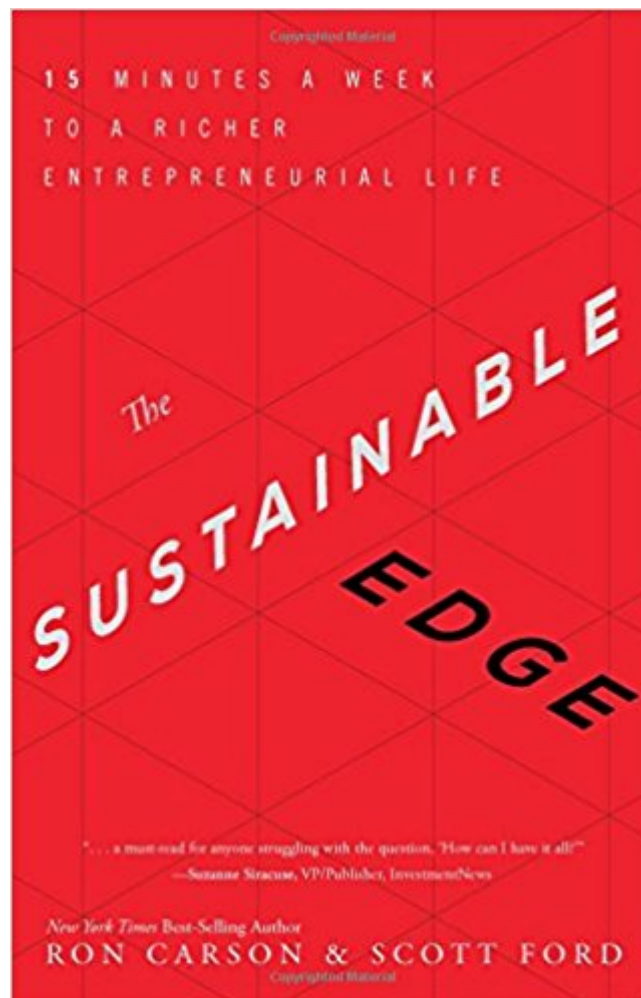




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# The Sustainable Edge: 15 Minutes A Week To A Richer Entrepreneurial Life



## Synopsis

NEW YORK TIMES BESTSELLER! The Sustainable Edge: Fifteen Minutes a Week to a Richer Entrepreneurial Life was written for business owners who are seeking a fuller, more rewarding work-life balance. In this easy-to-reference, practical guide authors and entrepreneurs Ron Carson and Scott Ford share personal anecdotes to their own career successes. Each chapter is designed to inspire entrepreneurs to define and sustain a competitive edge in the complex, fast-changing world of business. Relying on insights and proprietary tools based on decades of experience, the authors teach you how to achieve your goals across four key areas: your business, your teams, your clients, and your personal lives. In this book you will learn the authors' trademarked Business Implementation Quotient (IQ) Grower process that appears in the form of end-of-chapter exercises. These easy-to-perform exercises can be completed in as little as 15 minutes per week to help your company boost its own Business IQ. This work is an important read for entrepreneurs in search of achieving the sustainable edge in their careers and their lives.

## Book Information

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## Customer Reviews

"In The Sustainable Edge, Ron Carson and Scott Ford help business owners avoid the natural but self-defeating desire to be everything to everyone. Through discovering a powerful "why" that guides business decisions, Ford and Carson outline a formula for both meaningful differentiation as well as self-care...I can say with confidence that reading this book when I was starting my own business would have saved me three years of floundering!" --- Dr. Daniel Crosby, CEO, Nocturne

Capital”I’ve worked with Ron for more than 10 years-he’s a true visionary. He lives what he preaches and has set the bar for the rest of the industry as a result. His success is inspiring, and financial professionals in every stage of their career would benefit from taking his advice and reading the life lessons shared in ”The Sustainable Edge”. - Edmond Walters Founder and CEO of Emoney Advisor, LLC. ”Ron Carson once again delivers valuable insights to his readers. However, the lessons shared in ”The Sustainable Edge” may be the most valuable yet. Living a balanced life is simply said and difficult to achieve. Ron Caron and Scott Ford simplify this goal and provide tools you can use to lead a meaningful life.” - Steven D. Lockshin Principal, Adviceperiod ”I have benefitted greatly from Ron’s insight on advisor’s practices over our 25-year history. He can do for you what he does for me--raise the bar on getting to top performance and strategy. If you are ready to move forward, I strongly recommend you to move your practice upward by reading this book.” - Mark Cassady CEO, LPL Financial ” ’The Sustainable Edge’ details the disciplined decisions and routines Ron and Scott have implemented in building two successful wealth management firms -- a real how-to book that will give any entrepreneur some tools and a useful reminder of the fundamentals in scaling up any business. It’s always powerful for business owners to read what other entrepreneurs have specifically done to be successful.” - Verne Harnish Founder of then Entrepreneurs’ Organization (EO), CEO of Gazelles, and Author of ”Scaling Up: How a Few Companies Make It...And Why The Rest Don’t” ”I’ve always been a great believer that the route to success in an endeavor begins with the recognition of those things that cause you to lose or the ways in which you can lose and the elimination of those things. Once you have recognized and gotten rid of the reason why you can lose, now you are on the road to winning. Ron Carson’s book ”The Sustainable Edge” covers this approach completely.” - Bobby Knight Retired NCAA Hall of Fame Coach ”I’ve witnessed Ron speak, and just like an athletic coach, I watched the advisors take the information and inspiration from his talk to help each one of them accelerate their ability to achieve success.” --- Joe Buck American Sportscaster

