

**THE ROAD TO SUCCESS:**

The nine best pieces of advice from people who have built \$100m companies



What if you could have a cup of coffee with an entrepreneur who built a 300 person company from the ground up? Or the CEO who turned a struggling company into a flourishing enterprise? While many people have read books on best business practices, few have had the opportunity to hear real-world advice from people who have built incredible businesses. We sat down with nine such individuals who had built \$100 million+ businesses to hear about their experiences. Here are their best pieces of advice, on topics ranging from leadership to decision making.

**On Success:**

**“Losers want to be liked, winners want to be respected.”**

**On Adversity:**

**“Persistence overcomes resistance. When people told me, ‘No, it’s not possible’, I found another way to accomplish what was needed.”**

**On Markets:**

**“The man that chases two rabbits catches none. Stay focused and don’t get distracted.”**

**On Leadership:**

**“Be true to yourself. Leaders are people; let them know who you are.”**

**On Decision Making:**

**“You will never get in trouble for doing the right thing. No matter what the initial consequences might be, make your decisions based upon doing the right thing.”**

**On Customers:**

**“If you do not get fully involved in your customers’ problems, then you are one of their problems.”**

**On Problems:**

**“Problems will not correct themselves. When there is an issue, tell others and address it head on and right away.”**

**On Integrity:**

**“You know right from wrong, do the right thing. Build your business on honesty and common sense.”**

**On Knowledge:**

**“Know your markets better than your competition, and your customers better than they know themselves.”**

**ABOUT THE ROAD TO SUCCESS SERIES.**

We have always believed that many of our clients could “write a book” based upon their experiences in business. That has not happened as of yet; perhaps the calling to tell your story broadly is for a unique few. But our experiences over the years with these clients, who clearly understood what it takes to be successful, taught us that some of the best business success stories and lessons learned may never make their way to a best seller list. So we set out to bridge that gap by creating a forum where these great perspectives and insights could be shared with other clients, friends and affiliates of our firm. Throughout the series, we will be sharing the insights and advice from these business leaders through publications and educational events. For more information about upcoming Road to Success events, please contact us at: [roadtosuccess@waldronpw.com](mailto:roadtosuccess@waldronpw.com).