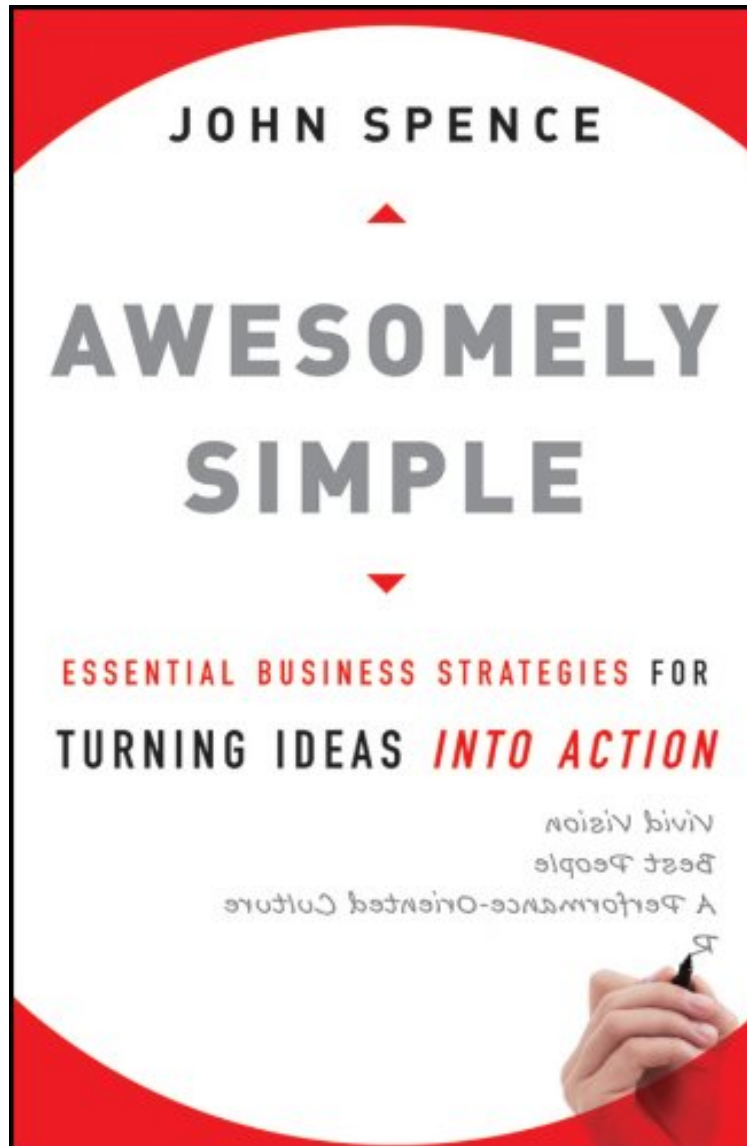


(Download pdf ebook) Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action

Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action

John Spence

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John Spence : Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action before purchasing it in order to gauge whether or not it would be worth my time, and all praised Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action:

5 of 5 people found the following review helpful. Awesome Synthesis and Prioritization By Tony Heath John Spence may have a modern classic in his new book Awesomely Simple. Drawing on his years of consultation work and his study of the business literature, he has synthesized the best thinking in business strategy, leadership, and management.

But the author doesn't stop here, he prioritizes the challenges for us. I finished reading *Awesomely Simple* a few days ago and have found myself carrying it around with me as a reference. It's strange, but I feel almost proud to have it with me. I've cited it to my team and to the other managers with whom I work. I've copied a few phrases into email. One feature I particularly love is that John Spence ends every chapter with a bullet point summary, a self inventory that helps apply the ideas to the reader's workplace, and a treasure trove full of examples and/or additional information. It's so difficult to translate what we read into action, but *Awesomely Simple* includes bridges to action for every key idea. *Awesomely Simple* is a great example of a simple and clear view of what's important and what works in business. It assembles the best business logic of our time in one handy little guidebook. If everyone in my company would invest a single day to read it, my company might well achieve even more than it has. Buy this book, read it, and then go back and work it. We'll all be better for the effort. And we'll owe John Spence a huge debt of thanks.

