

Paul Jarvis

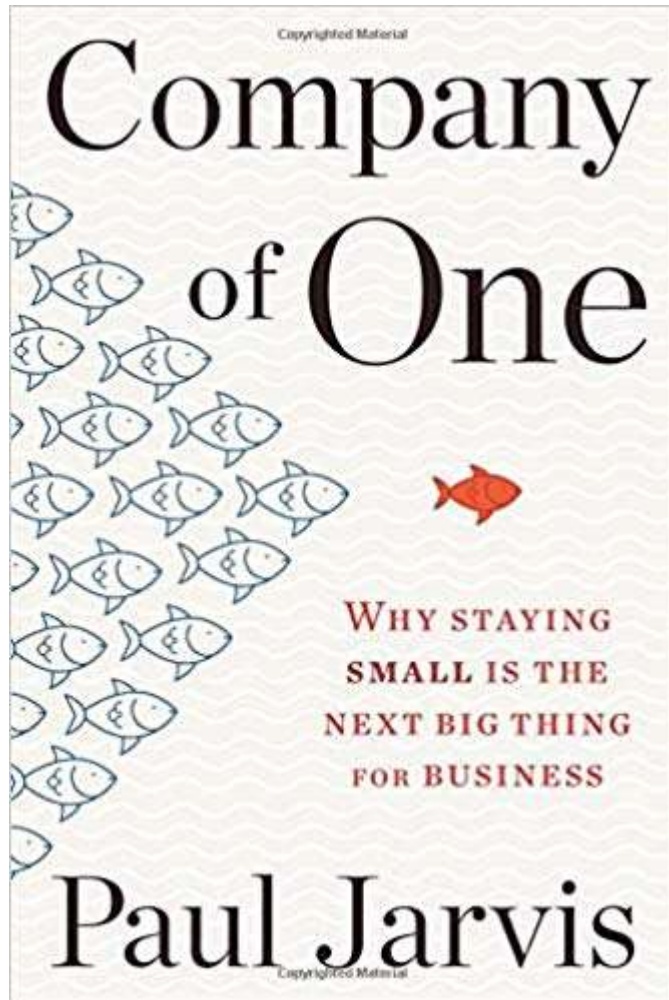
Company of One

Why Staying Small Is the Next Big
Thing for Business

BA Books Rubric

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A refreshing approach to entrepreneurship centered on staying small and avoiding growth - maximizing happiness, sustainability and profitability.

Translated in 18+ languages.



Paul is a designer and writer who makes simple and humane products. He left the corporate world when he realized that working in a high-pressure, high-profile world was not his idea of success. Instead, he now works for himself out of his home, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output and more growth.

