



## Finding the Sweet Spot: The Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work

By Dave Pollard

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### Finding the Sweet Spot: The Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work By Dave Pollard

"Now what am I going to do?" is a question many people ask—and leave unanswered—at critical potential turning points in their careers.

Perhaps you're a new graduate, but instead of lining up for a boring entry-level job at a big corporation, you wish you could start your own sustainable and responsible business. Or maybe you've been stuck in a job you hate for a few years, but you still dream of doing the thing you love and that you're actually good at. Or maybe you're a boomer and you're ready for a second career, a personal venture that will represent a total change from what you've spent most of your work life doing.

Whatever your situation, this is the book to help you get started. *Finding the Sweet Spot* explains how sustainable, responsible, and joyful natural enterprises differ from most jobs, and it provides the framework for building your own natural enterprise. You'll learn how to find partners who will help make your venture successful, how to do world-class market research, how to innovate, how to build resilience into your enterprise, and how to avoid the land mines that sink so many small businesses. Most importantly, you'll learn how to find the "sweet spot" where your gifts, your passions, and your purpose intersect.

And make no mistake: our world needs your talent. The current economic system and the educational system that feeds into it have let us down and are destroying our planet. We need a blossoming of natural enterprises—connected, collaborating, and supporting ventures—to form a dynamic new natural economy.

Is such a thing possible? Inventor, entrepreneur, and humanist Buckminster Fuller said: "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." *Finding the Sweet Spot* presents a new model. Use it to find the work you were meant to do, thereby helping to create the world we're meant to live—and make a living—in.

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### Editorial Review

From Publishers Weekly

Pollard, a longtime entrepreneurial advisor, distills his extensive experience into sound suggestions in this useful and much-needed book. According to the author, too many individuals hesitate in creating a business in line with their goals, skills and values out of fear or a lack of self-confidence or funds. Pollard argues that entrepreneurship need not imply stress or risk, and he coaches readers through the process of identifying their passion, choosing the right collaborators and discovering unmet needs in the marketplace. Helpful charts and exercises guide the reader in finding where their purpose, passions and gifts intersect; and bite-sized case studies of entrepreneur success studies abound and help illustrate his points. Along the way, Pollard warns against settling for work that is anything less than satisfying. The ideal job—what he calls natural enterprise or the sweet spot—is an innovative business that touches people's lives. Pollard gives an insightful overview of the entrepreneurial process, and the book itself stands testament to the success of the author's methods. (*Sept.*)

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### Review

"With a welcome vigour Pollard reinterprets many of the tools of management for the entrepreneur. Straightforward and plain-speaking without shortchanging the complexities of creating value, *Finding the Sweet Spot* is a book for grown-ups who want their work to make them feel like a kid again."—**Michael E. Raynor**, co-author of *The Innovator's Solution* and author of *The Strategy Paradox*

### About the Author

Dave Pollard spent twenty-seven years with Ernst & Young LLP as practice leader and advisor to entrepreneurs and then as chief knowledge officer and member of the firm's Strategy and Innovation Group. In 2010, after 40 years trying to work within the industrial growth society, Dave walked away from it. During that 40 years he advised entrepreneurs about innovation, research, sustainability, coping with complexity, and the effective use of knowledge and social media. In 2003 he started a blog called How to Save the World, which documents what he's learned about how the world really works, and how we might create better ways to live and make a living, and in 2007 he authored his first book, *Finding the Sweet Spot: A Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work*.

His popular environmental and business blog can be found at [howtosavetheworld.ca](http://howtosavetheworld.ca). He lives with his family in Toronto, Canada.

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#### Tom Baptist:

Nowadays reading books become more and more than want or need but also get a life style. This reading behavior give you lot of advantages. The huge benefits you got of course the knowledge the particular

information inside the book this improve your knowledge and information. The data you get based on what kind of book you read, if you want send more knowledge just go with training books but if you want feel happy read one having theme for entertaining for example comic or novel. Typically the Finding the Sweet Spot: The Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work is kind of publication which is giving the reader unstable experience.

### **Terry Brown:**

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