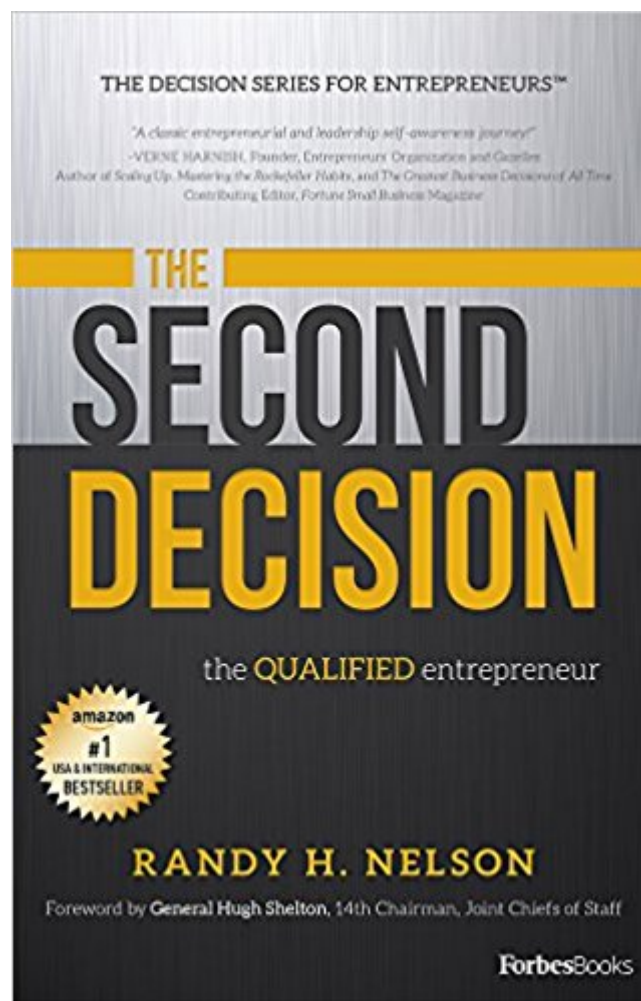




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# The Second Decision:: The QUALIFIED Entrepreneur TM (Decision Series For Entrepreneurs)



## Synopsis

Are you the right person to lead your company? You're in the driver's seat of a growing company that an entrepreneur possibly you made the First Decision to start. Now, imagine your Board of Directors asking you question after question about your business knowledge and decision-making process. Pass or you leave the meeting knowing you have the skills to lead your organization for the next three years. Fail or you are put on an improvement plan or need to find a replacement. Author Randy H. Nelson knows that business doesn't work this way. The majority of Entrepreneurial CEOs are not required to be Qualified to lead their organizations. In The Second Decision, Randy has combined his 6 years of Naval service, 25 years of business experience, and thousands of hours with business leaders to develop, The Entrepreneur Qual Card. Chapter by chapter, you will discover whether you are a Leader that will put the company on your shoulders, a Role-Player that takes another position in the company, or a Creator that moves on to the next big idea. Determine your role and make the hard leadership decisions to help your company beat the odds and keep growing for years to come. Whichever role suits you best, The Second Decision will give you the self-awareness and the step-by-step guide to be or to train the Qualified leader that your company needs.

## Book Information

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## Customer Reviews

Randy H. Nelson is a speaker, a coach, a Qualified Entrepreneur, and a former nuclear submarine

officer in the U.S. Navy. He co-founded and later sold two market leading, multi-million dollar companies—Orion International and NSTAR Global Services. His proudest achievement, NSTAR, at 10 years and Orion, at 22 years old were awarded #8 and #9, respectively, at the same Fast 50 awards ceremony in the Raleigh, NC area. Randy now runs Gold Dolphins, LLC, a coaching and consulting firm to help entrepreneurial leaders and CEOs become Qualified Entrepreneurs and achieve their maximum potential. Randy has a B.S. in Accounting from Miami University and was awarded the Admiral Sidney W. Souers Distinguished Alumni Award at his alma mater in 2011. Randy and his wife, Kristi, reside in North Carolina and are the proud parents of six children and four grandsons.

I have been in the financial services business for 23 years and Randy's book *The Second Decision* gives a great overview of the many challenges an entrepreneur faces throughout the life cycle of their business. During my career in commercial banking working with Business owners, CFOs, and CEOs I have found that many companies really struggle with the concepts he talks about—“Cash is King” and “COGS is Nizance”. His approach is simple to understand and easy to implement for any size business. This book provides some other great tools to help business owners and is full of valuable leadership concepts. Kudos to Randy for providing a roadmap to help business owners become qualified entrepreneurs!

*Second Decision* delivers a wake up call punch to all business leaders seeking to improve results and grow their leadership capacity. Whether you are new to the business world or have 30+ years experience, its readers are encouraged to ask hard questions about themselves, and if so desired, become a rare breed of entrepreneur - one actually qualified to lead his or her company forward. Add this book to your library and keep it front and center; it's a book you'll refer to often for guidance and encouragement.

In a personal, humble, and engaging style Randy asks business owners to look deep inside themselves and question if they are willing to do what it takes to be "qualified" for their job. As he outlines what that means, he gives you invaluable tips for how to be a great leader/owner/entrepreneur. From my vantage as a business coach and Vistage Chair, this is one of the most impactful and persuasive business books I've read.

The "bible" for Entrepreneurial Owners looking to grow their businesses. Randy Nelson is a two-time successful entrepreneur who's gone on to write a "must-read" book for business leaders. I'd highly recommend this book to anyone looking to scale. Randy outlines the Qualifications necessary and is extremely practical in his approach. Not everyone is cut out to BE the CEO but you'll be a better one after reading this book!

Nicely laid out with checklists for business owners, good examples to support work and most important a grading system to help "coach" budding entrepreneurs and business owners into managing finance during growth. Provides solid path to success from someone who has been there and done it many times! A good read for businesses just starting out to those stuck in "good".  
MOTIVATING!

Terrific book on what to think about and how to make the move from a "great idea for a business" to actually sustaining a business. Randy's personal expertise, combined with his methodology of a Q-card helps keep entrepreneurs AND managers in corporations to think through answers to key questions. Highly recommended

Excellent insight in the continuing journey for direction among heads of company. Must read for the genuinely motivated to step forward and lead there company.

Great book - as a young business owner and entrepreneur this book has taught and givin' me some insight into what it takes to run and grow a company.

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