

NEW FROM HOW2CONQUER

# Sail to Scale

## Steer Your Startup Clear of Mistakes from Launch to Exit

by Mona Sabet, Heather Jerrehian, and Maria Fernandez Guajardo

### About the Book

**Most new businesses fail. Most failures are avoidable.**

While some startups may catch favorable winds, most will encounter stormy seas that can capsize their ventures. Understanding how to navigate these choppy waters is crucial.

You don't learn to captain a warship by training to sail fast on calm seas.

In *Sail to Scale*, authors Mona Sabet, Heather Jerrehian, and Maria Fernandez Guajardo identify 18 common mistakes that leaders make across four pivotal waves of a startup's journey. Drawing from their collective experience, they dissect each mistake, help leaders recognize the situations that create them, and offer practical advice to steer clear of them so that their businesses can overcome each wave successfully.

Through both first-hand accounts and interviews with leaders across a variety of businesses, the authors provide insight from people behind successful – and not so successful – companies, the decisions they made, and why they mattered.

*Sail to Scale* serves as an invaluable resource for anyone seeking to chart a steady course through critical business junctures and fluctuating market conditions.

### About the Authors

Mona Sabet, Heather Jerrehian, and Maria Fernandez Guajardo are product and business leaders with over 25 years each in the technology sector, blending their unique insights and extensive expertise in *Sail to Scale: Steering Startups Clear of Mistakes from Launch to Exit*. This trio of visionaries and operators has navigated the challenges of scaling businesses from nascent startups to global powerhouses. Together, they offer a comprehensive roadmap for entrepreneurial success, drawing on their experiences to help business leaders sidestep common pitfalls and harness opportunities in the dynamic tech landscape.



### DETAILS

Published by How2Conquer 2024

354 pages, 6 x 9 in

**Hardcover** 978-1-945783-30-2  
\$32.99

**Paperback** 978-1-945783-36-4  
\$27.99

**Ebook** 978-1-945783-37-1  
\$14.99

### CATEGORIES

Business & Money, Entrepreneurship, Reference

### HOW TO ORDER THIS BOOK

Available from Barnes & Noble, Bookshop.org, Amazon, and most retailers. Distributed by Ingram Book Group.

For information about special discounts for bulk purchases, please contact How2Conquer Special Sales at [h2c.ai/bulk](https://www.how2conquer.com/h2c.ai/bulk).

### CONTACT

How2Conquer

[team@how2conquer.com](mailto:team@how2conquer.com)

404-228-0875

Atlanta, Georgia 30316

[www.how2conquer.com](https://www.how2conquer.com)

Follow us! Find us online @[how2conquer](https://www.how2conquer.com)

