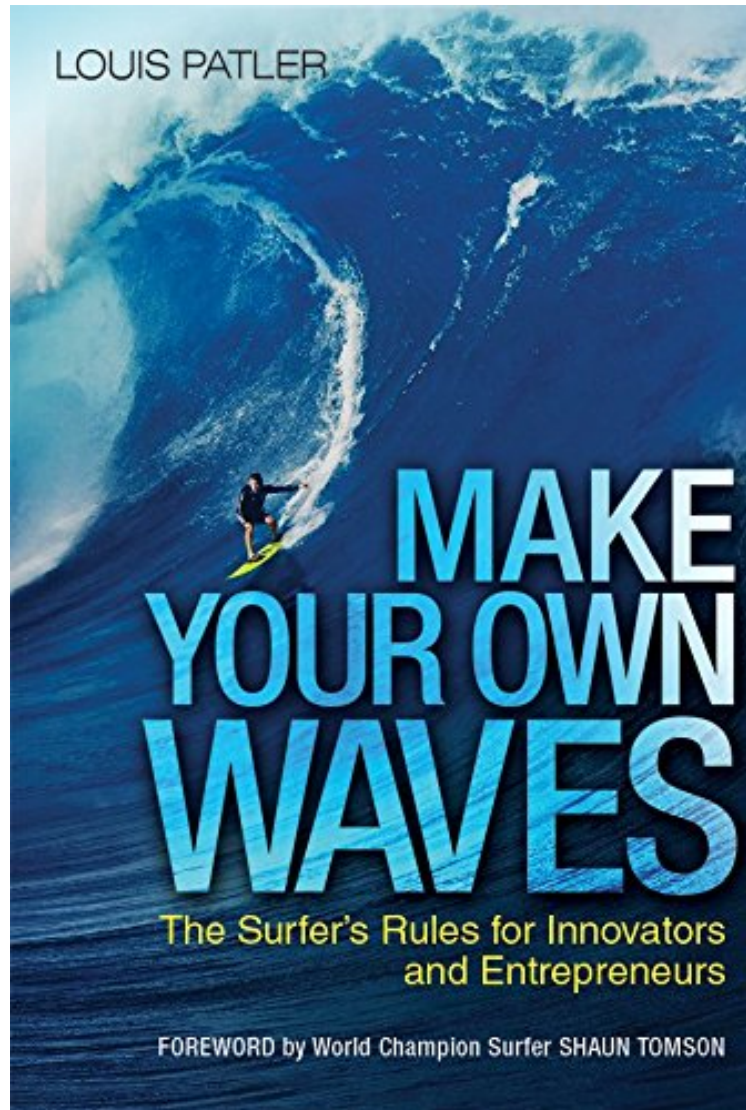


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Make Your Own Waves: The Surfer's Rules for Innovators and Entrepreneurs

Louis PATLER

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Louis PATLER : Make Your Own Waves: The Surfer's Rules for Innovators and Entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised Make Your Own Waves: The Surfer's Rules for Innovators and Entrepreneurs:

2 of 2 people found the following review helpful. Fantastic book, great readBy CustomerFantastic book, great read!!! Louis Patler has captured in a compelling analogy the heart, the soul, the passion, the preparation and perseverance required to be a successful entrepreneur in today's dynamic global market through the lens of the world's iconic big

wave surfers. The 10 Surfers Rules from "learn to swim" to "stay stoked" captivated my attention and energized me!!!! A definite read for those dreaming of starting their own business, for those established corporate intrapreneurs looking to drive change, or anyone interested in the new set of characteristics and attributes that make up today's disruptive business environment!!!!0 of 0 people found the following review helpful. Centering and Skillful in writing and readers consequenceBy Melissa A O'HanlonThe audible version of this book was listened to easily on location in one beach sitting. The Sunday four and a half hours watching the waves as the surfing and ocean skills translated into the analogy of the dexterity, skill and experiences of entrepreneurs created a powerful visualization even for those who aren't surfers or ocean sports people directly. The content reads afterwards like a horizon check and operating in the daily business world far from the beach brings a more buoyant bounce into the stepping through uncertainty or grind. There were several philosophical moments about being human made possible through engaging with our nature in nature that is refreshing, real and accessible.0 of 0 people found the following review helpful. I so enjoyed this bookBy Mitchell BrillI so enjoyed this book, as well as hopping between the text and YouTube to watch the rides, the waves, and to listen to the surfers as I read and learned. Truly enlightening, and was totally absorbed in the connections so deftly made by the author between the sport, life choices, preparation, courage and entrepreneurship. A practical guide, with concrete steps and excercises, and a must read for anyone thinking of creating or now leading a new business venture.

