

CTRL ALT DELETE

**Reboot Your Business. Reboot Your Life.
Your Future Depends On It.**

MITCH JOEL

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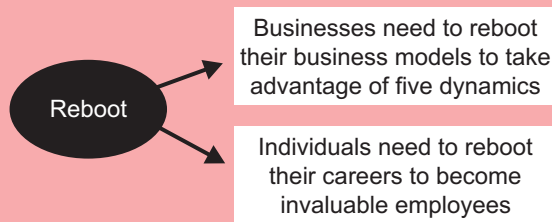
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MAIN IDEA

It's inevitable now that every industry will sooner rather than later be forced to make the transition into the fully-digital future of business. You can either treat this transformation era as a bleak time because none of the established rules apply or view it as a once-in-a-lifetime opportunity to completely reboot your company and your career and do something amazing.

The need to reboot – to "Ctrl Alt Delete" to borrow a term from the personal computer industry – applies to both businesses and individuals alike:



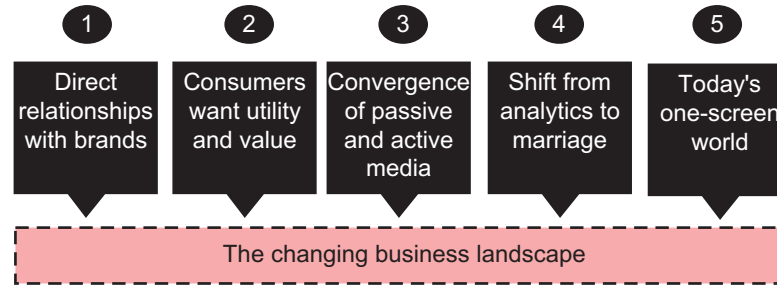
Like it or not, the nature of how business is run and what you as an individual do to monetize your skills is quickly evolving. The key to getting ahead is to change the way you think and the way you act to better align with this brave new world. It's time to identify the emerging opportunities of the fully-digital economy and seize them.

"Businesses and the people who work for them no longer have a choice. They must reboot. They must Ctrl Alt Delete. What we're currently seeing in the marketplace is the struggle that businesses and employees are going through as we live through this state of purgatory. We are stuck in the middle of this transition and digitization of industry, and we've had enough of the analysis paralysis that is grabbing businesses by the throat. What we need— more than anything else— are the insights and guidance that will be crucial to our success."
 – Mitch Joel

"If you don't cannibalize yourself, someone else will."
 – Steve Jobs, co-founder and former CEO, Apple

1. Reboot: Business Pages 2 - 4

At the present time, there are five major movements which are converging in the business world and which require businesses to reboot what they do. Taken together, these five massive movements are fundamentally changing everything we assumed we knew about business. Those five major movements are:



2. Reboot: Individuals Pages 5 - 8

These five major movements in the business world have already happened or are in the process of happening right now. To take full advantage of them, you'll probably need to reboot your career as well. You have to change from being a 9-to-5 jobber to someone who is doing what they were meant to do. That's not necessarily a bad thing because times of massive change create equally large opportunities to get ahead as well. To thrive and prosper in a business world that is about to be rebooted, you need to be smart, nimble and above all effective. There are seven triggers you will need to be aware of and take advantage of in order to reboot your career and become invaluable as an employee, entrepreneur or intrapreneur:



