

Right Away and All At Once: 5 Steps to Transform Your Business and Enrich Your Life

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Visionary business leader Greg Brenneman has written the 21st-century companion to Stephen Covey's classic *The 7 Habits of Highly Effective People*.

Like Covey before him, Brenneman believes that true business success and personal fulfillment are two sides of the same coin. The techniques that will grow your business will also help you achieve a rich, purposeful, and integrated life.

In *Right Away and All At Once*, Brenneman takes what he's learned from turning around or tuning up many businesses—including Continental Airlines and Burger King—and distills it into a simple, clear, 5-step roadmap that anyone can follow. His 5 steps teach you how to prepare a succinct Go Forward plan, build a fortress balance sheet, grow your sales and profits, choose all-star servant leaders, and empower your team.

For more than thirty years, Brenneman has seen these steps foster dramatic results in a variety of business environments. But ten years ago he realized that he could apply these same business principles to improve his life and build a lasting moral legacy. He found he could make better decisions by carefully taking the most important facets of his life—faith, family, friendship, fitness, and finance—into consideration.

Brenneman's inspiring examples, from both his business and life, demonstrate the astounding effects these 5 steps can have when you apply them right away and all at once.

Greg Brenneman, one of the world's leading business turnaround executives, now serves as Chairman, President and CEO of the private equity firm CCMP, where he plays an active leadership role in executing the firm's overall strategy, as well as coaching the senior management of its portfolio companies. CCMP and its affiliates have nearly \$20B under management.

Greg has led a number of dramatic turnarounds at major corporations, such as Continental Airlines, Burger King and PwC Consulting. He is a former vice president at Bain and Company and has served on the board of directors at several large firms, including J. Crew, Browning-Ferris, Continental Airlines, ADP and Francesca's. He continues to serve on the board of firms such as PQ, Milacron, Baker Hughes, Inc., Baylor College of Medicine and The Home Depot (where he is lead director). In 1994, he founded his own personal investment firm, TurnWorks, Inc., which has focused on corporate turnarounds.

Greg holds a B.B.A. in Accounting/Finance, graduating summa cum laude from Washburn University in Topeka, Kansas. He also earned an M.B.A. from Harvard Business School, graduating with distinction. Washburn University awarded him an honorary Doctor of Commerce degree, and in 2012 he was inducted into the Kansas Business Hall of Fame.

Greg has completed both the Boston and NYC marathons, and enjoys the outdoors. He and his wife, Ronda, recently climbed Mt. Kilimanjaro together. They have three adult children and enjoy mentoring high-potential young couples. They currently live in The Woodlands, Texas. "Through his leadership experiences, Greg has developed a powerful yet simple framework which integrates both strategic planning and execution. It is a powerful

tool for business leaders." (Tim Walsh COO, CCMP Capital Advisors)

"Through many examples, Right Away and All At Once shows us how we need both mentors and close friends to reach our full potential. The importance of generosity as it relates to developing leaders, serving friends, and giving back to others less fortunate is apparent throughout each chapter. It will serve as a great reference for business leaders, management teams, and individuals wanting to make a difference in this world." (Waters Davis President, National Christian Foundation, Houston)

"Greg applies straightforward learnings from his considerable experience running complex global companies and boils them down into a playbook that can help any business leader be more effective and successful. He challenges the reader by explaining how these concepts can also be applied to our personal lives to achieve the meaning and purpose we all desire." (Martin Craighead Chairman and CEO, Baker Hughes)

"A fascinating read that combines Greg's considerable experience in turning seemingly impossible situations into thriving business success stories. Greg's insight in making the difficult seem easy is invaluable." (Mitt Romney Former Governor of Massachusetts)

"Business growth requires the ability to both advance what is working, and turn around what is not. Leaders need a clear path for doing both. Greg Brenneman's competence and character come through in a book that will catalyze your organization, no matter what state it's in." (John Townsend New York Times bestselling author of Boundaries, Leadership Expert and Psychologist, Founder, the Townsend Institute of Leadership)

