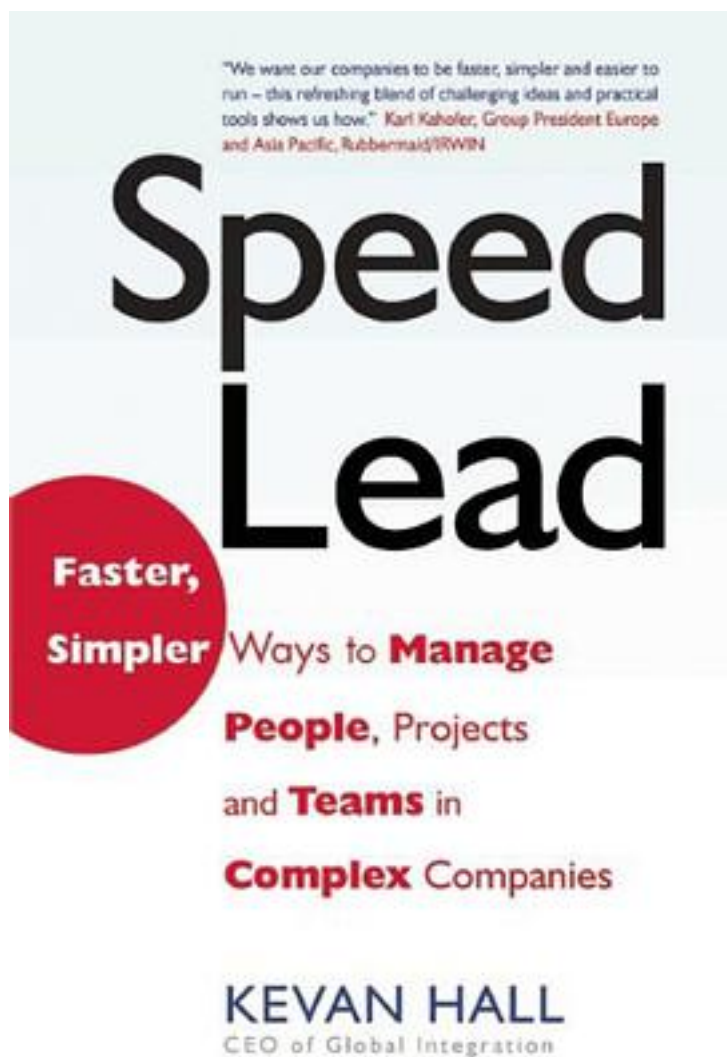


Speed Lead



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The antidote to corporate complexity, Speed Lead brings to a wider audience for the first time tried-and-tested techniques for making companies faster, easier to run and more satisfying for their people. When great companies grow they become more complex. This complexity starts to undermine what made the company successful in the first place: the organization slows down, it difficult to get things done and the workplace itself is less than ideal. In his work with hundreds of the world's leading companies such as Microsoft, Vodafone and Nokia, Kevan Hall discovered that talented people spend more 80% of their time on cooperation, communication and control - and that up to 50% of that time is wasted. Speed Lead incorporates the experience of consulting and training more than 35,000 people in over 200 of the world's leading companies in 40+ countries. His challenging but ultimately practical ideas have enabled organizations to significantly reduce international activity and project cycle times, build closer international business relationships and curb the costs of unnecessary travel and expensive communication. Organized around 4 Cs - Cooperation, Communication, Control and Community - Speed Lead shows how to unravel the spaghetti of complex corporations. Its solutions are radical: * Don't try to act like a team if you don't need to

- * Abolish meetings of the bored
- * Take control of your communication; say no to messages you don't need
- * Stop being available 24/7
- * Don't be superboss; let your managers manage
- * Make fewer rules and give more responsibility; make "good enough" decisions
- * Design your organization on a human scale; share practices, not values.

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