Like the ocean, the marketplace constantly changes and today's cresting reward becomes tomorrow's crashing risk. Before you venture out, take a lesson from the experts: big wave surfers. Like successful entrepreneurs, they rely on preparation, passion, and persistence—and they relish a challenge. So it's no surprise that countless surfers have pioneered products and launched thriving businesses (GoPro Cameras, Orsquo;Neill, Reef, Quiksilver).Packed with stories of surf innovators, entrepreneurs, and legends, Make Your Own Waves reveals 10 rules of the water, including:Learn to swim—the basics set the stage for everythingGet wet—you can't succeed if you stick to the shoreAlways look "outsider"—watch for what's coming or you may miss a better opportunityCommit, charge, shred—you have to go all out to be all inNever turn your back on the ocean—always stay in touch with the marketplace and the customerStay stoked—desire drives successEven the best surfers fall, but they learn from their wipeouts and paddle back out to once again push the edge, knowing that with big waves come big opportunities.

"hellip;the characteristics successful surfers and entrepreneurs share... prove to be surprisingly powerful teaching tools that stick in the mind." --Success Magazine "10 rules of starting a business based on rules of the water make good common sense—and are easy to understand." --Booklist "hellip;great stories, a fun read, and directly translatable to real life and real business challenges." --Blue Heron Journal From the Inside Flap Like the ocean, the marketplace is constantly changing. Today's cresting wave of opportunity can become tomorrow's crashing risk in the blink of an eye. And with the chance of failure so high, innovators and entrepreneurs need new and unconventional ways of thinking. So before you venture out, take a few lessons from an elite group of athletes who thrive on unpredictable challenges: Big Wave surfers. Just as successful entrepreneurs do, they analyze the surf and strategize an approach. They go where no one has gone before. They risk everything to ride each mountainous wave—then do it again. It's no surprise that surfers such as Laird Hamilton, Jeff Clark, and Kelly Slater have introduced innovations in water sports, safety equipment, and clothing. Many others have launched thriving businesses such as GoPro, Orsquo;Neill, Reef, RVCA, and Quiksilver. They're even helping run behemoths like IBM, Coca-Cola, Tesla, and Apple. The reason: the rules and strategies of Big Wave surfing also apply to innovators and entrepreneurs. In Make Your Own Waves, innovation expert Louis Patler explores these rules: Learn to Swim—the basics set the stage for everything Get Wet—you can't succeed if you stay on the beach Always Look "Outsider"—watch for what's coming, or you may miss a future opportunity Commit. Charge. Shred.—you have to go all out to be all in Paddle Back Out—persistence matters, so when you get wiped out, get up and go again Never Turn Your Back on the Ocean—always stay in touch with the marketplace and the customer Stay Stoked—desire drives success, passion carries the day. With Big Waves come big opportunities, and with this insightful book, you can enjoy the ride of a lifetime. Where there's a will, there's a wave! Louis Patler is a lifelong surfing enthusiast and President of The B.I.T. Group, a strategic consulting and training company whose diverse clients have included Marriott, Safeway, Wells Fargo, BAE Systems, and GAP. A New York Times bestselling author, two of his previous books were included on Steve Jobs's recommended reading list. He lives in the San Francisco Bay Area. From the Back Cover "Make Your Own Waves is a joy to read. Drawing analogies from the thrilling sport of Big Wave surfing, Louis Patler takes us on a highly original journey into the world of entrepreneurship and start-ups. By looking at young and emerging businesses through the experiences of world-class surfers and their epic feats, Louis is able to teach lessons that stick and offer applications that work—and do it in ways that you just don't find in standard business publishing. And the other wonderful thing about Make Your Own Waves is that once you get those

images of Big Wave surfing in your head, the lessons keep roaring back. You really need to read this book. — Jim Kouzes, co-author, *The Leadership Challenge*; Louis Patler taps the secrets of Big Wave surfers. Entrepreneurs: Drink deep and enjoy the rush of success. — Patrick Moser, editor of *Pacific Passages: An Anthology of Surf Writing*; When the Bay Calls the Days; and 50-foot-plus waves come rolling into Waimea Bay, there is a spiritual awakening within a select Tribe of Big Wave Surfers, handpicked by their peers, who paddle out into these mountains of water with an unwavering commitment to excellence and the relentless pursuit of the possibilities of the human spirit. We call it the Aloha Spirit. Whether on a Surfboard or in the Boardroom, Louis Patler's lessons of excellence is a must-read and captures the essence of the heart of a champion. Aloha Aku, Aloha Mai. Keep Paddling, and Surf with Aloha. — George Kam, Ambassador of Aloha, Quiksilver; I believe everything you want in life is just outside your comfort zone. Louis Patler's book will teach you the tactical steps of Big Wave surfers you need to break through in any business capacity and receive groundbreaking tangible results. — Nic Lamb, 2016 Titans of Mavericks Champion