2 of 2 people found the following review helpful. Simply Awesome! By FrugalMKI've been a business owner most of my adult life. Often times I have made things more complicated than need be by getting caught up in petty details instead of focusing on the fundamentals. A similar thing happened when I was reading this book. I was highlighting so many great parts that I was getting lost in the details. I was getting the awesomeness but not feeling the simplicity. It wasn't until I went back and looked at the chapter titles that my mind finally cleared. 1. Vivid Vision 2. Best People 3. Robust Communication 4. Sense of Urgency 5. Disciplined Execution 6. Extreme Customer Focus. Makes sense to me.

0 of 0 people found the following review helpful. Amazing and Simple! By Tom G. John Spence is AMAZING! He truly wants to help and provide great content. Check out his website for More, More, More. JohnSpence.com

The six core strategies to elevate any business-and how to implement them-made simple What do the world's most successful companies and organization have in common? And what can you actually take away and use from their examples? Distilling the best fundamental business strategies, trusted advisor and strategist John Spence helps you take a hard look at your business and together develop specific plans and action steps that will allow you to dramatically improve the success of your company. Delivered in Spence's approachable and straightforward manner, *Awesomely Simple* reveals the six key strategies that create a foundation for achieving business excellence: Vivid Vision, Best People, A Performance-Oriented Culture, Robust Communication, A Sense of Urgency, and Extreme Customer Focus. Filled with case studies and clear action items, includes easy-to-follow guidelines for implementing the strategies in any organization no matter its mission or size After concisely breaking down each strategy, Spence gives specific examples, tips, tools, discussion questions and exercises for how to execute them successfully A perfect resource for business leaders, *Awesomely Simple* will help you turn ideas into positive action and achieve lasting business success.

Named one of the Top 10 Small Business Books; *Small Business Trends* "[*Awesomely Simple*] reminds us that a thriving successful business is about doing the basics right and not just doing what feels good. If you're a small business owner, no matter what the size of your business, this is your bible. You will save yourself heartache, time, frustration, anguish and a multitude of other small business frustrations by simply taking this book and making it your roadmap." *Smart Business Trends*, December 13, 2009

From the Author I have worked very hard in this book to distill the very best ideas I have learned from more than 20 years of working to assist companies all over the world. My goal is to give the reader information, tools and action steps to help make it much easier to run a highly successful business. The book is easy to read and is filled with time-tested ideas that can have a dramatic positive impact on your business.

From the Inside Flap What do the world's most successful companies and organizations have in common? And what are the real takeaways to use in your own business? John Spence, trusted advisor, strategist, and consultant, has spent decades helping business owners and managers cut through the clutter to determine the core needs for creating and sustaining a successful organization. Real solutions aren't necessarily complex, but they are critical, and with John Spence's guidance, they can even be made simple. In *Awesomely Simple*, Spence helps you take a hard look at your business and evaluate how it is succeeding in the six areas most critical for lasting success. Every organization, no matter what its size or sector, must excel in cultivating: Vivid Vision Best People A Performance-Oriented Culture Robust Communication A Sense of Urgency Extreme Customer Focus Focusing on these fundamentals, Spence breaks down each principle to readily understandable action items, offering countless tools, strategies, and measurements of success to make these concepts both come alive and be put into practice. By bridging the knowing-doing gap, Spence shows how to develop tailored plans in easy-to-follow steps that will allow you to dramatically improve the success of your company. Whether you are solidly weathering the current economy or struggling through it, Spence's straightforward, uncomplicated approach shows anyone how to turn big ideas into action and performance. Business strategy and success don't have to be unattainable goals; they can be awesomely simple.