

BIG Ideas to BIG Results



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出版者:

出版时间:2008-2

装帧:

isbn:9780132344784

“This book is a must read for leaders building focused and strategically driven businesses. Mike and Bob, the knowledge practice leaders in transformation leadership, here provide important insights for managers who aspire to impact the direction of their organizations.” –John W. Spiegel, Chairman, S1 Corporation, and Former Vice Chairman and Chief Financial Officer, SunTrust Banks, Inc. “BIG Ideas to BIG Results is Must Reading. Mike and Robert have honed the Accelerated Corporate Transformation Process based on innovative thinking and extensive real world corporate transformation experience.” –Sam Araki, CEO, ST-Infonox, and Former President, Lockheed-Martin Missiles and Space “Kanazawa and Miles provide you with a roadmap for success. They show you how to keep it simple, communicate the vision, and execute all levels of the organization.” –Peter L. Lynch, Chairman, CEO, and President, Winn-Dixie Stores, Inc. “I really like the frank, plain talking, honest approach. Many of the points Mike and Bob make match my experiences so I found myself smiling a lot as I read through the chapters. I would recommend this book to the CEOs I work with.” –Kevin Compton, Partner, Kleiner Perkins Caufield & Byers

A No-Nonsense, Step-by-Step, Results-Driven Approach to Driving Business Transformation and Breakthrough Performance

Why do most corporations fail to achieve breakthrough performance? They make things too complex. They clutter it with jargon and confusion. They dither on the launch pad. They hire too many consultants, chase after too many fads. It doesn't have to be that complicated. Whatever your goal, whatever your role, Michael T. Kanazawa and Robert H. Miles introduce a simple, practical, 100% results-driven approach that works. Drawing on their experience working with hundreds of senior executives, they show how to align your organization behind just a few core initiatives; bias your people toward speed; create leaders at every level; and achieve traction and accountability in all facets of execution. You'll learn how to engage people instead of frustrating them, and harness their energy instead of wasting it. Whether you're executing a new initiative, entering a new market, or attempting to transform your entire enterprise, this book will help you find the right path, clear the obstacles, and get there—surely and quickly. Today's companies recognize that they must constantly improve at every level, from frontline customer-facing functions to enterprise-wide strategy. They must execute bold new strategic initiatives more effectively... integrate and align acquisitions more quickly...and accelerate and sustain growth in the face of unprecedented competition. But wherever business transformation and breakthrough performance must occur, many of the challenges are the same. Now, there's a breakthrough methodology for overcoming these challenges. In *BIG Ideas to BIG Results*, Michael T. Kanazawa and Robert H. Miles introduce the Accelerated Corporate Transformation (ACT) methodology: A simple, no-nonsense process that is grounded in reality, inclusive of people, and 100% results-oriented. Drawing on over twenty years refining and applying ACT, initially at Harvard Business School and then in leading enterprises, Kanazawa and Miles identify crucial steps to success, as well as practical solutions to the inevitable roadblocks you'll face. Their #1 insight: Many obstacles stem from managers making situations and decisions more complex than they really are, and taking too much time to get ready. ACT strips away complexity and indecision, helping you move far more rapidly and predictably from strategy development through execution. Designed by leaders for leaders, this book will help you execute more rapidly and lead more effectively, to achieve breakthrough performance at any level, in any function, in any organization. Step-by-step, leader-driven techniques that work—simply and quickly

Business transformation and breakthrough performance without the confusion and complexity What leaders must know—and do—to succeed

Making it happen from the inside out—without hordes of consultants Conquer
“corporate gridlock” at last

Stay focused on what really matters, instead of bouncing from one initiative to the next
Rapidly engage the full organization...

...to power up leadership at every level www.bigideastobigresults.com

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