

# As Small-Business Optimism Rises, New Book Shows Entrepreneurs That Structure Beats Hustle Culture

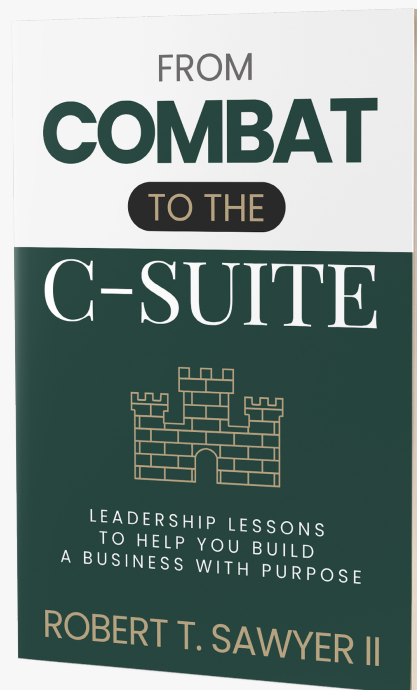
*From Combat to the C-Suite offers a practical leadership framework for business owners ready to stop reacting, start leading, and build scalable organizations*

CHARLOTTE, NC, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Small-business owners are facing a familiar but intensifying challenge: how to keep growing while navigating rising costs, hiring pressure, and the constant demand to make high-stakes decisions.

According to the National Federation of Independent Business, small-business optimism rose in July, while uncertainty remained elevated. For Army veteran, attorney, entrepreneur, and law firm owner Robert “Bobby” Sawyer, those numbers reflect a deeper leadership issue many business owners face every day: too many companies are built around the owner’s constant execution instead of clear structure, strategic planning, and disciplined decision-making.

That issue is at the center of Sawyer’s new book, [From Combat to the C-Suite: Leadership Lessons to Help You Build a Business with Purpose](#), which offers a practical roadmap for entrepreneurs and professional service providers who want to move from reacting to leading.

“Most business owners are capable, committed, and hard-working,” said Sawyer. “But without structure and strategic planning, the business can become dependent on the owner in ways that limit growth, increase pressure, and make long-term success harder to sustain.”



From Combat to the C-Suite

Sawyer served five years in the Army, including a deployment to Iraq where he was awarded the Bronze Star. After leaving the military, he transitioned into the home building industry with Centex Homes, gaining firsthand experience in construction, operations, and the practical realities of running a business. He later entered the legal profession, where he recognized a common gap among professionals and entrepreneurs: many are trained to practice their craft, but not to build an organization.

In *From Combat to the C-Suite*, Sawyer applies lessons from military discipline, business ownership, and law firm leadership to help business owners create companies that operate with greater clarity and intention. The book addresses the leadership and operational challenges that often emerge as businesses grow, including unclear priorities, reactive decision-making, weak routines, hiring without purpose, and the pressure of having too much depend on one person.



Bobby Sawyer

[Inside the book](#), readers learn how to define a mission, create routines that support leadership, track what matters, hire with purpose, make better decisions under pressure, and build a business that can grow without everything relying on the owner.

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*Bobby Sawyer*

Sawyer’s message is especially relevant for business owners who have reached the point where working harder no longer solves the problem. As companies grow, the need for structure becomes more important, not less. Without it, owners can find themselves trapped in daily execution instead of leading the organization forward.

“This is not about doing more,” Sawyer said. “It is about leading differently. A business cannot grow with confidence if every decision has to run through the owner.”

As a law firm owner whose work sits at the intersection of [estate planning](#) and business law, Sawyer also brings a long-term planning lens to the conversation. He helps individuals, families, and businesses protect what they have built and plan for continuity. As the founder of the

Forever Estate Plan, he has developed an approach designed to evolve alongside clients' lives, making planning more accessible, efficient, and aligned with real-world change.

That same philosophy carries into his leadership message. Strong businesses are not built by accident. They are designed with purpose, discipline, and continuity in mind.

From Combat to the C-Suite positions leadership not as a title, but as a disciplined approach to building an organization that can operate with structure, clarity, and intention. For entrepreneurs and professional service providers who want to move beyond survival mode, Sawyer argues that the path forward begins with mission, systems, accountability, and the willingness to stop being the center of every operational decision.

From Combat to the C-Suite: Leadership Lessons to Help You Build a Business with Purpose is available on Amazon and at major online retailers nationwide.

### About Robert "Bobby" Sawyer

Robert "Bobby" Sawyer is an Army veteran, entrepreneur, attorney, and law firm owner who helps professionals build organizations that operate with structure, clarity, and intention. After serving five years in the Army, including a deployment to Iraq where he was awarded the Bronze Star, Sawyer transitioned into the home building industry before entering the legal profession. Today, his work sits at the intersection of estate planning and business law, where he helps individuals, families, businesses, and local governments protect what they have built and plan for long-term continuity. Known for his direct approach to leadership, efficiency, and decision-making, Sawyer brings military discipline, practical business experience, and legal insight to his work with clients and business owners. He lives in North Carolina with his wife, Katie, their children, and their German Shepherd, Morrigan.

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