

From Crew to Captain by David Mellor
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The author moved from a successful and no doubt a rewarding role to working for himself. This can be a challenging journey to make. The first challenge relates to making the initial move. Some may feel forced to do so by dint of circumstance. Some will choose to do so. But success in this transition certainly requires clarity of thought and determination in action.

So where can this book help? Well, it is based on experience. That helps because it feels grounded. The author's feet are very definitely "on the ground". I liked the self diagnostic check and frameworks which help the reader think about themselves. But I also liked the business planning and sales planning process illustrations and tools.

Particularly useful here are the indications given about effort and reward. So when the author tells us sales is a numbers game I know he is right from personal experience. But it is good to see indicative numbers. So sales actions "convert" to business on the ratio of 1,500 actions lead to 150 meetings, 30 proposals and 10 wins. This seems simple but it is helping the reader be realistic. A great idea is not enough. Effort is always needed! The book is also full of ideas about sustaining your effort to grow your business. It may be tough but this author has done it and communicates his experience in a lively but always thoughtful way. Well presented, this is a book worth reading if you are embarking on the small business venture start-up journey. Good luck!

Star rating (out of 5) 5

Colin Carnall
CEO, CassExec
Director, Cass Business School