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For Immediate Release

BUSINESS BREAKTHROUGH 3.0
Building a Truly Dynamic and Resilient Organization
That Fuels Engagement, Boosts Agility
and Drives Lasting Change

By Lee Atchison and Ken Gavranovic

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"**BUSINESS BREAKTHROUGH 3.0** offers practical insights to drive transformations and optimize agility. It is often overlooked how organizational structure affects decision-making speed and the ability to leverage talent – organizations may not realize that they get the outcomes they organize for."
–Ed Smith, former CTO, Anthem; CTO/CIO Cox Automotive; CIO Equifax

SHATTER THE CONSTRAINTS THAT ARE HOLDING YOU BACK

In Their New Book, BUSINESS BREAKTHROUGH 3.0,
Experts Lee Atchison and Ken Gavranovic
Help Companies Knock Down Silos, Fuel Engagement,
And Drive Change At Start-Up Speed

"Working with hundreds of leaders worldwide has led us to develop a highly effective business improvement strategy that we've seen succeed time and time again. Our method allows you to break free of your old way of doing business, putting your most valuable data to work to restructure your company, knock down silos, fuel engagement, and drive change at start-up speed," explain experts Lee Atchison and Ken Gavranovic, authors of the new book **BUSINESS BREAKTHROUGH 3.0**."

Drawing on their combined 60 years of business and technology experience, Atchison and Gavranovic provide a step-by-step process for clarifying how a company operates, while uncovering the entrenched patterns that are holding it back. Their approach uses data to identify what's working and what's not, and leverages the motivational drivers embedded in all of us.

More

By using the **BUSINESS BREAKTHROUGH 3.0** method, companies will foster employee engagement, while injecting sustainability and cultural longevity into the very fabric of their organizations. The methodology is composed of five integrated parts:

- **Mission, Vision, And Core Values** – Many companies have mission, vision, and value statements that are rarely mentioned — or that cause snickers when they are — because they are so different from what the company truly is. To be effective these statements must represent the *true* soul of the company. They can be partially aspirational as long as they express what the company actually values. Atchison and Gavranovic show why these statements are so important and provide clear guidelines for creating effective ones.

- **Critical Thinking Frameworks: The Power of OKRs** – Based on years of experience, the authors recommend the OKR (objectives and key results) framework. “OKRs can help any organization enforce a systematic, disciplined process that makes sure employees are working together on the most important actions that will impact the organization,” they write. The authors not only provide in-depth instructions for developing OKRs, they also discuss what traps to avoid and how to get everyone in the organization onboard an OKR approach.

- **Measure What Matters** – It is nearly impossible to operate a successful business without tracking its performance. The key is measuring what matters. In this section of **BUSINESS BREAKTHROUGH 3.0**, leaders learn how identify and analyze the right metrics, so they know exactly what’s working, what’s not, and what needs to be improved. This includes everything from revenue and cash flow to employee needs and customer demands.

- **Choose the Right Business Structure** – Businesses must have the right organizational structure to succeed. The structure not only affects operations, but also impacts how the organization learns and improves, how systems are defined and created, how products are made or software applications are built—even how fast they are built. Atchison and

Gavranovic provide an overview of different structures, discussing the pros and cons of each, so that leaders can pinpoint the right one for their company.

•**Leverage a Market Growth Strategy for Sales Success** – Sales and marketing are essential components of any profitable business. New trends and methods are constantly emerging, while others become obsolete. The authors examine the top strategies – sales-led growth, marketing-led growth, and product-led growth – providing an in-depth look at each and revealing how to implement the best approach for your business.

BUSINESS BREAKTHROUGH 3.0 is the ultimate tool kit for companies that want to thrive in today's hyper-competitive, constantly changing business world. The authors' practical advice – supported by case studies, helpful charts, and simple diagrams – can be put to work immediately. As they explain, “the ultimate purpose of our book is to allow leaders to gain a deep awareness of how their companies operate and what's blocking their success. With this knowledge, they can move forward and solve any problem confronting them.”

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ABOUT THE AUTHORS

Lee Atchison, co-author of **BUSINESS BREAKTHROUGH 3.0**, is a software architect, author, speaker, and recognized thought leader on cloud computing and application modernization. At Amazon, he built the company's AWS Elastic Beanstalk as well as its first software download store and led its retail website's early migration to a service-based architecture. At New Relic, he helped grow the company's product architecture from early startup stage to large enterprise SaaS. Often quoted in technology publications, Lee hosts the *Modern Digital Business* podcast, and is the founder of Atchison Academy, a series of online courses that helps leaders manage modern digital businesses and their applications. Learn more at www.leeatchison.com.

Ken Gavranovic, co-author of **BUSINESS BREAKTHROUGH 3.0**, is COO of Blameless and a board member and private equity advisor to several companies. While still in his 20s, Ken started Interland, now web.com, growing the company to \$200M and leading its IPO. Since then, he has been responsible for hyper-growth at unicorn businesses, gaining experience across multiple industry verticals and leadership positions. At New Relic, he helped grow revenues to \$500M. At Cox Automotive, he oversaw a \$5B+ portfolio of brands, including AutoTrader and Kelly Blue Book. Recently he has been responsible for several IPO and private equity exits that generated up to ninety times ROI. These experiences have equipped him to guide businesses to scale in growth, transformation, and results. Learn more at or www.kengavranovic.com.