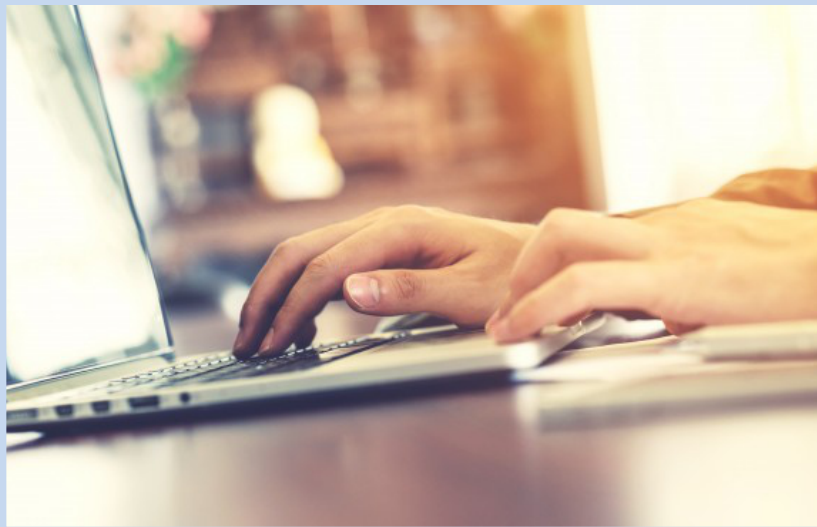


# Starting Your Own Business Workbook

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## Advanced Concepts

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Another Way Publishing  
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David Memmoli



# Starting Your Own Business Workbook

**David Memmoli**  
Another Way Holdings, LLC  
Las Vegas, NV



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Las Vegas, NV

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*To Christian and Caj, whose reassurance,  
support, and encouragement continue to inspire  
and motivate me to continue the journey.*

– David

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## About The Author



**DAVID MEMMOLI** is the founder and owner of Another Way Holdings, LLC. He earned a bachelor in psychology from CUNY Hunter College in New York City, his BS in Nursing and his MSN in Family Practice at SUNY Stony Brook in 2006. He is currently earning a PhD from National University in Industrial & Organizational Psychology and plans to earn an additional doctoral degree in molecular biology. After several years working in multiple states, and having multiple experiences in the different areas of healthcare, David found a lack of standardized care in many facilities. From corporate healthcare, to local private practices, he saw a huge gap in the standards of care provided to patients. Coming from surgery at New York Presbyterian, David, in all frankness, didn't understand what was going on. Patients would complain about always seeing a

different provider each time they went for care, they would have virtually no education regarding their medical conditions or the medications they were taking, and care being provided was addressing symptoms rather than underlying causes. After so many years, and so many patient complaints, David realized it was time for someone to take charge. Someone needed to set a standard for how medical practices could and should be run. Someone needed to provide an example for other practices to follow. It was also an opportunity, at the same time, to show that Nurse Practitioners have become a far more prominent and necessary modality in Healthcare. With these challenges, David established the first group Nurse Practitioner practice in the State of Nevada. He also developed a system of practice that provides patients all aspects of their healthcare. When the banks did not share David's vision, he learned what it is really all about - money. Through those experiences from APNS, David created this course and established Another Way Business (AWB), a business entity designed to provide the education and resources a new business owner needs to make their business a success. The course books are published through Another Way Publishing (AWP). There are numerous areas in the corporate business world that need revision and even revolution. Collusion and corruption permeate corporate business and at the expense of frontline workers. David started Another Way Holdings because he is committed to finding another way!



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*This workbook is dedicated to all the great and dedicated dreamers who have no other agenda other than to provide the best service they can for their fellow citizens of the world, but who are stifled, silenced, and suppressed by the corporate industrial complex.*

*May these exercises provide you the means to free yourself from corporate capitalism, such that you can do what you always dreamed to do – make the world a better place.*

# **ADVANCED CONCEPTS**



# GETTING STARTED

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# Chapter 1

## Your Vision

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### Overview

This chapter focused on you and your vision. It considered more metaphysical aspects of establishing and running your business. We explored the business you envisioned and what you needed to understand in order for that vision to become reality. We clarified for you what you actually envision and what is actually possible. We considered your philosophy and how you could work toward to make your business and staff manifest your vision, mission, and philosophy. This chapter continued the concepts that you are the core of your business and who you are, your beliefs, your values, your philosophy are what make your business what it is.

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### Key Terms

**Corporate culture** – the representation of the values, ethics, morals, and attitudes of an organization and how those are reflected in the engagement of the organization's employees, leadership, customers, the community, and other organizations.

**Mission** - what the company does to achieve the vision.

**Philosophy** – a statement that describes *why* the company does what it does.

**Values** – principles created by beliefs.

**Vision** – a statement that describes what the company wants to

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## Expected Outcomes

- Have been able to recognize your own beliefs
- Have been able to clarify your own vision
- Have been able to clarify your own mission
- Have been able to clarify your own philosophy
- Explored how your beliefs are reflected by your vision, your, mission, and your philosophy
- Defined what customer service meant to you
- Explored the ways in which you needed to be prepared to start your own business
- Reaffirmed what it is that you wanted

## Key Concepts

- Your company's values and philosophy is a reflection of yourself.
- Your values and philosophy will determine the policies you enact in your business.
- Your vision will help to unite employees toward a common goal.
- The clearer the vision, the more resolute the belief, the easier it will be for employees to indoctrinate themselves to that vision.
- Your mission gives a standing directive for what your employees should be doing at work.
- Your business philosophy will help to ensure that the employees hired share a similar mindset.
- Once established, this cycle of resentment is extremely difficult to correct.
- Modern management creates a system in which each level preserves itself by blaming those below.
- As with any journey, the more prepared you are, the greater the chances you can weather the storm.
- The whole approach of this course is to make starting your own business an integrated part of your life.
- Knowing yourself allows you to know what you want. And what you want decides the course your life will take.

## Chapter Slogans

- You can't give from an empty cup!
- Money can't buy fulfillment!
- Management preserves themselves!
- Be prepared!
- Some people are just miserable!
- Knowing yourself allows you to know what you want!

# EXERCISES

## FILL IN THE BLANK

1. It is important for you to have a clear recognition of your beliefs, your vision, your mission, and the philosophy by which you will \_\_\_\_\_ to those beliefs.
2. We all have an upbringing grounded in certain \_\_\_\_\_.
3. Some of us have our belief system founded in religion, traumatic experiences, or through participation in a \_\_\_\_\_.
4. With life experiences adding to and adjusting your beliefs, you have come to a place where you have chosen what you \_\_\_\_\_ and what you don't.
5. A relaxed and easy-going corporate culture makes for that kind of \_\_\_\_\_.
6. Table 1-1 reviews the differences between values, morals, and \_\_\_\_\_.
7. Your \_\_\_\_\_ is how you see your business when it is fully realized.
8. Your vision should describe what you want your business to become, and what it becomes should align with your \_\_\_\_\_ and values.