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“The decision making process shared in *INSIGHT* cleverly exposes the reality of problems any business owner must face to obtain success. This artfully written book should be on your ‘must read’ pile, and also used as a personal guide to help manage your business.”

-- Larry E. Dittman, President & CEO, ExecuStar

INSIGHT

Business Advice in an Age of Complexity

David Wimer

With Robert F. Everett PhD

A sudden health diagnosis, a divorce, or unforeseen financial stresses? Succession planning or upcoming sale? Business owners often feel isolated when they come to a critical crossroads that affects their company. They have no one to turn to – after all it’s their company.

Enter, David Wimer.

“There is almost always hope for business owners; even when they think there is nothing left to do. Owners need to know there are other options and to learn how to prevent crisis situations from occurring when at all possible,” says Wimer.

In ***INSIGHT: Business Advice in an Age of Complexity*** (Create Space, January 2014) Wimer shares his 35+ years of experience helping businesses through crisis by applying both unconventional wisdom and a knowledge of financial matters to business transition and transformation. Often times, there is a triggering event that affects the owner personally, emotionally, or financially and he or she must make critical decisions quickly. Wimer’s philosophy is to provide ***INSIGHT*** to business owners *before and during* transitions and to minimize risk.

Wimer, along with co-author, Robert F. Everett, PhD, designed ***INSIGHT*** to help business owners predict and prepare for transitions, making appropriate changes to find opportunity.

INSIGHT dives into the realities of owning a business, exploring why owners seek advice, when the advice matters most, and common advice killers. Wimer can discuss:

- The differences between business consultants, coaches and advisors.
- Making advice work.
- When the bank says NO.
- Spousal guidance due to founder health issues, divorce, death.
- Business crisis management.
- Succession in a recovering market.
- The 13 guiding virtues of advice.
- The neuroscience behind advice.
- Leadership and insight.

After explaining who to listen to and when, **INSIGHT** shares how to make the advice work by leading with heart and putting people first.

INSIGHT shows business owners that there's no need to suffer when so many options for obtaining advice abound—it's a matter of answering the right questions to find the right path to pursue.

To schedule an interview with David Wimer or for more information please contact Tess Woods at tess@tesswoodspr.com.

ABOUT THE AUTHOR

David Wimer is Founder and Managing Principal of David Wimer Advisors, LLC where he works with privately-held, family businesses to navigate business transitions and prevent financial crisis. He began his entrepreneurial career at the age of 23 and has owned and operated businesses in diverse sectors such as manufacturing, professional services, franchise, technology and distribution. He has founded five startups and performed eight turnarounds in businesses with revenue up to \$100 million. David is a sought after advisor by privately-held business owners and the professionals who serve them – CPAs, bankers, attorneys, estate planners, wealth managers and insurance brokers. He lives outside of Philadelphia, PA.

Robert F. Everett, PhD is a Principal at David Wimer Advisors, LLC. Bob has 30+ year career as a business consultant, an entrepreneur, and a business professor. As a consultant, he has worked for dozens of businesses ranging in size from under \$5 million to Fortune 500s. He has had ownership stakes in a sailboat leasing company, an advertising agency and a software company. As an academic, he taught for seven years at the University of Maryland, College Park and for ten years at Johns Hopkins University. Bob is a Professor of Entrepreneurship at Millersville University, Millersville, Pennsylvania. He is the author of *The Entrepreneur's Guide to Marketing* (Preager, 2008).

INSIGHT

David Wimer with Robert F. Everett PhD

Create Space

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