



Entrepreneurial Insanity in the Sign Industry, When Doing the Same Things Do Not Produce Different Results...

Roger T McManus

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The title hits home to those who "walk the walk"; Entrepreneurial Insanity in the Sign Business. It may feel familiar.

The book challenges the owners of sign businesses to look at whether they are limiting their scope to that of a "small business" or have they expanded their view to be that of an entrepreneur.

Roger McManus, with the input from some significant players in the sign industry, defines the question and describes how an operator can tell the difference between small business ownership and entrepreneurship. And, surprisingly, the analysis is less about money than it is about attitude.

"What I have tried to do is get the owner of a sign business to examine his or her role in the business", McManus says. "Interestingly, the owner who is vital to the daily operation of the business - the person the employees know has all the answers - probably owns a business worth far less than one in which the owner is virtually invisible."

McManus explains that this is all about operating systems that allow a business to run. If systems are in place, the owner is not relevant. "The owner", McManus quips, "can essentially manage the business from an iPhone."

Contributing to the book are Randy Bowles, former president of Thermal Trade, Wichita, KS; Beth Gillispie, CDO and co-owner of Acorn Sign Graphics, Richmond, VA; Skip Grant, principal at Grant Graphics, Saratoga, NY; and Rick Williams, owner of Rick's Sign Company, Longview, TX.

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