

THE ZIGZAG PRINCIPLE

The Goal-Setting Strategy That Will Revolutionize Your Business and Your Life

RICH CHRISTIANSEN

RICH CHRISTIANSEN is an entrepreneur, a consultant, a teacher and a philanthropist. He is the founder of 33 companies to date of which eleven have failed, eight have been moderate successes, three are still in process and eleven have become successful multimillion-dollar enterprises. Rich Christiansen worked previously as a network engineer with Novell, About Web Services and About.Com. He was general manager of Mitsubishi Electric's PC Division in the United States which he grew from startup to \$25 million in annual sales in two years. Rich Christiansen is a graduate of Brigham Young University.

The Web site for this book is at www.zigzagprinciple.com.

ISBN 978-1-77544-711-5

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

The best way to go from Point A to Point B in business is rarely in a straight line. Instead, it's better to zigzag your way to success – take some deliberate diversions along the way which will help propel your journey upwards. This is the essence of “The Zigzag Principle.”

At first, the idea of zigging and zagging to success sounds counterintuitive. Generally accepted business wisdom is you set a goal and then charge hard towards it come hell-or-high-water but that's not always a smart approach. In the real world, deliberate detours are not a bad thing.

For example, every startup aspires to be a successful company. To achieve that, there are really three distinct levels you need to hit:

- First, you have to get to cash. You have to do whatever is required to reach breakeven so you can stay in the game long enough to grow bigger.
- Second, you then start adding resources as rapidly as your cash flow will permit.
- Third, you figure out how to scale your business and ramp it up.

Thus, even though your long-term goal is to build a successful and enduring enterprise, the way you get there is by zigging and zagging. You get to the top by taking some deliberate detours along the way.

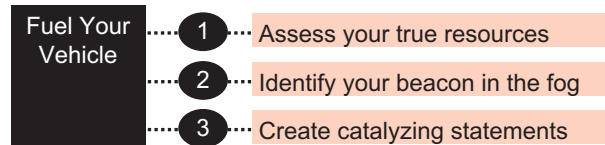
“I've come to realize that the Zigzag Principle has its roots in the laws of nature, with evidences everywhere we look. Rivers don't flow in a straight line from mountain springs to the ocean. They twist and turn as they adapt to the obstacles that impede their flow. Mountain peaks are formed by the violent acts of nature, which leave no straight shots to the top. So much of the beauty we see in nature is the result of its forces carving out paths that must wend their way around never-ending obstacles. The more effective and rewarding way of achieving long-term goals is to zigzag toward them. It is hard work in both hiking and in business, but the vistas and rewards are, without question, worth it.”

– Rich Christiansen

The Zigzag Principle

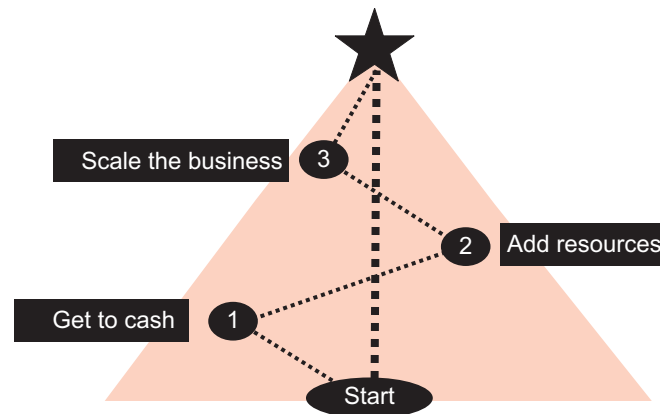
Before You Start Pages 2- 3

The foundation for achieving any success is to take the time to build and fuel your vehicle first. You do this by doing three things:



Zigzag to the Top. Pages 4 - 6

Once you get your foundation in place, you can then begin to zig and zag your way upwards. This journey towards the summit usually follows a quite specific pattern:



Stay on Track. Pages 7 - 8

As you continue to grow your business, it's important that you establish guardrails which will stop you from driving off a cliff. You also need to figure out how to reward yourself and those who worked with you. This is the best way to keep moving upwards and onwards.

