



# The Catapult Effect- Using Short Term Crisis to Catapult Long Term Success

*Robert L. Butt*

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Right now, there's a lot going on in the world, not terribly much of it good; bailout and economic stimulus packages being traded back and forth, economists and pundits alike predict that the real bubble to burst hasn't even occurred yet (the fall of worldwide currencies), and small businesses (of which I am one) are failing by the dozens. Just today, I read an article online entitled "Start a new business in this economy? Are you crazy?"

Well, yes, we probably are crazy. That's what makes us different. The purpose of this book is not to analyze all the ways we came to find ourselves "here." In fact, not being an economist, finance major, or even much of a political junkie, I have no real idea, and I don't have a problem admitting that because even the most intellectual people of our time can't agree on how we came to be "here."

Let's suffice it to say that the "garden path" we have all been down has turned out to not be so grassy and green. And I for one love the color of green, especially when it's printed on the currency in my wallet.

## The Garden Path of Imitation

Everyday brings another book, study, or packaged program that claims to have the right answers to all of our business ills. Most, if not all, follow one fatal concept—they scrutinize outstanding companies, identify the factors that seem to have made them successful, and then set a model to imitate or emulate that success, whether it's management style, employee relations, business strategy, or manufacturing methods. Of course, while all this sounds great, there is one fatal flaw in it all: the true factors selected by outside observers may not be the factors that enabled the success.

There is a second and perhaps more serious flaw in this approach as well; the notion that you can lift the features of one organization, somehow graft them onto another organization and produce the same results has very little basis in fact.

## You Need Results Now!

The singular purpose of this book is how you, yes YOU—as an owner, manager, leader, individual—can use the knowledge, thoughts, and experiences I am about to impart to radically and quickly change your life, save your business, and not only "live to tell about it," but also to grow and prosper even in this extraordinary economic climate in which we exist today.

I call it the "Catapult Effect," building your own machine of force, power, and torque—which you control

and which you choose to “release” —to launch you, your business, or both into the place you want to be. Then, by using the methods you have just learned, create increasingly ambitious gains.

So put your incredulity on hold for now. Suspend the belief that you are at the end of your rope. Release the notion that your business is at the limits of its performance, and imagine that awesome ball of breathing burning energy flying through the air and smashing down the walls of your obstacles giving you a breakthrough to unimagined achievement.

Here’s how this book lays out:

- There are seven chapters that cover the Catapult Effect; all the necessary information that you need right now, today, to empower and embolden sudden and dramatic transformative change—for you or your business.

Read these first if you NEED IT NOW!

Enjoy the ride  
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