, processes, and discipline. Most importantly, growth takes intent and deliberate, focused action. Growth is a result of solving customer problems at the right time with the right solution with a story that resonates with the market.

In *Fast-Track Your Business*, author Laura Patterson offers step-by-step guidance for acquiring customer insights, creating customer-centric outcomes, and developing strategies and measurable executable plans. *Fast-Track Your Business* provides a customer-centric framework for choosing and navigating a sustainable path forward - a system that creates momentum and accelerates organic market growth.

Reader's comments

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