

# GROW

**Press Inquiries:**  
Kristen Aikey  
JMG Public Relations  
212-206-1645  
[kristen@jmgpr.com](mailto:kristen@jmgpr.com)

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## **Michael McFall Announces New Inc. Original Imprint: “Grow: Take Your Business From Chaos to Calm”**

*The Forthcoming Book Leverages McFall’s Decades of Experience and Expertise to Help  
Entrepreneurs Learn How to Achieve Sustainability*

**Ann Arbor, MI – April 4, 2023** — Michael McFall, co-CEO and co-founder of [BIGGBY® COFFEE](#) and [An Inc. Original](#) author of [Grind](#), a practical guide for starting a new business, today announced the forthcoming release of *Grow: Take Your Business From Chaos to Calm*, a strategic blueprint for entrepreneurs trying to reach the promised land of sustainability in their businesses, coming in June 2023 as [An Inc. Original Imprint by Greenleaf Publishing Group](#).

*Grow* draws on McFall’s expertise forged from 26 years of entrepreneurial leadership to help leaders achieve their own definitions of success. The book follows his 2019 release [Grind: A No-Bullshit Approach to Take Your Business from Concept to Cash Flow](#).

The leader is the most important ingredient for success of their business, responsible for cultivating an environment that encourages people to thrive. *Grow* helps readers unleash the most powerful productivity hack in corporate America since the microprocessor: a nurturing, supportive and loving environment. The book shows readers how to take their businesses from that of a bootstrapping entrepreneur to long-term sustainability where the entrepreneur is irrelevant to their business. Critical success pillars include:

- An environment built to encourage people to thrive as full human beings
- A leader who has the awareness to meet the organization where it needs to be met
- Trust is the baseline for healthy relationships and relationships are everything.

“Entrepreneurship is challenging in and of itself and then transitioning from entrepreneur to leader is doubly so. I have discovered success in this transition is achievable by focusing on critical pillars like trust, self awareness, and creating an environment where people can thrive,” said Michael McFall, author of *Grow* and co-CEO of BIGGBY® COFFEE. “The job of a true leader is to create other leaders and make themselves irrelevant in their own organization which is the definition of sustainable. You have to unlock the full power and potential of your people to do so. I am excited to share my journey and insights with fellow leaders, and I hope this book will create new brain synapses out there for leaders who long to create loving supportive nurturing environments for their people.”

### **About Michael McFall**

[Mike McFall](#) is the co-founder and co-CEO of [BIGGBY® COFFEE](#), one of the fastest-growing coffee franchises in the United States. Despite not having an MBA or being a workaholic, McFall has built his career through hard work and real-world experience. He prioritizes people and purpose over business jargon and fancy presentations, and his pragmatic solutions are forged from this philosophy. McFall understands that people are the most important ingredient to any successful enterprise, and he helps employers create a purpose-driven business that will transform the world and improve people's lives. McFall is the author of [Grind](#) (2019) and [Grow](#) (2023), the first two books in a three book series, which offer practical advice for entrepreneurs looking to turn their business concepts into successful ventures. He is also a Public Speaker, and teaches a class on entrepreneurialism at The University of Michigan Center of Entrepreneurship. In his free time, McFall plays and coaches hockey and has a Moonshot to one day own the Detroit Red Wings.

### **About An Inc. Original**

[An Inc. Original](#) is the official publishing imprint of [Inc. Magazine](#) and is a collection of books written by the most innovative minds in business. Catered specifically to entrepreneurs, An Inc. Original titles cover all aspects of launching and maintaining a successful company.

### **About Greenleaf Publishing**

[Greenleaf Book Group](#) is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by Inc. magazine, it has represented more than 1,000 titles, including 49 that have hit The New York Times, The Wall Street Journal or USA Today Best Seller lists.

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