



Business Book Club: New & Noteworthy Books for the Green Industry

Title: The 7 Irrefutable Rules of Small Business Growth

Author: Steven S. Little

Review by: Michael Gianunzio, Petal Pushers Farm, Laconia, NH

E-Mail: michael.gianunzio@gmail.com Phone: (603) 512-7630

Five Star Rating:

Notability ☆ ☆ ☆ ☆ ☆

Readability ☆ ☆ ☆ ☆ ☆

Takeaways ☆ ☆ ☆ ☆ ☆

Innovation ☆ ☆ ☆ ☆ ☆

Shelf Life ☆ ☆ ☆ ☆ ☆

My top 3 takeaways:

1. A great emphasis on the ever changing landscape of small business, constant adaptability is a must in order to thrive.
2. Technological advancement does not necessarily mean the Internet can computers, there is such a thing as “disruptive technologies”.
3. On employees: “Don’t wait for growth before you hire the best and brightest. You hire the best and brightest to enable you to grow.” (p.170)

How I plan to put the new ideas to work:

I really took my third “takeaway” to heart. Employees really need to take more of a priority in a small business. As we are a part-time, seasonal business, I know it

is sometimes hard to attract the “best and the brightest” to our line of work. But that does not mean that we can’t get the very “best and brightest” of the group that is available to us.

I think that one way to address this issue is to spend more time and resources on hiring and training. This means that we might interview more people, expand where we advertise our employment opportunities, and start interviewing earlier in the season.

Once we have our team in place, it is imperative that we develop and implement a thorough training schedule to empower our employees to do their jobs effectively. Hiring and training must become a larger priority early in the season, so the management team is able to adapt to the inevitable setback’s that seem to find their way into every growing season. It ties into another point Mr. Little makes, that you can have the best business strategy in the world, but if your employees aren’t able to execute it, then it is of no use to you. It is imperative that we make sure that the staff knows what our goals are, and the role that they are expected to play in reaching them.

As with all of the business related books I read, 99% of the information is pretty obvious. I believe it comes down to a willingness to accept change, and the will power to make it happen *this* year.

NENA • 8-D Pleasant Street • So. Natick, MA 01770 • (508) 653-3112 • FAX (508) 653-4112
www.NewEnglandNurseryAssociation.org