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Stories

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Denver business guru wins awards for his advice

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Contributed by: [Bud Bilanich](#) on 4/28/2006

Blagnoggle, a web page that highlights the most important and freshest business posts from the best sources, has selected Denver resident Bud Bilanich's blog, www.commonseguy.com, as one of the top 100 business blogs in the United States. Business Owners Idea Cafe, a top-rated small business Web site also recently saluted Bilanich with a "featured entrepreneur award" for his outstanding business story.



Bud Bilanich, the Common Sense Guy
Provided by: photo by Suzanne Shaff

Bilanich holds a doctorate in adult education and organizational behavior from Harvard. Hestarted his business - organization effectiveness consulting, executive coaching and speaking - in 1988, when his corporate job failed to fulfill his personal and professional goals.

Bilanich offers a wide range of advice to his clients, but he says every business leader must master four common sense ideas to succeed.

These include:

- Develop and communicate a clarity of purpose and direction for your organization.
- Enlist the sincere commitment of everyone in your organization.
- Skillfully execute the things that matter.
- Build mutually beneficial relationships with important outside stakeholders.

"You don't need some magic formula to succeed," says Bilanich. "You must, however, pay attention to these four tips to avoid failure or risk growing your business at a much slower rate."

Bilanich attributes his success and the "Common Sense Guy" nickname to his ability at combining the knowledge gained from his Harvard education with a no-nonsense, pragmatic approach to work and life that stretches back to his roots in the steel country of western Pennsylvania.