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# Uncomplicate Business: All It Takes Is People, Time, And Money



## Synopsis

A bold, useful, uncomplicated guide to mastering the three keys of business success. In this practical book, Dr. Howard Farran shows that running a business isn't all that complicated--if, you're focusing on the right three areas:Â -People: maximizing the potential of employees, customers, and yourself. -Time: mastering the efficiency that helps a business turn the biggest profit possible. -Money: learning to love the numbers that function as the business's scorecard. With simplicity, good humor, and plenty of stories Dr. Farran reveals the actions that can lead anyone to bigger profits, happier people, and a more fulfilling life.

## Book Information

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Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (37 customer reviews)

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## Customer Reviews

Great book. Lots of pearls (details) for a small business owner. This book reminds me of "Good to Great". It's the book how to take your small business to the next level. It has 3 parts, people, time & money. For me, the most difficult part is always to manage "people". Author gives ideas insights into hiring, training and retain great employees. My favorite part is the last part, which is like mini CPA session with your best CPA and more, how to set budget, credit line, business structure. What numbers to watch for and look at and monitor daily, monthly. This is a must read if you want to run your business smoothly, maximize profit, efficient and be the "professional" instead of running a half-hazard mom & pop store. Highly encourage every one who owns a business, or want to own a business. Or just simply want to improve your personal finance to read this at least TWICE. Best is to read it, make a to do list, then go back and revisit after you finish your list.

I Really enjoyed the read. Bought the book for my office manager too. Must read. Not just for dentist. I'm Always trying to improve my practice. I took a 300k PPO practice in 2008 to a 2 million practice fee for service in 2015. Doing a great deal of everything you mention in your book but I'm still trying to improve.

When I purchased this book, it was because I liked the premise of making business less complicated. On this level, author Howard Farran certainly delivered. The book is written in a very friendly tone and describes what heâ€™s learned in managing time, money and people. The book is filled with personal examples, including how heâ€™s applied managing time, money and people in building his dental practice. I particular enjoyed the narratives from his staff members about how these principles were applied in their jobs. Howard Farran is clearly someone who is willing to learn from best practices and apply them to his business. One of my favorite sub-chapters was about respecting your clientâ€™s time by using the eight principles of waiting (developed by Harvard Business school professor David Maister). These principles include â€œanxiety makes waits seem longerâ€• and â€œunexplained waits are longer than explained waits.â€• Since I've spent way to much of my life in medical waiting rooms, it was interesting how Farran is cognizant of this waiting process and actively moves patients to a place where their wait time seems shorter. The author owns a dental practice in a suburb in a suburb of Phoenix, AZ. It so happens that this suburb (Ahwatukee) is the area where my family resided for 15 years. Although he was not my dentist, knowing that he was a neighbor made the book even more interesting. Uncomplicate Business is clearly written and would be very inspiring to anyone who wanted to get back to the basics of their business.

I watched some of Dr. Howard Farran's videos on dental practice management a year ago. Liked his style of teaching, the ability to see the big picture throughout the industry, attention to details, transparent in sharing his own success, humourous like a stand-up comedian. This book he wrote is just like how he spoke in those videos but added more breadth and depth, structures and concepts, purpose and meaning of why he does what he does, in terms of from running a successful multimillion-dollar business to owning an enterprise of a few influential entities, giving seminars across the world, interviewing hundreds of leaders in the dental industry. I see a true leader, a great teacher and an apparent visionary in his book and he's showing no sign of slowing down. May God continue bless him. The book is composed of 3 themes. In the people section, I learnt about the concept of player A,B,C,D,E. In the time section, I learnt about streamline the pt experience in the

office and how effectiveness and efficiency come into play. In the money section, which is the least understood theme for a regular dentist, he shared candidly what the key elements and data are to monitor the health of a dental business. At the end of the book, he didn't just stop there by teaching us how to be financially accomplished. He talked about our purpose as a human being on the planet, that is to care for the less fortunate and give back to the society even internationally. This is a business book one can trust, especially it goes beyond the scope of practice management and well into the purpose of life which inspires the readers to leave their own legacy on the planet earth just like the author himself. A must read! •

This is a must read book for any dentist who wants to do right by his/her patients and wants to have a successful dental practice. This book is an inspirational as well as practical guide book that I cherish having in my library. Love it!!! The book is full of amazing quotes that just inspire and allow you to see the world from another perspective. I highly recommend it to any person who owns a business, not just dentists. Dr Farran is truly the trailblazer in dentistry and after reading this book and seeing how much he has done and is still doing for dentistry is truly something that I admire.

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