

MEDIA KIT

10 Topics to Help Managers, Leaders, and Entrepreneurs Get Better at What They Do

by Ben Olmos PhD

A practical playbook for leaders who want results without burnout.

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ABOUT THE BOOK

10 Topics to Help Managers, Leaders, and Entrepreneurs Get Better at What They Do is a practical, no-fluff field guide for people who lead teams, run projects, and carry results on their backs. If you are a manager trying to motivate a team without burning out, a leader trying to scale without chaos, or an entrepreneur trying to turn hustle into repeatable growth, this book was built for you.

Drawn from real conversations Ben Olmos has had with thought leaders, venture capitalists, industry experts, and entrepreneurs on his podcast, **DissedMedia: A Startup Story**, these ten chapters turn modern leadership problems into clear, usable frameworks. You will sharpen how you think, decide, communicate, and execute, especially when priorities shift, resources get tight, and everyone looks to you for the next move.

KEY TOPICS COVERED

- Break performance plateaus with coaching that actually works
- Define an exact ideal customer (ICP) and build messaging people repeat
- Build a repeatable strategy you can execute, measure, and refine
- Scale without chaos using systems that beat heroics every time
- Create incentives that reward the right behavior and reduce politics
- Lead in a way that attracts, retains, and develops great people
- Treat fundraising like a disciplined, regulated business process
- Use AI as a force multiplier without outsourcing judgment or accountability
- Build an operating rhythm that improves execution and alignment
- Make better decisions under pressure using simple mental models

TARGET AUDIENCE

This book is perfect for managers, team leads, startup founders, entrepreneurs, department heads, and anyone who wants to lead with clarity, communicate with confidence, and build a team that can execute without constant firefighting. Whether you manage one person or one hundred, this book gives you a clean set of principles to set direction, make decisions, coach people, and deliver outcomes.

ABOUT THE AUTHOR



Ben Olmos, PhD has spent more than 30 years in the consumer packaged goods industry and over 20 years teaching business from undergraduate to doctoral levels. He hosts **DissedMedia: A Startup Story**, where he interviews founders and operators about what it really takes to build, lead, and execute.

Ben brings a unique combination of academic rigor and real-world business experience to his work. His approach focuses on practical frameworks that leaders can apply immediately, not theory for theory's sake. His expertise spans leadership development, management skills, business strategy, organizational behavior, executive decision-making, coaching, team performance, and systems thinking.

THE DAILY PITCH

Ben Olmos is also the Editor of **The Daily Pitch** (dailypitch.news), the online business publication of DissedMedia Corporation. The Daily Pitch produces articles and insights for managers, leaders, and entrepreneurs to help them get better at what they do. Coverage areas include business strategy, management, leadership, self-improvement, psychology, and technology.

THE PODCAST

DissedMedia: A Startup Story started as a way to document the launch of DissedMedia. It was either going to chronicle our rise or document our crash and burn. Either way, people were going to have a front row seat to see it all. The podcast has since evolved into candid conversations with founders, venture capitalists, industry experts, and entrepreneurs about the real challenges of building and scaling businesses. The insights shared in these interviews form the foundation of the practical frameworks presented in this book.

SUGGESTED INTERVIEW TOPICS

- Why most coaching fails and what actually moves the needle on performance
- The difference between strategy theater and strategy that executes
- How to use AI responsibly as a leader without losing your edge
- Building systems that scale while maintaining team culture
- Making high-stakes decisions when the data is incomplete
- Turning hustle into repeatable, sustainable growth

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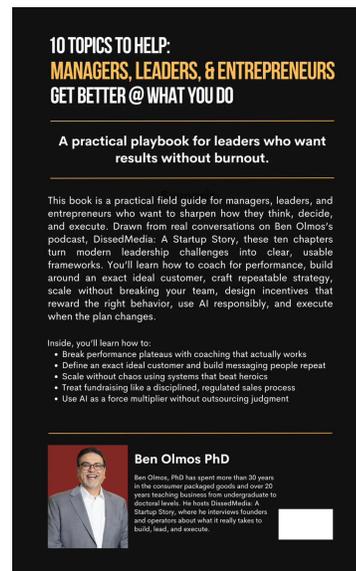
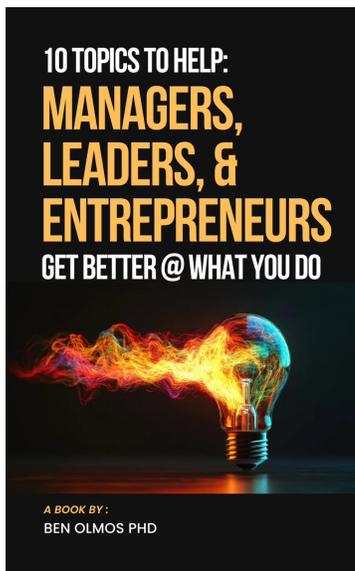
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- Book summary and description
- Sample chapters (available upon request)
- Author available for interviews, podcasts, and speaking engagements

BOOK COVER IMAGES



For interview requests, review copies, or additional information, please contact ben@dissedmedia.com