



# Just Start: Take Action, Embrace Uncertainty, Create the Future

*Leonard A. Schlesinger, Charles F. Kiefer*

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## How to succeed at work and life—in an increasingly unpredictable world

In a world where you can no longer plan or predict your way to success, how can you achieve your most important goals? It's a daunting question. But in today's environment, where change is the only constant, it's a question everyone must answer. This is true whether you are an innovator or an entrepreneur, a manager or a newly minted graduate.

The first step, say the authors of this book, is this: "Just start." In other words, take action now and learn as you go.

Written by a trio of seasoned business leaders, *Just Start* combines fascinating research with proven practices to deliver a reliable method for helping you advance toward your goals—despite the uncertainty that is all too common today. Babson College President Leonard Schlesinger, organizational learning expert Charles Kiefer, and veteran journalist Paul B. Brown share their own deep and varied experiences and draw from a source where striving amid constant uncertainty actually works: the world of serial entrepreneurship. In this world, people don't just think differently—they act differently, as well.

Using this novel approach, *Just Start* will help you:

- Determine the best strategy and tactics when the future is uncertain
- Minimize financial risk in every decision you make
- Attract like-minded people to what you want to do (and learn why this is important)
- Understand why "Act. Learn. Build (so you can) Act again" is the best course of action when facing the unknown

So throw out your forecasting tools and shrug off that nagging frustration that comes with constant uncertainty. *Just Start* distills for you the very essence of what makes people successful in today's volatile environment. This book is your guide to achieving your goals—whether your project is professional or personal, or somewhere in between.

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