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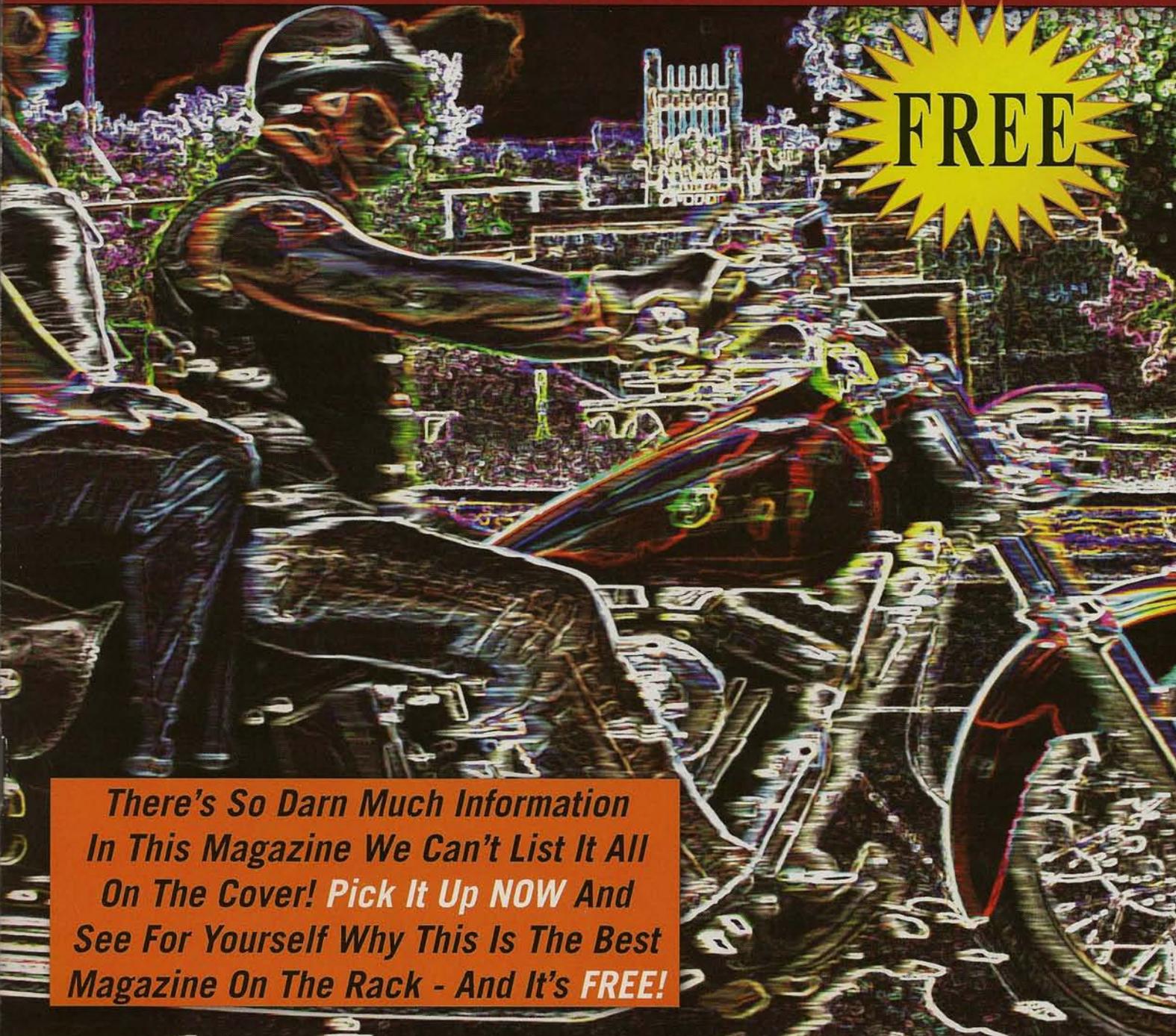
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The Biker's Guide To Business

By Dwain DeVille

ISBN: 047048120X

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Reviewed by Mike Savidge

It's no secret to anyone in the motorcycle community that many of our riding brethren are much more businessman (or woman) than biker dudes. To many, the business of riding a motorcycle and the business of running a business may seem exclusive to each other. Dwain DeVille mixes the two together and shows that "the skills and abilities it takes to be successful on a bike also come in handy when building a successful business".

Dwain started riding motorcycles at 16 and his business resume includes 15 years in the financial services and banking industry before founding WaterMark International Inc., a consulting firm for business leaders. Early on in the book, he describes himself as business junkie and a gym rat of business which helps to explain his passion for the business world. Reading about his early work career, you'd expect he was one of the corporate suits who would always toe the company line. Then along came that thing called mid-life crisis. Suffice it to say, he survived while enduring some of life's lessons along the way.

Not everyone was meant to ride a motorcycle and not everyone was meant to be an entrepreneur. This book is directed at those who are unafraid to try both. "This book is for those of us who understand that success is more choice than chance", Dwain intones when comparing business failures to motorcycle crashes. The question is, how do you handle defeat? The successful ones know you have to ride again. He also notes that business and personal lives can't be separated. To be successful, you must be able to deal with both. No matter what you do for a living, everyone can relate to the challenges that both worlds can place upon us. In this book, Dwain presents techniques and strategies that will help you achieve success in both.

How do you combine business techniques and motorcycle riding? In one example, Dwain points out how roadside distractions can be disastrous for both. As you're taught in riding classes, where you're looking is where your bike will go, the same holds true for the business highway. Your focus needs to be on where you want your business to go.

The key word throughout this book is navigation. "Any experienced biker will tell you that the key to arriving at your destination successfully and on time is skillful handling of the in-between that separates here from there." Dwain has developed his own Navigation Process which "identifies the work to be done, along with the necessary plans, activities, conversations, and skills".

The "Biker's Guide To Business" is not directed at the start up business, there are plenty of books already on the shelf covering that topic. Rather, Dwain has written a guide for the business person who's wondering where do I go from here, and how to keep their business on track. He's done an excellent job of showing how our riding skills and techniques can also serve us in the world of business, but even the non-riding entrepreneurs will benefit from implementing his guides into their business.