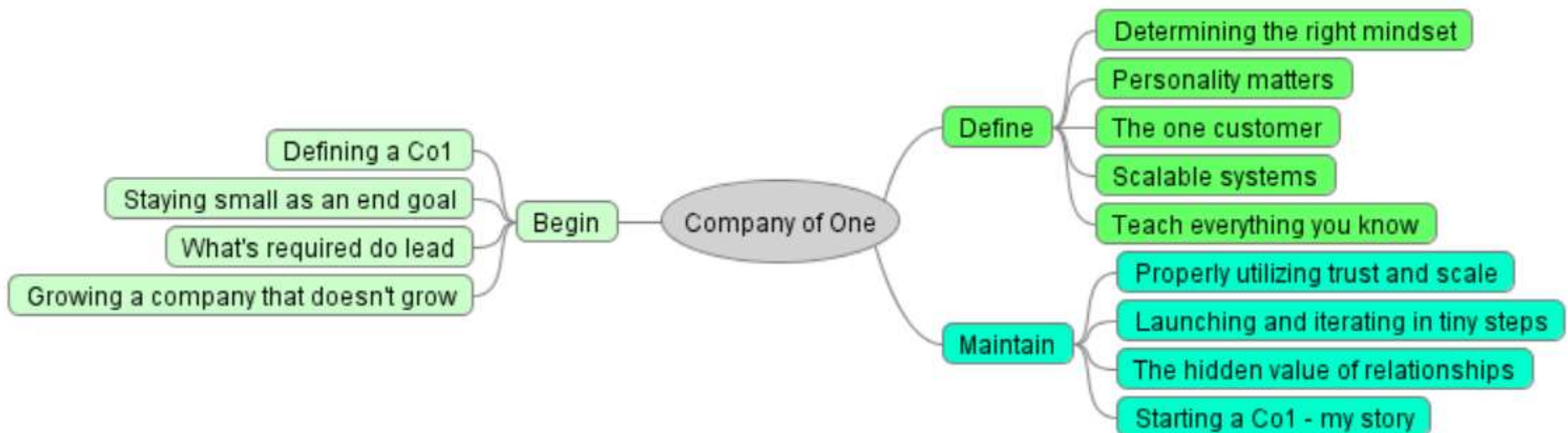
Definition

- A company of one is simply a business that questions (traditional) growth
- It might exist within a larger organization
- Defined:
 - resilience
 - autonomy
 - speed
 - simplicity

Each chapter contains:

