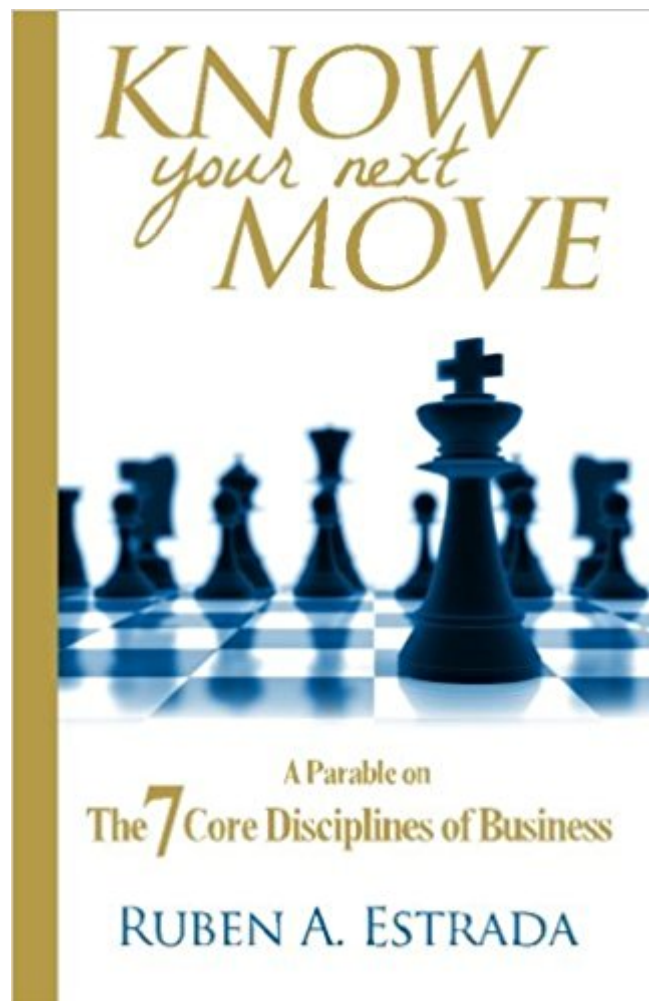




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# Know Your Next Move: A Parable On The 7 Core Disciplines Of Business



## Synopsis

“You Don’t Know What You Don’t Know, Ruben.” Four years ago, Ruben Estrada was on the verge of losing it all. The company he had poured his life into teetered on the brink of collapse, and his family suffered in his absence while he fought to save their livelihood. What went wrong? Four years of steady growth, and now it’s unraveling? After praying the last-minute flight to save his biggest customer would be worth the upset it had caused in his home, Ruben opened his eyes and noticed the man sitting next to him. The mysterious stranger kindly introduced himself as Coach, and within minutes, Ruben knew that he was not on that flight to save his last big account – he was on that flight to meet the man who would show him how to turn his business around and give him the ability to save his life – in more ways than either of them could have imagined that day. Know Your Next Move is Ruben’s raw account of his first few mind-blowing meetings with Coach – where he learned The 7 Core Disciplines of Business that would eventually help him identify his next move, turn the business around and grow it into a multi-million dollar enterprise, and be ready when the ultimate test of his learning arrived. What he didn’t know almost cost Ruben his life. What he learned gave him the opportunity to save it. And now, he wants to share it with you. Do you know your next move?

## Book Information

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## Customer Reviews

Ruben A. Estrada was the CEO and chief small business architect of Estrada Strategies, LLC, and founder of the CEO Club, Entrepreneurs Club, and the monthly Executive On-Line CLUB

and Business Coaching systems. In 2000, Ruben formed Estrada Strategies, LLC (ES) with the Vision of helping all businesses succeed. In 2005, he expanded the reach of that vision by creating Estrada Strategies Franchise Inc. and launching the first franchise operation in Knoxville, TN. In 2013, with a team of seven associates serving over 500 clients, ES provides services that include business systems training including sales systems, executive leadership development, systems management, organization development, strategic planning, financial management, and much more. Using a behavior modification model that integrates training, coaching, and monitoring ensures that ES's clients realize significant improvements in revenues and profits. Today, ES serves clients across the United States from offices in southern California, Tennessee and Colorado. The company continues to expand with plans to launch offices in up to 20 new locations by the end of 2013. Ruben's expertise for rebuilding existing companies and for establishing new operations made him a leader among entrepreneurs and CEOs of small businesses. Using the "Core Disciplines of Business", Ruben helped many entrepreneurs realize their full potential. The partners who shared his early vision and the coaches they trained at ES continue this work. Prior to launching Estrada Strategies, Ruben worked 16 years with a now publicly held company. In the last ten years of his corporate career, Ruben opened new operations for the corporation in a series of West coast cities. Over that 10-year period, Ruben grew the new operations to beyond \$21 million in annual revenues and won numerous awards and recognition for service excellence and unprecedented growth. An internationally recognized keynote speaker and an Inland Empire community leader, Ruben served on several corporate and community boards and was the recipient of numerous business and community awards. A deeply spiritual and committed family man, he lived in San Bernardino, California with his wife Lori, daughter Brittany, and son Ruben Jr. until he passed in November, 2012.

