

Business Stripped Bare Manifesto

A small manifesto of the top ten quotes from Richard Bransons latest book.

Prepared by [Ben Young](#).

As part of my Monday Idea's post on my [blog](#). I thought that instead of a book review, which is old, boring and has to sit within an existing system. I would create a manifesto. Then set it free.

A collection of snack size quotes to enjoy from Richard Bransons latest book **Business Stripped Bare**. Without further adieu..

#1 | Business

"At its heart, business is not about formality, or winning, or 'the bottom line', or profit, or trade, or commerce, or any of the things the business books tell you it's about. **Business is what concerns us.** If you care about something enough to do something about it, you're in business"

#2 | On what matters

"What really matters is **what you create**. Does it work or not? **Does it make you proud?**"

#3 | Breaking all the rules

"There are **no rules**. You don't learn by following rules. **You learn by doing, and by falling over, and it's because you fall over that you learn to save yourself from falling over.** It's the greatest thrill in the world and it runs away screaming at the first sight of bullet points"

#4 | Doing what you love

“Throwing yourself into a job you enjoy is one of
life's greatest pleasures “

#5 | On Change

“Circumstances and opportunities change. The world changes, come to that. **The only constant is change itself.**”

#6 | Being Curious

"You see, what gets me up in the morning is the customer, and the idea of giving the customer a good time. No other brand has become a 'way-of-life' brand the way Virgin has. And we achieved it, not by clinically deciding one day to become a way-of-life brand, but **simply by**

**following our appetites and the things we
were curious about."**

#7 | Time is valuable

"Don't waste your precious time. Phone calls and emails can eat your day. Don't let them. No one will think less of you for **getting to the point.** "

#8 | Keeping it simple

"Complexity is your enemy. Any fool can make something complicated. **It is hard to make something simple."**

#9 | Every Little Step Counts

“No one is asking you to save the planet. Just dream up and work on a couple of good ideas. No one expects you to find a global solution to everything. Just **make a difference where you can**. Local solutions have a value in themselves, and some can be scaled up, so it doesn't matter

how modest your budget, **you can and will
make a difference”**

#10 | Being Who You Are

"What you're bad at actually doesn't interest people, and it certainly shouldn't interest you. However accomplished you become in life, the things you are bad at will always outnumber the things you're good at. So don't let your limits knock your self-confidence. Put them to one side and **push yourself towards your strengths.**"

Thanks for downloading this manifesto:

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Feel free (you can take all the credit too!) -Ben.

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A thoroughly good book that will **inspire you whatever your background.**

If you want to read more about **Richard Branson** visit [here](#).

Ben Young is a writer, blogger, serial entrepreneur and gives away too much free stuff (clearly).

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