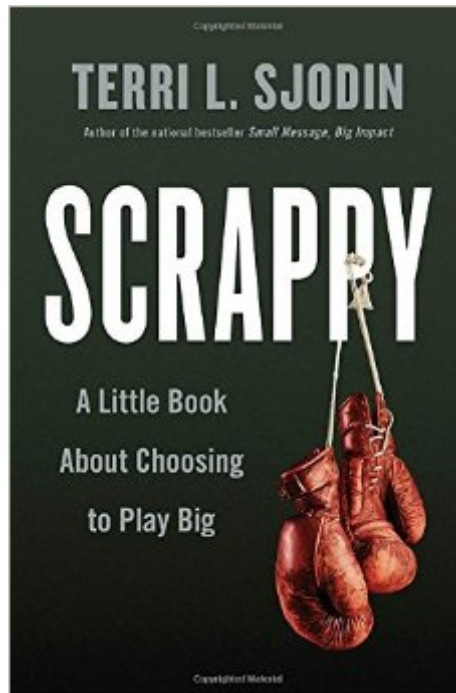


The book was found

# Scrappy: A Little Book About Choosing To Play Big



## Synopsis

Scrappy \ˈskra-piː\ adj: Full of fighting spirit—synonymous with having moxie, being feisty, enthusiastic, gutsy, lively, and spunky— Maybe you have been told time and time again that if you pay your dues and keep plugging away, you'll gain enough experience through the school of hardknocks to be successful. That might be true. But maybe you want to reach your goals faster. Maybe you want to earn more, beat the odds—and do it with class and style. If so, it's time to get scrappy. Scrappy people see big problems and come up with big solutions. Or they see ordinary challenges and find a new path to extraordinary results. They're like the entrepreneur who turned his home into an indoor jungle—complete with waterfalls, tropical birds, and a live baboon—to sell investors on the now famous Rainforest Café restaurant chain. Or the Girl Scout who skipped the usual door-to-door cookie sales and set up a table outside a medical marijuana dispensary, selling 117 boxes in just 2 hours. It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance...but are they? In today's world you need more than just an occasional burst of creativity. You need a consistent attitude, a proven strategy, and a tactical plan for execution. That's where Terri Sjodin's Scrappy can help you, by explaining and demonstrating the unique elements behind any successful scrappy effort. Drawing on research, interviews, and her own personal experience, Sjodin identifies the habits that will help you get into the right mind-set. She shares stories of scrappy tactics that have worked and those that have crashed and burned, in order to provide practical takeaways for achieving your vision, whatever it might be. She explains, for instance...

- Why getting scrappy is a choice to play big.
- How to cultivate your best ideas.
- How to manage risks and bounce back from mistakes and failures.
- How to scale a scrappy culture within any organization, big or small.

As Sjodin puts it, "This is not another book about persistence, although scrappy and persistent make a winning combination. Nothing annoys a persistent person more than a scrappy person who pulls off a classy, unexpected, amazing effort to land the deal, the sale, or the opportunity." Whether you're a sales rep, a job seeker, an entrepreneur with big dreams but a small budget, or a corporate executive aiming for the next level of success, the fastest way to get what you want is to get scrappy.

## Book Information

Hardcover: 256 pages

Publisher: Portfolio (August 23, 2016)

Language: English

ISBN-10: 1591848350

ISBN-13: 978-1591848356

Product Dimensions: 5.8 x 0.9 x 8.5 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #67,084 in Books (See Top 100 in Books) #243 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#) #289 in [Books > Business & Money > Management & Leadership > Systems & Planning](#) #369 in [Books > Business & Money > Job Hunting & Careers > Guides](#)

## Customer Reviews

I first heard Terri Sjodin speak about being "scrappy" when she was promoting her book, *Mentoring*, that she co-authored with Floyd Wickman (which I also highly recommend!). That was over 15 years ago and now she is sharing the precise details about how to be "scrappy" in her NEW book, *Scrappy: A Little Book About Choosing to Play Big*. So what is "Scrappy"? According to Terri, it's a determined effort to get around an obstacle or challenge faster, smarter - in a clever way, even against the odds. It's about choosing to play BIG, being feisty, enthusiastic, gutsy, lively and spunky. As I read the stories and the strategies, I began to get inspired to get scrappy about certain BIG goals I have in my life. She even provides a summary at the end of each chapter with a few key questions to help you achieve your goals. I believe this will be a book I routinely take off the bookshelf and re-read whenever I need to get scrappy!

Love love this book. The reason: it is clear, straight-forward, specific, and actionable. Adaptability, a hallmark of my work in resiliency, plays a huge role in being scrappy. Terri has done the work of finding ordinary people who play big by finding MANY ways to go after what they want and get it! PS: have a pen in hand as well as a highlighter. You will use both.

This book really brings out Terri's philosophy of getting scrappy in order to get in front of potential clients. Her authentic voice is front and center which adds her wonderful style and personality, making *Scrappy* a fun and easy read with a lot of clever ideas to improving your game. Ken Doyle, Executive Director of Sales, LISI

Length: 0:49 Mins

This is a must have book for all entrepreneurs and those that want to improve performance and results. Key take-aways for me were: How to cultivate my ideas How to manage risk and bounce back from mistakes How to execute my plan full out! As an life-long entrepreneur, I've been scrappy all of my life, many saw that as working too hard or being too focused, but that drive and determination is what has set me apart in all of my business ventures. This book provides fresh insights that can be employed by anyone, whether they are in leadership, sales, or just trying to get to the next level.

Terri Sjodin tells it like it is. If you want to play big, sometimes you have to be "scrappy." Scrappy is more than working hard. It's working smart. It's street smart thinking that gets you past a gate-keeper, helps you to stand out and puts you ahead of your competition. Sjodin backs up her scrappy concept with real-life stories from many different people in many different industries. A little book that's a quick read that will have BIG results.

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