"Having skied and climbed with Greg, trying to keep up with his pace on the mountainside, it didn't surprise me to see that same drive, simplicity and precision in his book. I love these stories and lessons about pushing forward, breaking through barriers, and making an impact in the world. These truths are refreshing and unexpected, and I know they will have tremendous value as you map your future." (Erik Weihenmayer the only blind person to reach the top of Mt. Everest, complete the Seven Summits and kayak the entire Grand Canyon, author, inspirational speaker and founder of No Barriers)

"By turns candid and constructive, Greg Brenneman has put together an illustrative collection of real-life stories and examples that offer valuable insights for anyone running a business or anyone trying to lead a meaningful life and contribute to the lives of others. Greg's indefatigable spirit, sound judgment and depth of experience shine through in Right Away and All At Once." (Jamie Dimon Chairman & Chief Executive Officer, JPMorgan Chase & Co.)

"It is rare that a book offers such sound business advice coupled with insightful spiritual guidance. Whether your pursuit is the secular or the sacred, Right Away and All At Once is a must read." (Kyle Vann Chairman, Generous Giving)

"In Right Away and All At Once, Greg Brenneman has provided a framework and methodology for looking at our businesses with fresh eyes, but more importantly he's

provided a roadmap for integrating our personal and professional lives with incredible clarity." (Les Brun Chairman, ADP)

"Greg Brenneman's personal and professional story is compelling, and the invaluable life lessons drawn from his extensive CEO experience are insightful and clear. This is a must read for anyone who is engaged in the daily battle of the marketplace. I wish this book had been available at the front end of my career. Buy it!" (Jim Lane Founder, New Canaan Society Former General Partner, Goldman, Sachs & Co.)

"The principles outlined by Greg Brenneman can have a profound impact on you personally as you wrestle through some of the most important questions about life, family success and beyond. I encourage you to read this book...it is excellent!" (Mario Zandstra Former President & CEO, Pine Cove Regional Director, Redeemer City to City)

"Right Away and All At Once reveals an ancient secret. God's ways are excellent, which should surprise no one but will actually surprise many. When things need to happen anywhere, everyone is better off when God's man shows up. This book shows why." (Britt Harris Chief Investment Officer, Teacher Retirement System of Texas)

"Greg Brenneman shows us all how to balance our lives and spend time pushing, teaching, leading, listening, learning, mentoring, loving, giving, and without exception, praying the way forward with purpose." (Jim Hyatt President & CEO, Church's Chicken)

"Insightful, practical, and powerfully effective. Greg Brenneman has distilled the key steps to turn around your business and your life!" (Vinh Chung Member, World Vision Board, author of Where the Wind Leads)

"Right Away and All At Once provides key advice on how to develop a 'go forward plan' that is easy to communicate and focuses your organization on what really matters. This insight applies to your personal life too." (Craig Menear Chairman, CEO and President, The Home Depot)

"Greg Brenneman's book is of course written most directly for business CEOs, but its five clear principles have rich and varied applications. This then is a great book of insights for all leaders in general and for personal life-change in particular. I highly recommend it." (Tim Keller Senior Pastor, Redeemer Presbyterian Church, New York City)

Other Books

Healthylsm, Healthy I, Healthy World!, Take Note! This Book May Improve Your Life...And Save The World! Healthylsm is the worldwide practice of calmly and kindly stopping destructive habits and welcoming in optimal health, enduring happiness, and peaceful prosperity. The emphasized I in Healthylsm underscores the intention that those who practice it focus, by choice, first on taking care of themselves. Their ultimate goal, through bettering the I, is to help the world calmly and kindly evolve into a better place. This book comes with easy exercises to help the reader take control of their lives.

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below will give you the basic groundwork for beginning to transform your ..."