

## **From Wally Bock**

This is a reader persona that I wrote when Stephen Lynch and I worked on his book, *Business Execution for Results*. I have Stephen's permission to share it with you.

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### **Bob**

"So, tell me why we're having this lunch and why you're willing to buy." Carl smiled at his friend across the table.

Bob smiled back. "Today, my friend, I signed the purchase order for our twenty-fifth truck. Do you know what that means?"

"You mean besides the fact that you are going to finance another hundred grand? No, I don't know. Tell me."

"It means that when we take delivery Acme Cartage will be in the top five percent of trucking companies in America."

"Congratulations, Bob. What's next?"

Bob sat back and frowned. He twirled his water glass and looked at it intently. Then he looked up. "I don't know, Carl. I've got some big ideas, but I don't know how to make them work and I've got great people, but sometimes it seems like they don't quite get it." His voice trailed off.

The men had known each other since college. They both got business degrees, but soon after college, Carl went to graduate school in psychology. Now he had his dream job, evaluating reading material and training programs for the top executives at one of the world's largest companies. He'd been Bob's informal advisor since Bob started his trucking company. They'd been through a lot.

"What do you think you need?"

"I need a strategy that makes sense for us. We need to have a clear idea of where we're going and we have to make it work. For that I need to make sure that everyone's on board and knows what to do."

"Don't you have that now? After all, you've been profitable and growing steadily for almost ten years now."

Bob smiled again. "As you often tell me, I've been lucky." When Carl started to speak, Bob held up his hand and stopped him. "Yea, we've been smart and we've busted our behinds, but we got lucky, too. And the fact is that I haven't had a plan. That's not going to cut it, not in the leagues where we're starting to play."

"OK, let me see if I've got this right. You want a practical approach to developing an effective strategy that you can execute to get results. And you want to make sure that you bring everybody in the company along with you."

"That's about it, yeah."

"I'll see what I can find." Carl made some notes. The conversation moved on to other things.

About two hours later, Bob got an email from Carl. The subject was simply, "The Answer You Seek." The body of the message was a link to the Kindle version of *Business Execution for Results*.

Bob downloaded the book to his Kindle and started reading. He was still reading and highlighting things two hours later when the office manager stuck her head in to tell him she was leaving for the day.