



# Loops: The Seven Keys to Small Business Success

*Ph.D., Mike Chaet, Stephen C. Lundin, Vince Moravek, Mary Chaet*

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## Why do some small businesses succeed while others fail?

That is the question one young entrepreneur faces in this illuminating business parable for our times. *Loops* reveals the soul-searching story of Tony, a business student who doesn't understand why he can't quit school and work in the family business.

Then his professor surprises him with an unusual final exam—a twelve-week, summer-long study of the small businesses in his local area. This simple real-world assignment opens Tony's eyes to the most important lessons an entrepreneur can learn, such as how to:

- Manage “experience zones”
- Build strong customer relations through “vision moments”
- Standardize key processes for employees
- Innovate, improve, and maintain quality
- Accomplish real results by “closing the loops”

As you follow Tony's journey, you'll receive a week-by-week crash course on the seven essential loops for small business. You will learn how to distinguish yourself from the competition, improve your operations, and close the loops. Best of all, you'll discover innovative ways to apply the loops concept to every challenge you face, with every endeavor, in any economy.

When you close the loops, you open the door—to limitless opportunities.

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