



Aileron<sup>®</sup>

---

Running a Thriving  
Business that Lasts



## How to Build a Better Business

Since 1996, Aileron has been studying a better way to run a business by doing it ourselves and helping others do it. The ideas in this guide are the concentrated learnings of that work. They outline what we have observed can build a strong foundation for better ways of working, thinking, and leading that empower people, relationships and businesses to thrive.

For many business leaders, these ideas can differ from conventional wisdom; they may require hard work unlearning long-held thoughts that may be limiting your potential. We invite you to do that work – to think about your business and your leadership in new ways, to release what may be holding you back, and to embrace progress over perfection along your journey. In return, you'll experience less frustration and more fulfillment, less stress and more success, and less chaos and more clarity.

Welcome to the better way.

*“To me, there’s no higher calling than taking your capital and putting it at risk to create jobs. What greater thing could you do for mankind?”*

Clay Mathile, Aileron Founder

Aileron®





# Running a thriving business improves lives.

We know work and life can exist in harmony, and when they do, people and businesses thrive. To that end, we know business ownership can be a source of joy and fulfillment, not stress and strain. We believe success is illustrated not by how much time you spend working, but by how well you use your time at work and how much you enjoy your business. We also see an 80-hour work week not as a sign of success to be lauded, but more likely as a symptom of an ineffective system that can be improved.

*What would it feel like if your work and your life existed in harmony?*



A large area of dotted lines for writing, consisting of 15 rows and 40 columns of small dots.











## Join us in building better businesses and better lives

The work of building a thriving business isn't always easy, but it's the work worth doing. We believe when you grow a thriving business, you're not just changing your life – you're improving the lives of your team members, their families, their communities, and the entire nation.

**We invite you to join us in changing the world.**

**Aileron**<sup>®</sup>

*“It’s hard work. It really is hard work to run an organization of empowered people.”*

Clay Mathile, Aileron Founder



# Aileron<sup>®</sup>

---

[www.aileron.org](http://www.aileron.org)

(937) 669-6500 • [customerservice@aileron.org](mailto:customerservice@aileron.org)

8860 Wildcat Road, Tipp City, Ohio 45371

## Notice of Nondiscriminatory Policy

Aileron admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at Aileron. It does not discriminate on the basis of race, color, national and ethnic origin in administration of any of its programs and activities.