

Starting Your Own Business Workbook

Business Fundamentals



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Publisher

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To KC, who made APNS possible. I
thank you
for everything you've done, and then
some.

– 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.

FUNDAMENTALS



GETTING STARTED

Chapter 1

Is Having Your Own Business Right For You?

Overview

Chapter 1 introduced you to understanding if having your own business is right for you. It addressed the importance of knowing and trusting yourself. We provided self-assessments to perform, as well as a self-reflection questionnaire. We provided the means for you to determine your personality type. We defined the purpose of the textbook and course. We then defined the enormity of the task of starting your own business. We discussed the means to determine “What do you want?” We then explained the personal impact starting your own business can make on your life. We provide an awareness of the false intentions of others. We explained what you are responsible to know to make your business successful. Lastly, we introduced a basic understanding of psychology. The following exercises will help reinforce the concepts presented in the textbook.

Key Terms

Nice Guy Syndrome – A self-diagnosed condition characterized by naivety and a trusting nature. Not necessarily gullible, but of being of a belief that people are generally good and honorable, and not recognizing that they are self serving and without honor.

Self-Assessment - the process of looking at oneself in order to assess aspects that are important to one's identity.

Self-Reflection - the exercising of introspection and the willingness to learn more about the fundamental nature, purpose and essence of oneself.

Expected Outcomes

- Have performed a self-assessment questionnaire
- Have performed a self-reflection questionnaire
- Determine your personality type
- Have a deeper and more comprehensive understanding of yourself
- Be able to trust your judgment much more than you did before
- Understanding the purpose of this course
- Recognize and appreciate the enormity of starting your own business
- Understand what you want
- Determine whether you are a boss or a leader
- Know what methods best allow you to reduce your stress
- Recognize that you are alone in this and cannot trust anyone but yourself
- Understand that you need to know everything involved in owning your business, and recognize that you need to know even the things you don't know you need to know.
- Recognize that people are nice until something goes wrong
- Understand the basics of human psychology

Key Concepts

- Assessing questions can help clarify your wants and desires regarding starting your own business
- Reflecting on answers you provided to the assessment questions can help determine if starting your own business is right for you.
- The intention of this textbook is to help you understand if starting your own business is right for you, inform you what 's involved in starting your own business, and provide a roadmap on how to start your own business.
- Trust No One. No one has your best interests in mind, only their own, regardless of what sales pitch they sell you.
- Always trust your gut.
- Starting your own business is a gargantuan undertaking and should not be underestimated, nor taken lightly.
- Ask yourself the most important question: What do you want?
- Knowing all aspects of how a medical business works ensures you can control and manage all aspects of your business.
- Be wary of people's intentions, be vigilant, and trust your instincts.

Chapter Slogans

- Trust No One
- Trust Yourself
- Knowing Yourself Allows You To Trust Yourself
- Keep your ego in check.
- Know Everything
- Everyone's Nice Until Something Goes Wrong
- Don't quit your job until everything is ready!

SELF-ASSESSMENTS

SELF-ASSESSMENTS

To ensure these tests produce the most accurate result. The biggest challenge with these tests is the ego competition between answering honestly versus answering what you feel the socially acceptable response should be. Also, be aware that your current mood can influence your responses as well. Be as honest with yourself as you can.

This link provides an extraordinarily detailed assessment of oneself. Click "take the test" in the center of the screen.

<https://www.16personalities.com/>

This link provides access to some free personality assessments. I do not recommend purchasing anything. There are numerous free online personality assessments. There is no need to spend any money on them.

<https://www.truity.com/view/tests/personality-type>

This is a great site on understanding personality traits and different personality tests.

<https://www.workstyle.io/best-personality-test>

SELF-REFLECTIONS