Must Read for all business owners, CEOs, and upper management team members. I am a successful business owner who has been in business for over 20 years. I studied Entrepreneurship and Marketing at a prestigious private university in Texas. This book covers the areas of your business that you were not taught in school or at any business workshop you may have attended. If only I had this book 10 years ago... Wow what a difference it would have made in myself and the business. The book is written so well... it easily tells a great business story that any President/CEO and Team Member can learn from and implement in their business. As you read it, you will learn each Discipline and the Elements along with exactly how you can easily implement each one of them in your business setting. Our company just had our Annual Strategic meeting in December 2013. 2

weeks prior to our meeting I handed out the book to our core Management team and asked them to read it. Wow! I was not prepared to see the results and the brainstorming that came from the management team. AMAZING! Our meeting was the best we have ever had we are getting phenomenal results by implementing the Core Disciplines and Elements. Our Team "gets it" We know where we are going and what we have to do to grow the business efficiently by implementing systems. A one word description of where we are now... FOCUSED!

This book captures you from the first sentence... You don't know what you don't know! If you are looking for answers for your business or life's challenges this is the book for you! Written in a very understandable and enjoyable method, you will fall in love with the author. This book is packed with lessons learned ...ones that when applied will be keys to opening the doors of success for your business. And even if you don't have a business this book is packed with promise! Your Next Move, should be to get a copy.. enjoy and be blessed!

Rubin Estrada lived in possibility, finding the jewels in each of us. Rubin's legacy is captured in this book and conveys incredible knowledge and insight into ways we can accelerate our business and new venture successes. His voice rings loud and clear as he inspires hope, passion, and possibility through his BEST SELLER: Know Your Next Move. Rubin's 7 Core Disciplines of Business provide the foundation for self-directedness enhanced by coaching. Rubin was always giving: to businesses-new and established-and especially to education. The Entrepreneur Conferences he sponsored planted seeds so high school students could flap their wings in the world of innovation and entrepreneurship. As in the way of the "Butterfly Effect," Rubin's impact will continue to multiply and extend his influence around the world forever. Bless you Rubin!

Don't you just love a good story? Imagine one that teaches, entertains, inspires and makes you laugh, regardless of your walk in life. Yes this is a business book for owners and managers, but really, it's a book for anyone who mentors other people in any walk of life. Yes, you will learn the 7 core business disciplines and yes, you will be entertained. Even if you are just starting out in the business world. Buy this book and re-read it every year. Its just that kind of a book.

Amazing book for CEO's and start ups! We all have strengths and weaknesses in our business. It helps you create systems to help you with the weaknesses. Our business has grown by 35-40% year over year by using Ruben's principles. This book is written as if you are sitting across the table

from Ruben. He was the most positive and inspiring person I have ever known. This was his last gift to business owners. You won't regret buying it!

This was a great book. It was recommended to me by a friend and I just could not put this down. Can't wait to read it again. Its a great compilation of advice that reminds me of many business courses I have taken but all in a great story and in one place. Great advice on how to organize your company, how to describe your company to others, how to retain your clients, and how to remember to take care of the most important thing in your life, your family. Eddie

Incredibly well written, simple, straight to the point even in parable format. Easy read but you come away with much more than before. Unfortunately Ruben passed away from cancer a few years back and this the only gem of his I can find so far. RIP Ruben Estrada, wish we could have gotten more of these gems from you.

As a retired CEO of large medical centers, I found this book extremely interesting, educational and inspiring. This book reads like a novel but is a series of valuable chapters dealing with the most important disciplines that any CEO should follow in order to enhance his or her possibilities of success in a very competitive market environment. Once I started to read the book, I had a hard time putting it down. Enjoyable and educational.

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