



Saturday Morning CEO: How Two Hours a Week will Guarantee Your Business and Personal Success in Any Economy

W. Denis Nurmela

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There is a strategy CEO's and entrepreneurs use, or should use to manage their time. The book uncovers all the details and secrets for successful life, goals, and strategic planning. Do you spend weeks at a time feeling as if you are running on a hamster wheel in circles, wondering why you don't seem to be getting anywhere? Hamster wheels need preventive maintenance and you need a little break from the wheel for your own health and sanity. *Saturday Morning CEO: How two hours a week will guarantee your business and personal success in any economy*, written by a proven executive level leader, consultant and college business professor, will take you through the steps necessary for forward growth and success. *Saturday Morning CEO* will teach you how to take the well organized and measured systems of strategic planning from larger corporations and apply them at your personal level. A weekly strategic planning meeting with yourself is the key to success. However, the elements of that meeting are just as important as having the meeting. As you read this book, you will learn strategic planning methods that have been simplified to be used at a personal level for both business, family, and personal areas of your life. Prioritizing between your business and personal life is key to continued success. While many business and planning books discuss concepts, *Saturday Morning CEO* lays out the details of the plan so that you can start using the steps for success right away. Saturday morning is commonly a time when you may spend non-work and non-family time in your self-strategy session. However, not everyone is a morning person, nor is Saturday morning the perfect planning time for everyone. You will learn that most people fit into one of three Peak Energy Types (PET) and planning sessions need to be considerate of individual circadian rhythm clocks. Great words of advice from other inspiring leaders and formal studies are cited to support the main premise of the book. The book is not written as a lengthy college textbook format either. You will be reading this book the night you bring it home and be able to soak up the knowledge very quickly. Some room was provided at the end of each chapter for you to add your own notes and journal ideas, which are discussed as an essential part of preparing for your weekly strategic planning meetings. Reviewing this book while you start developing the habit of your weekly planning time will be extremely helpful. CEO's and Entrepreneurs are the target audience for the principles in this book. However, everyone could benefit from understanding the importance of having a personal mission and vision statement and reviewing it as part of the planning process on a regular basis. The book, *Saturday Morning CEO*, is just one part to the big picture of helping others become better planners and living fuller and happier lives. Denis Nurmela, who authored the book, oversees 3-day boot camps for CEO's and people like you where other business leaders share innovative solutions to the reason why most businesses fail to grow. Additional books more specific to a variety of business owners are underway along with online training and prestigious mastermind groups. Make sure to listen in on the weekly radio show where business and civic leaders are interviewed and listeners, like you, call in with business and economic questions which are answered on the air at SaturdayMorningRadio.com. Are you a Saturday Morning CEO? Read the book and find out, then join the family of others who have gained control of their lives and have a fuller appreciation for family, business, service to others and themselves. You can sign up for free updates, follow the blog, and search the radio show archives on SaturdayMorningCEO.com The book contains some very simple ideas that can be life transforming. Two hours a week used strategically WILL bring YOU more success and happiness to you, your family, and your business.

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