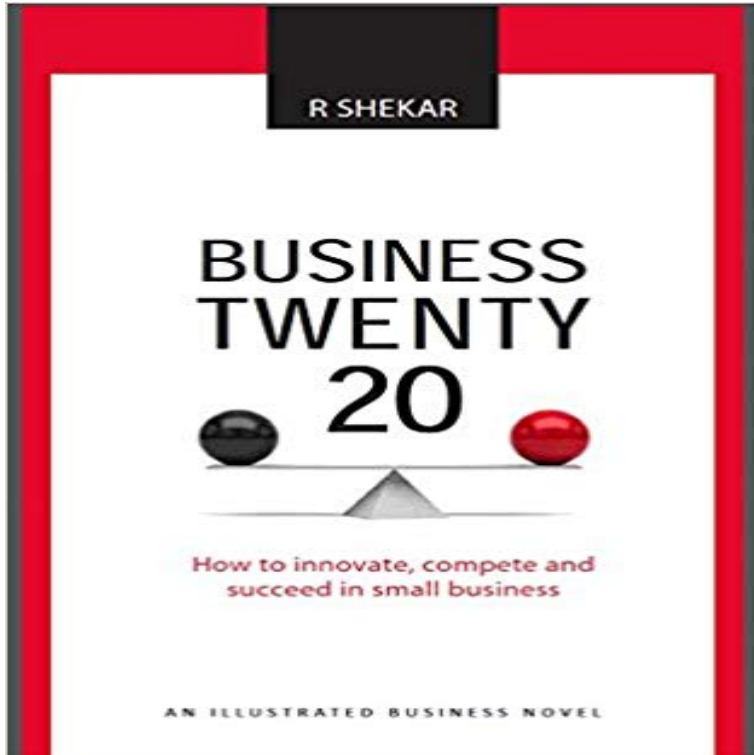


# Business Twenty20: How to Innovate, Compete and Succeed in Small Business



**GROW EXPONENTIALLY** Exponential returns on investment is a business imperative today. All stakeholders bet on companies that promise non linear growth. When they do, they stay. Else, they go elsewhere. Published research on the Top 50 Globally successful companies reveal that the successful ones act as if there simply were no room for the second best. They focus on generating recurring yields from their investments in Time and Talent! Consequently, they learn to innovate faster, compete better and eliminate redundancies.

**THE KEY: ROTTI** Focus on ROTTI: Returns on Time and Talent invested, and build a reputation to stay ahead, for life.

**THE MESSAGE: FOCUS ON EXPERTISE** No business was ever born big. All of them started small. None of them were born experts. Everyone of them developed their experience into expertise. Most of them, had no strategy to start with and failed miserably. Over time, they consolidated their daily winds into a strategy competitive advantage. Exponential growth is not only very much of doable, but also essential. When the amateurs of today become the professionals of tomorrow, they innovate sooner and execute faster. They build a reputation that endears them to their employers, customers and investors. Can it be done? Yes. Diligent daily practice can translate our daily experience into expertise. Business Twenty20 is about professionalizing quickly to compete successfully and elevate the lifestyles for ever.

**THE MANTRA: INNOVATE AND COMPETE ACHIEVE ACCELERATED EXPONENTIAL GROWTH THROUGH PROFESSIONAL EXPERTISE!**

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**Success mantra # 2: Be surprising Be decisive under pressure** Business Twenty20: How To Innovate, Compete And Succeed In Small Business By Shekar. 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