- Ideas
- Examples
- Questions

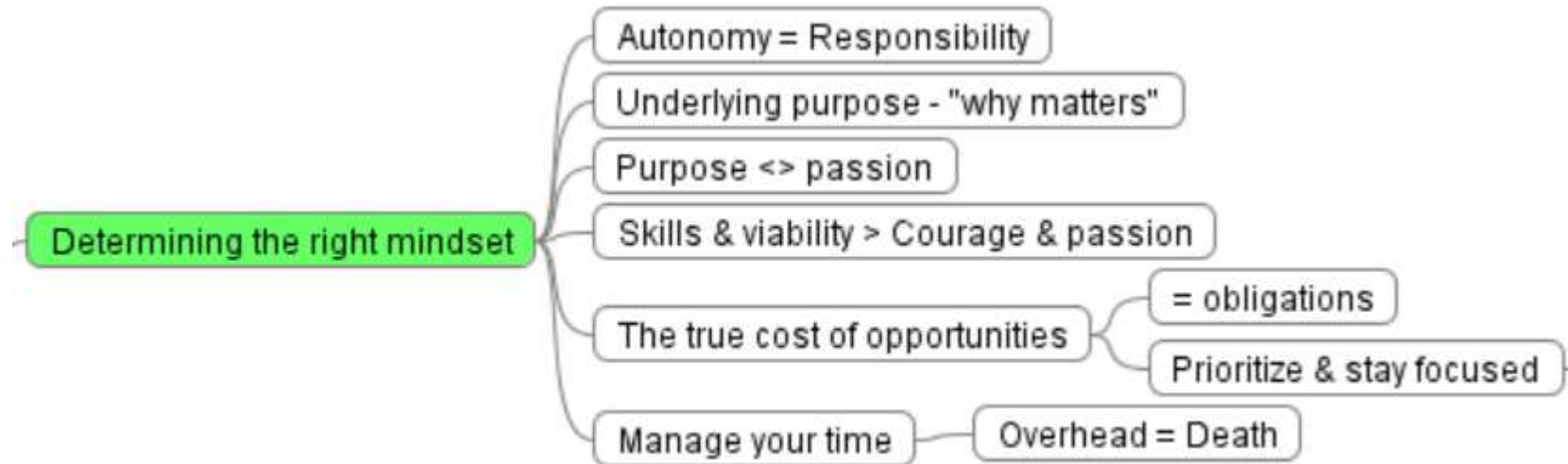
Content



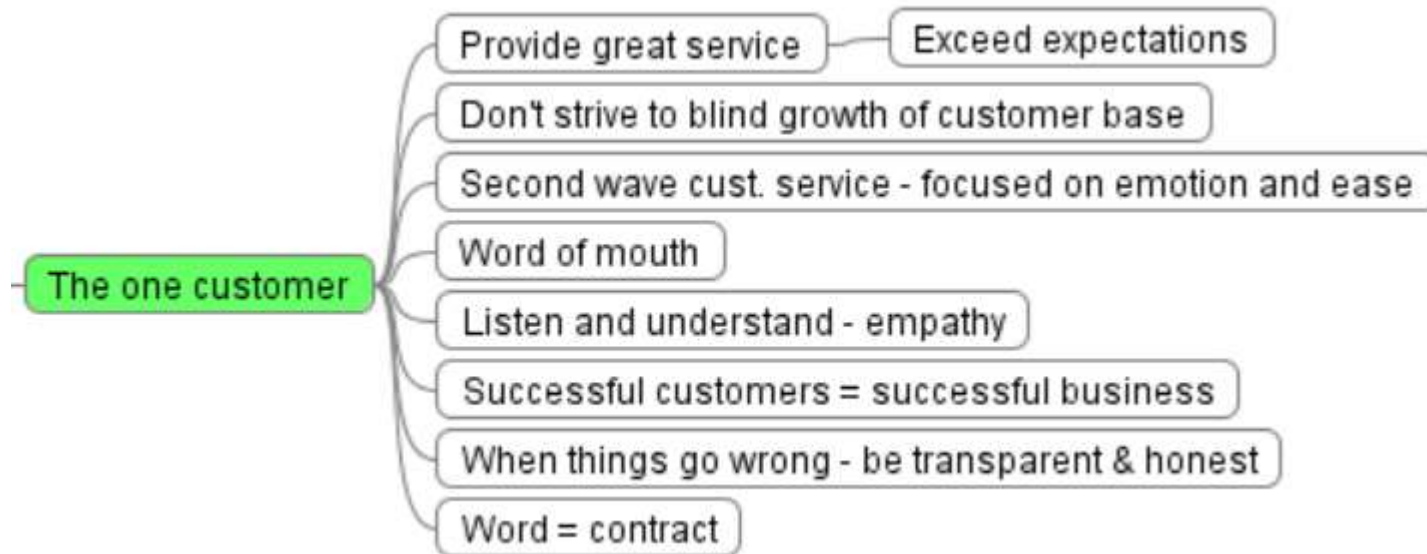
Key Concepts – What is Required to Lead



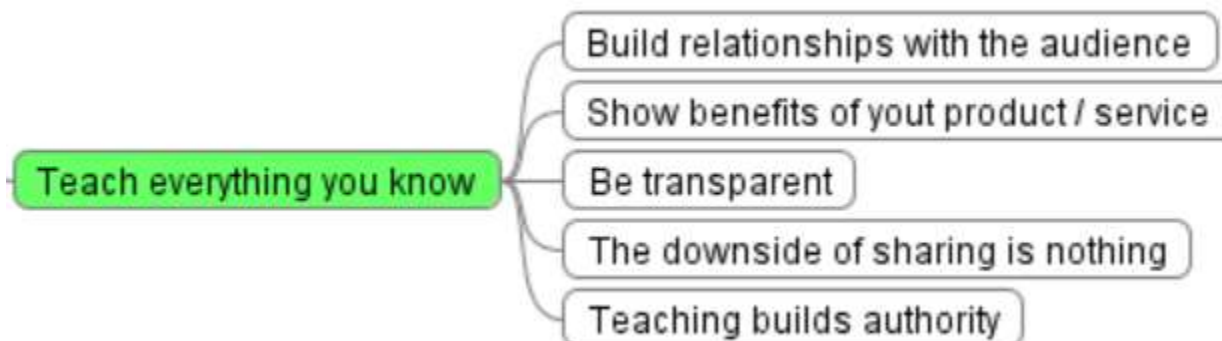
Key Concepts – The Right Mindset



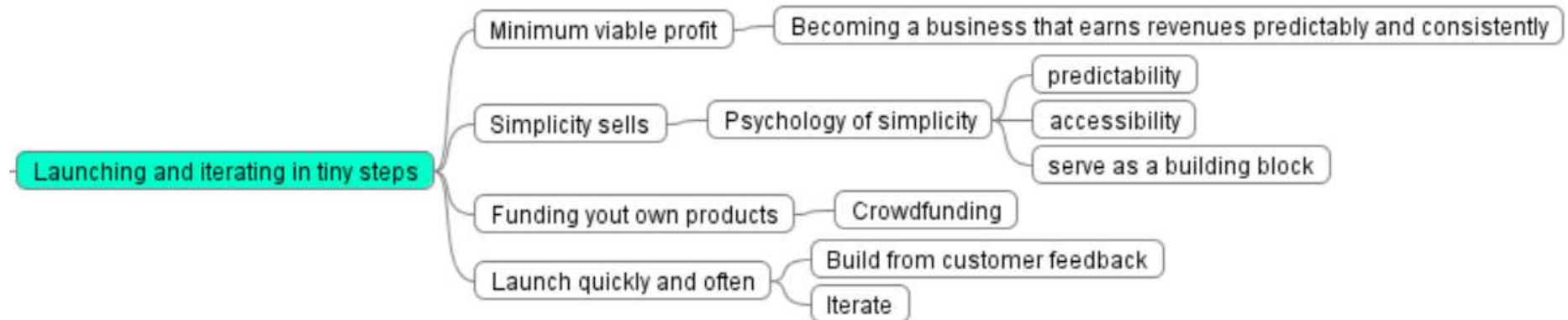
Key Concepts – The One Customer



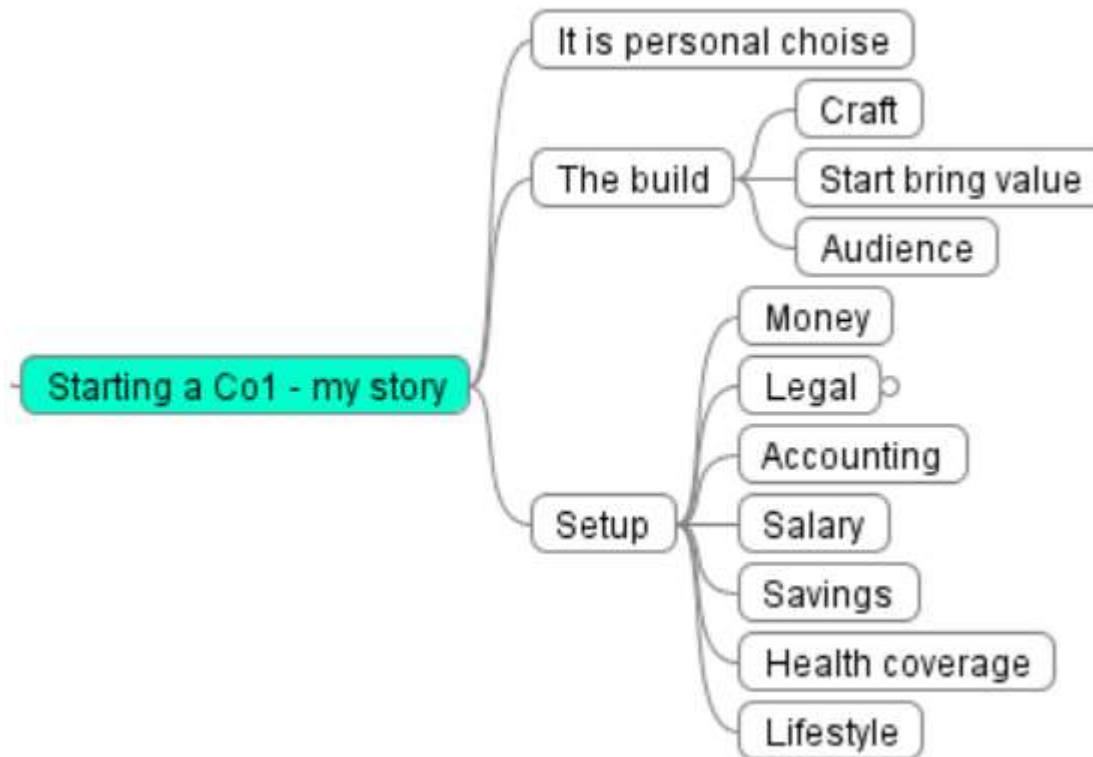
Key Concepts – Teach



Key Concepts – Tiny Steps



Key Concepts – Start a Co1



“BETTER > more”

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More from Paul Jarvis



- **Company of One** – @Amazon & Audible
- **pjrvs.com** - newsletter the Sunday Dispatches
- **Creative Class** - an online course about the business of freelancing
- **Fathom** - website analytics software
- A lot of interviews and publications
- and more...