

SOCIAL MEDIA

Author takes the stage with entrepreneurship book

■ BY KATIE ROSE MCENEELY

Dan Weinfurter is the author of *Second Stage Entrepreneurship*.

Reading: I am reading a biography of T. E. Lawrence, otherwise known as Lawrence of Arabia. It came out late last year. A very, very good book on how the beginnings of the troubles in the Middle East during World War II. Right before that I finished a book by Jim Harrison, who writes about life in the middle part of the country.

Listening: I like all types of music. I'm not a fan of rap or R&B, but I like singer-songwriter, blues, rock 'n roll. I like Sarah Barielles and Bruce Springsteen. It runs the gamut. Roseanne Cash has something new out that I liked quite a bit.

Watching: I like the Green Bay Packers and I like "House of Lies," which is on Showtime. It's about a fictitious consulting firm. I don't know how you'd describe it. It's meant as sarcasm more that it's meant to be taken seriously.

Following: The whole climate change thing is very interesting to me. It's a complicated subject that defies easy answers, but it has enormous implications for people worldwide. Thomas Friedman made the argument that biggest obstacle to world peace is water. I'd argue there's something fundamental going on, and it will be one of the defining issues during what's left of my life. I think it's going to be a macro issue. Related to that, of course, is energy dependence and oil consumption.

Activity: My book is about taking the

business owner to the second stage — proof of concept. It's about creating a team that delivers on the owner's vision. It's a big part of U.S. economy, and the book is a way to get back and it's also a vehicle to support my consulting business, Chicago Growth Consultants, LLC., which is really about sales effectiveness and driving profitable growth.

I started the book four years ago and got really swamped and put it aside. I began the work in earnest in the middle of 2012 and finished the first draft of the manuscript on Feb. 1, 2013. It went through several iterations and the manuscript was published in October 2013.

As far as the North Shore: I lived in Riverwoods, Winnetka and Kenilworth for a number of years, but when my youngest daughter graduated from New Trier, we moved to the city. I'm still in Winnetka all the time — you live there that long and you end up with a network of friends all from the same neighborhood.

Eating: I saw a nutritionist at the beginning of the year, so I've been trying to eat better than I have — gluten, alcohol, citrus juice and caffeine have essentially been removed from my diet. It...may not be permanent.

What is your favorite mistake?

I had a board member tell me once that the first fall down a flight of stairs is a given, the second fall is annoying, and the third really, really bothers me. In the intermediate to long run, the only sustainable competitive advantage is who you have



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working for you. There have been more than a few times where I haven't done that.

In general, if you hire quickly, it's not a great outcome. Sometimes you get lucky, but that's one I take to the brain to say,

"try not to do that again." The other one is, a board member once told me, "Dan, you only listen to board advice you agree with." I don't think it was a compliment, but I think he might have been right in any case. ■

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