

Entrepreneurship is what Durban businesswoman and author, Cindy Norcott, lives and knows. It comes as no surprise then that her book **How to be UNSTOPPABLE and achieve more in business and in life** is far more than a litany of lessons learnt during a highly successful business journey. It is actually a peek into the mind of a woman who has what so many of us lack – confidence, a sense of purpose and self-belief.

I have read many so-called self-help books, mostly by American business coaches and entrepreneurs, and what makes Cindy's book different is that it speaks to all of us - not just to those with lofty ideals, big dreams and little chance of converting these into reality. Instead of chapters bursting with theories and philosophies, she takes the reader along on her own journey and, it is this that convinces each of us that we can reach our full potential.

Despite asking some difficult and often complex questions that have to be answered in order to begin an entrepreneurial journey of any sort, Cindy keeps it simple.

She guides her readers from more esoteric themes – being hungry for success, having a clear picture of what success means to you, developing the qualities of successful people and setting goals – to doing what the author does best which is taking action.

It's almost comforting that Cindy has walked the same journey that you are about to and that she, too, has had to, in the past, grapple with crucial challenges such as self-discipline, self-confidence, time management and stress.

At the same time, she also manages to take a refreshing approach to on-the-ground issues which both business coaches and researchers will tell you are major contributors to the dismal success rate of small business in South Africa – branding, sales and marketing, customer service and financial skills.

Looking back over what turned out to be a very easy and pleasant read, I soon realised that this wasn't a book that you could simply put down and walk away from. I am now reading it for the third time for a number of reasons. Firstly, in the rush and tumble of every day life we all forget and need to be reminded of what's important. Secondly, at each stage of your business journey, you will take different truths from this book.

Thirdly, there is an all-important accountability factor in Cindy's writing. Without you realising it, there are actually more questions than answers in this book and each of us is actually reading about his or her own journey. So, when you return to each chapter, you have to check if you have reached the goals you set for yourself and, if you haven't, ask yourself why.

Then it's time to carry on reading to get some advice on how you can get back on course.