

Hike A Thousand Miles

THEN YOU CAN INSPIRE TEAMS

The hardest thing in the world is to inspire other people. And yet this is precisely what every manager believes they can do simply by walking into a room and announcing their presence.

Nothing could be further from the truth. To inspire others, you need a vision, a philosophy and the courage to achieve worthy goals for the pride and benefit of the team.

To perform at this level, you need to take real or metaphorical hikes, in solitude, thinking through an integrated set of powerful issues, challenges and opportunities outlined on these pages.

Managing doesn't start with issuing orders to others. Anyone can do that. No, gifted managers learn how to:

- Decline war on conventional wisdom.
- Initiate and conduct their own Manhattan Project.
- Search for and discover epiphanies that emerge into the key elements of a personal brand.

Hike A Thousand Miles is based on the true story of the author's highly successful personal story and the evolution that turned him into an exceptionally successful entrepreneur.



Mark Stevens is the best-selling author of *Your Marketing Sucks*, Founder of *MSCO.com*, CEO of *AdmSci.com*. Mark is a leading figure in the world of business management and a lifelong entrepreneur.



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