

Antti Leijala



Ultra Lean Business Entrepreneurship black belt

50 easy, fast and effective ways to
improve your company competitiveness



You can get far with instinct...
...but competitiveness comes from improved mode of operation

Ultra Lean Business

- entrepreneurship black belt -

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entrepreneurship black belt

Antti Leijala, 2018

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Author: Antti Leijala, entrepreneur.

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For educational purposes, you can ask for a PowerPoint-presentation and/or an e-learning course. Please contact antti.leijala@pktehokasyrityys.fi to hear more.



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Foreword

This book is dedicated to small business owners and entrepreneurs.

I want to thank the 33 small businesses and their owners, who participated my doctoral thesis study. My dissertation is still ongoing, but the entrepreneurs' open attitude to discover their challenges has been essential also in writing this book.

Special thanks to Per Lindberg (Evifin Ltd) for writing the chapter Internet of Things, to Mika Rohula (First Wave Ltd) for writing Robotics, to Nuno Melo (Pricisions) for writing Prizing, to Juha Rantanen (Suomen Yrityskaupat Ltd) for writing Increasing company value, to Pekka Usva (Part-Time Genius) for writing the parts about hired management, and to Sanya Saarinen (Someleontti) for writing the social media part.

I would also like to give warm thanks to Laura Smith (Wannado Ltd) for the English language proofreading and translation work.

Vihti, Finland, 25.6.2018,

A handwritten signature in black ink, consisting of a large capital 'A' followed by a stylized, cursive 'L' and 'J'.

Antti Leijala

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Preface

Too often companies are led with pure instinct. This book helps entrepreneurs (or those who aim to be such) to learn the basics of efficient business management and to wake up a passion for continuous development of your competitiveness.

Depending on the source used, there are approximately 340.000 companies in Finland. Typical annual revenue is between 30.000 and 150.000€, which means the company has 1-2 employees. Every year, around 30.000 new companies are established, and the same amount of companies fades away.

This book is based on my doctoral thesis about challenges that small business face, and it's especially targeted to entrepreneurs in Finland.

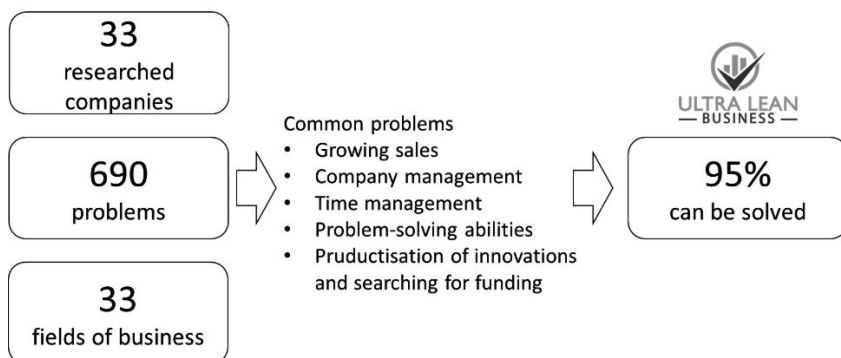


Image 1: UltraLeanBusiness book is based on a thesis studying the most common challanges micro-companies face.

Start the change now, increase your competitiveness!

Ultra Lean Business, Entrepreneurship Black Belt tackles the most common problems small companies and entrepreneurs face. The reader gets 50 or more concrete learnings on different subjects, all simply put and easily implementable to increase company competitiveness. The book includes tasks that further the learning process, and useful links for additional information.

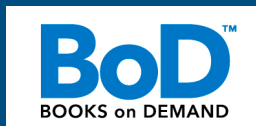
Easy, fast and effective!

The content of this book is designed to fit everyone from starting entrepreneurs to a university level, and from beginners to serial entrepreneurs. The lessons can be implemented in all industries and all types of business.

Learning should never be a one-off thing. This book serves as a base for life-long learning where all aspects of the business are being developed, improved and challenged continuously, year after year.

Find the author on LinkedIn:
<https://www.linkedin.com/in/anttileijala/>

Have a pleasant reading and learning journey!



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