



MAKING PEOPLE YOUR BUSINESS

KEEPING SCORE WITH GRITT

STRAIGHT TALK STRATEGIES FOR SUCCESS

ForbesBooks, 2019

We so often hear about a people-centric approach but fail to see it in practice. Leaders will extol the virtues of engaging the entrepreneur within their human capital without giving these people the training and respect required to follow through. Shawn Burcham is unafraid to practice what he preaches—and it has made all the difference.

In *Keeping Score with GRITT: Straight Talk Strategies for Success*, Shawn Burcham walks readers along the unique path of PFSbrands and details the mind-sets that spawned his success. Burcham writes about his early days in the food service industry, founding his company in his garage, the unexpected consequences of leadership, and the triumph of putting people first.

Since founding Pro Food Systems in 1998, Burcham has seen his company enjoy double-digit growth each year. Where many CEOs would start wrenching more control for themselves, Burcham instead decided to turn the ownership of PFSbrands over to his employees. His Employee Stock Ownership Plan allows his employees to earn shares without paying for them, and without assuming the many risks that most business owners are typically required to take. Today, PFSbrands is 100% employee owned. Though this may be a departure from the path of a typical CEO, this move aligns perfectly with Burcham's adherence to GRITT™.

"GRITT™ is an acronym of key mind-sets – Goal-Driven, Responsible, Involved, Team, and Tolerance of Failure," Burcham explains. "It is my tried-and-true business model (and life model) that delivers consistent results."

While he hopes this book will further illuminate the process and strengthen current and future partner-

"This book is for the business owner, the CEO, the manager, or the employee who's just plain stuck and lacks the leadership or hope to pull out of the abyss they are currently in."

ships within his business, Burcham wrote this book to "teach people about business and financial literacy, and to teach people how to mentally change in order to consistently improve as a person." His principles are spelled out clearly so that others might replicate his success.

Keeping Score with GRITT: Straight Talk Strategies for Success is an invaluable resource for those entrepreneurs who believe that people deserve to be more than pawns.

“

Drawing inspiration from the business world's best and brightest thought-leaders, Shawn Burcham has created something wholly unique here that is sure to set any business on a course toward enduring success.”

VERNE HARNISH

Founder, *Entrepreneurs' Organization (EO)*

Author, *Scaling Up (Rockefeller Habits 2.0)*

“

There's a new innovator in town by the name of Shawn Burcham, and his playbook needs to be in the back pocket of every CEO in today's uncertain marketplace! It doesn't get any better than this! BAM!”

JACK DALY

Three-time Amazon #1 Best Selling Author and Serial Entrepreneur

SHAWN BURCHAM is the Founder & CEO of Pro Food Systems, Inc. (PFSbrands) which he and his wife Julie started out of their home in 1998. PFSbrands has grown to 140+ employee-owners across 18 states and is now 100% employee-owned. The company has over 1,300 branded foodservice locations across 39 states and they are best known for their Champs Chicken franchise brand which was started in 1999.

Shawn is passionate about helping others become more successful in work and in life. He believes in taking care of employees and providing them with opportunities where they can excel. He has a non-entitlement mentality and a straight-talk approach. He believes that all leaders need to CARE, HAVE FUN, and HOLD PEOPLE ACCOUNTABLE TO HIGH EXPECTATIONS. Shawn is a true entrepreneur that has taken the risks necessary to lead a company to double-digit growth for 20+ years.



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