

Be Better

PRINCIPLES

Each consulting engagement with Michael is typically focused on one or more of the 13 topics below. Each of the 13 topics is directly based on the BeBetter principles Michael shares in his book, [Broken to Better: 13 Ways Not to Fail at Leadership and Life](#).

BE CONNECTED - NETWORKING

Building your professional Network consists of teachers, coaches, colleagues, employees, and family. Tap into this network when launching a business.

BE TEACHABLE - MENTORSHIP

Seeking a mentor before you launch your business can save you time and money.

BE FEARLESS - LAUNCHING A BUSINESS

Launching a business takes self reflection and a 'risk-taker' mentality. Know yourself, your skills, and identify the gap in the marketplace.

BE PEOPLE-CENTRIC - HIRING

A solid hiring process is needed to attract the best candidates. A welcoming and inclusive culture is needed to retain employees.

BE FUTURE-DRIVEN - GROWING YOUR BUSINESS

Build successful teams that complement each other.

BE PURPOSEFUL - BUILDING A BRAND

Create a company culture that everyone aligns with. Core values and culture are not just a tagline or "words on a wall."

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BE ENGAGING - CULTURE

Promote a culture of wellness, unity, and empathy. Invest in your teams to show them they are valued.

BE PROFITABLE - SALES

Sales is about building and strengthening relationships. Have a passion for what you are selling; believe in it.

BE SERVICE-ORIENTED - CUSTOMER EXPERIENCE

Develop and continuously refine your customer operations and systems.

BE EFFICIENT - SCALING FOR GROWTH

Have a solid operational processes to sustain growth.

BE GENEROUS - SOCIAL IMPACT PROGRAMS

Align purpose with profit. Develop an engaging social impact program that aligns with your core values

BE INSPIRING - LEADERSHIP

Create a great place to work by being a great leader.

BE BETTER - THOUGHT LEADERSHIP

Share your expertise with others, admit mistakes, and be authentic. Most importantly, always stay the course and persevere; it will pay off!