

One Step *Forward*



A DEEPER LOOK AT THIS MONTH'S BOOK RECOMMENDATION

Hey There,

Earlier this month, we talked about **clarity**—not just in your finances, but in your role as a business owner. That conversation reminded me why I chose *Who Not How* as this month's book recommendation.

Most business owners believe growth means learning how to do more. Another software platform. Another skill. Another late night figuring it out yourself. But the businesses that scale don't grow because the owner learns everything.

They grow because the owner stops asking:

"How can I do this?"

and starts asking:

"Who can help me accomplish this?"

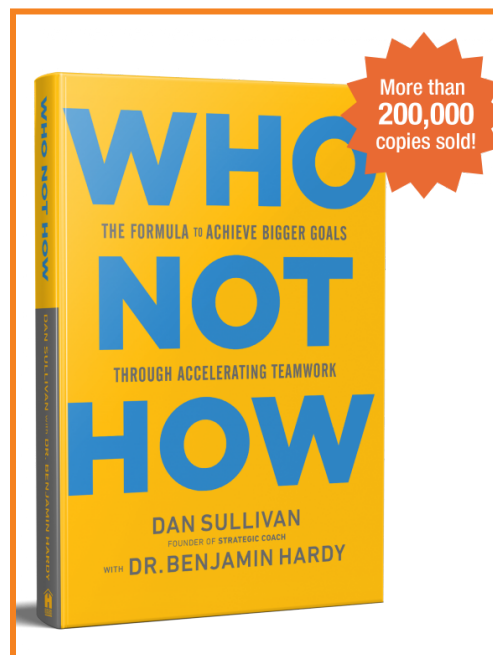
Dan Sullivan and Dr. Benjamin Hardy show that success isn't built by becoming an expert in every area of your business. It's built by surrounding yourself with people whose expertise allows you to focus on the work only you can do.

That small mindset shift creates something every business owner needs most:

More clarity.

More capacity.

Better decisions.



 Interested in reading it yourself?

 Get your copy of *Who Not How*:

Growth isn't about becoming an expert at everything. It's about knowing where your time creates the most value—and trusting others to help with the rest.

Here are a few ideas from the book that I think every business owner should consider:

**You Don't Have to Do
Everything Yourself**

The skills that helped you start your business aren't always the ones that will help you grow it.

**Delegation Creates
Leverage**

Finding the right people allows your business to move further than trying to learn every new task on your own.

**Your Unique Ability Deserves Your
Attention**

The work only you can do—serving clients, building relationships, creating vision—is often where your greatest impact lies.

One of the reasons I recommend this book is because it reminds business owners that asking for help isn't a weakness—it's a strategy. Real growth doesn't come from working longer hours or carrying every responsibility alone. It comes from knowing where your time creates the most value and trusting the right people to help with the rest.

If this idea resonated with you, I invite you to read my full review of *Who Not How*, where I share additional insights and practical takeaways for business owners.

👉 [Read the Full Book Review](#) .

As someone who has built multiple businesses and helped many businesses scale, I know firsthand how easy it is to believe that you have to wear every hat. This book was a great reminder that growth often begins by trusting others to do what they do best.

See you next month,



Rita Hoang

Nave Bookkeeping & CFO Advisory Group
Bonded & Insured · QBO & Xero Certified

navebookkeepingcfo.com · [Our services](#) · [Book a discovery call](#)