Ron Carson is the founder and CEO of Carson Wealth, one of the largest wealth advisory firms in the country, serving clients through holistic financial planning, disciplined investment strategies, and proactive personal service. He is one of the most celebrated and respected financial advisors and executives in the industry and is a sought after speaker, thinker, and investment strategist.Â Â Ron has shared his success principles, as documented in his book,Â Â Tested in the Trenches, with audiences worldwide. Most recently, Ron coauthored TheÂ Â New York TimesÂ Â best-selling book Avalanche and the blueprinting process that goes with it. Together, these tools help advisors

learn how to clarify their mission, vision, and values by setting business and life goals. Ron and his wife Jeanie reside in Omaha, Nebraska. Scott Ford, founder and CEO of Cornerstone Wealth Management Group and a Carson Institutional partner, serves on the investment committee as the technical strategist. He is a registered principal at LPL Financial and is a registered financial consultant. Scott is ranked in the top 1 percent of all LPL registered financial advisors. He was recognized as one of the 20 Rising Stars of Wealth Management by Private Asset Management Magazine. Scott is the author of two books: Financial Jiu-Jitsu: A Fighter's Guide to Conquering Your Finances and The Widow's Wealth Map: Six Steps to Beginning Again. Scott and his family reside in Hagerstown, Maryland.

This book is EXCELLENT!! After reading the book I purchased several more copies of the book and am very excited to give it to my office team, friends and clients to have them read the great insights that Ron Carson and Scott Ford have put in the book. These are two very well know leaders in business and as they are both Financial Advisors they know a lot about what it takes to be successful as that is what they do for a living. The book gives a summary of their secrets and wisdom to their success and the balancing act of how to become and stay successful both in work and personal matters. My 2016 primary goal is Growth with BALANCE in my life so this book fits perfectly into helping me better achieve my short and long term goals and have a "sustainable edge". Great read and I think it will benefit anyone that is looking to grow and have the best life possible!

Glide path to growth. In aeronautics, a GLIDE PATH is the approach path of an aircraft when landing, usually defined by a radar beam, and it is the perfect metaphor to explain the precision framework of this book. Simply stated, The Sustainable Edge is a systematic approach to achieving growth, your growth. The book is divided into nine chapters based on The IQ Grower's Process, which include a series of 15-minute weekly exercises and resources designed to improve your business IQ. What I personally like are the actual templates and worksheet examples that accompany each chapter as I find it makes the actual execution of these principles a whole lot easier: see Productivity Management System in Chapter 7 Simplify and Leap Forward. But get ready to fasten your seat belts! The authors Ron Carson and Scott Ford save the best for last in the final leg of the book, Appendix B, which is found on pages 169 to 205 (hard-copy). It introduces a 6-step process called Blueprinting. The basic tenants around Blueprinting is to inspire you to live your life by design, and not by default. As

in previous chapters, model templates referred to as *Blueprinting Process Worksheet* are provided to guide you step by step. For entrepreneurs this Blueprinting exercise alone is worth its weight in gold and makes this book an inspirational MUST-READ before a conference, corporate retreat, or to take on a flight especially.

My wife and I achieved a long-time dream of starting our own company 6 months ago. I have been reading motivational/entrepreneurial books for several years now, and none have compiled so many great ideas into such an actionable format. I am working my way through the Blueprinting Process now, and I have already begun the daily habit of reflecting and filling out the Daily IQ Grower Process Chart. It has drastically improved my productivity, and I had always considered myself to be a productive person – proof that we always have room for improvement!

The Sustainable Edge has high, but worthwhile aspirations. It aims to assist business owners to get greater satisfaction from their businesses while helping them to be more effective. The third part of the trifecta is helping them define what is important to them outside of business to make sure it does not get overlooked. The book is easy to read and has practical advice. For example, it teaches the reader to say no to anything outside of what is most important. It also provides guidance on how to uncover the knowledge of clients and competitors to build a better business. If you are trying to run a better business and have passions outside of the business and are concerned that you can't do both, The Sustainable Edge is worth a read.

I had high expectation from this book as it said we need only 15min in a week to become a successful entrepreneur. Well, these ideas did work well and were really great but I think these ideas have become obsolete now. Most of the strategies given were the ones that I have already read. I was expecting for new thoughts and new ideas and maybe that's why this book it wasn't much intriguing for me. According to my view these strategies do not work for all kinds of business so must be careful.

As I finish up my collegiate career within the next month, and newly enter into the workforce, I have been vehemently looking for ways that I can separate myself from my future competitors. Ron Carson's new book, The Sustainable Edge, has provided me with excellent advice to give me a competitive advantage in my career as well as improve my personal life. I often caught myself reading well past the amount of time that I originally intended to read. I highly recommend The

Sustainable Edge to not only young, aspiring professionals, but also to numerous other people regardless of their career or age. Great read!

This book has an excellent message but it's not a new message. I found nothing innovative here. That said, this is a quick, painless read that does have sufficient meat to make it worthwhile. Worth the 99¢ price tag.

I enjoyed reading this book. It was a informative and insightful. I like the repetition of tasks daily to keep first things first and also the long term vision. The exercises were a great tool and similar to many training and planning exercises I have used in the past but I enjoyed the new twist and edge they brought!

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