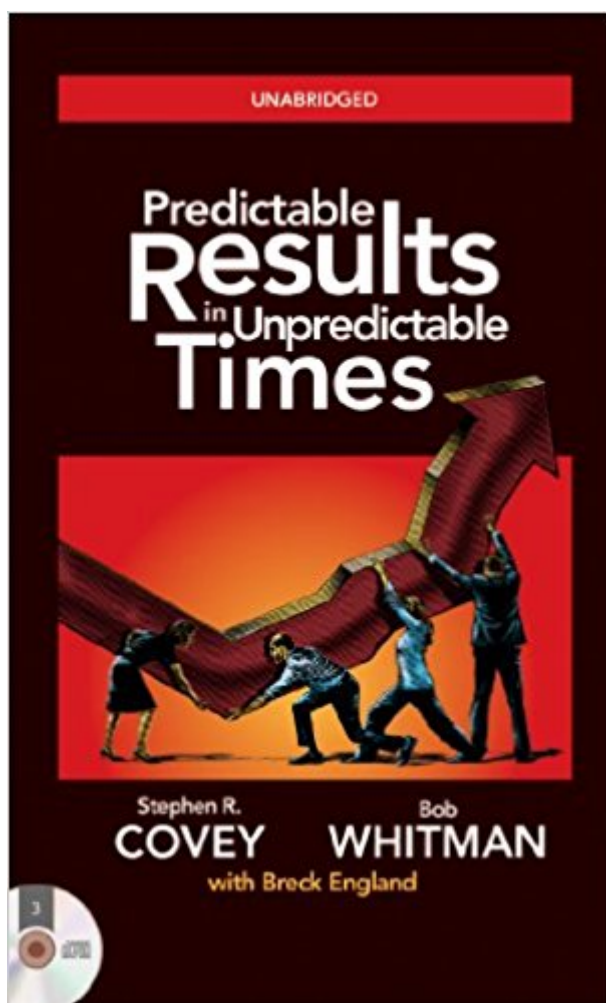


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# Predictable Results In Unpredictable Times: 4 Essentials For Great Performance In Good Times And Bad



## Synopsis

No one has ever faced times like these. Great corporations totter. Jobs disappear by the millions. Vast new economies seem to grow up overnight. This practical audiobook is about getting predictable results in good times and bad by applying four key principles.

1. EXCELLENT EXECUTION "Winning companies have simple goals with clear targets and strong follow-through. All team members know what to do about the goals and they execute precisely.
2. HIGH TRUST LEVELS WITH ALL STAKEHOLDERS "Low trust slows you down and raises your costs "especially in times of turmoil. But when trust levels rise, everything speeds up and costs go down.
3. ACHIEVING MORE WITH LESS "In tough times, everyone tries to do more with less, but the real question is "more of what?" • Winning companies focus on giving more value "not just cutting back.
4. TRANSFORMING FEAR INTO ENGAGEMENT "Unpredictable times create fear, stress, and worry "fatal distractions when you need total focus. Winning organizations entrust people with a mission they can believe in, channeling their anxiety into results.

## Book Information

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## Customer Reviews

This book gave me more insight about how to get the right things done in an organization than any other management book I have ever read. It is delightful to read and simple to see how its principles can be applied. --Clayton M. Christensen, Robert & Jane Cizik Professor of Business Administration, Harvard Business School --This text refers to the Paperback edition.

Dr. Stephen R. Covey is an internationally respected leadership authority, teacher, author, organizational consultant, and co-founder and vice chairman of Franklin Covey Co. He is author of *The 7 Habits of Highly Effective People*, which *Chief Executive* magazine has called the most influential business book of the last 100 years. The book has sold nearly 20 million copies, and after 20 years, still holds a place on most best-seller lists. Dr. Covey earned an MBA from Harvard and a doctorate from BYU, where he was a professor of organizational behavior. For more than 40 years, he has taught millions of people — including leaders of nations and corporations — the transforming power of the principles that govern individual and organizational effectiveness. He and his wife live in the Rocky Mountains of Utah. Bob Whitman is president and CEO of Franklin Covey and a successful private-equity investor. Dr. Breck Englund has 20 years experience consulting with major corporations on their strategic planning and communication challenges.

In my opinion this book is merely a high level summary of the "Speed of Trust" and the "Four Disciplines of Execution". I would like to be clear that both of those books are outstanding. This book lacked the new, well researched principles and execution strategies that I associate with Dr. Covey and his colleagues. I did not feel this book was the same quality as any of Dr. Covey's other books.

As usual, Stephen R. Covey (in this case with a couple of colleagues) manages to get right at the heart of important performance issues with minimum verbiage. He has a clear gift for the powerful metaphor. He avoids the popular psycho-babble. He always focuses on timeless principles that, when embraced, produce good results. A master storyteller, Covey illuminates the way to a more productive life. And he never lets you off the hook. Personal responsibility is his core doctrine. Excellent read in fewer than 100 pages.

So often we tend to complicate that which is simple and we simplify that which is complicated. Covey and Whitman do a masterful job of keeping the process simple, for dealing with complex challenges. I believe in this book so much, it is one of very few I have bought as gifts for clients.

If you read *7 Habits* and you manage a team of people, you need to read this one.

This book arrived OK and seemed to be in good shape

When the going gets tough...well, most people freak out! Faced with immediate threats and an uncertain future, they react tentatively and unpredictably, which only makes bad matters worse. Stephen R. Covey, who wrote the blockbuster *The 7 Habits of Highly Effective People*, and co-author Bob Whitman, CEO of the FranklinCovey consultancy (writing with Breck England, the firm's top consultant), offer a clear, doable strategy for maintaining and even improving your business during tough economic times. Their four-part formula is compact, encouraging, straightforward and actionable: "Execute priorities with excellence. Move with the speed of trust. Achieve more with less. Reduce fear." The only mild caveat is that the book is so elemental it may leave the reader - particularly the less-experienced manager - wanting more. When hard economic times threaten to rock your boat, getAbstract suggests reaching for this book to help steady your craft in the storm-tossed seas.

In business it is a team that carries the burden of success and if that team does not have clearly communicated executable goals with realistic expectations or there are no solid practices in place for follow through and responsibility then the company is in trouble. This book clearly and simply lays out a path for any company to put these "predictable" practices to use. The analogies to the Tour de France and the company case histories (both good and bad) serve to illustrate the powerful concepts of teamwork, communication, trust and value that serve as a fundamental structure for a winning group. Less than a 100 pages this book packs in billions of dollars of advice.

With only hundred pages, this book practically lays out the precepts to survive (and prosper) in this turbulent and unpredictable world. Covey is very more out of the "7 Habits" box this time by emphasizing: 1. Focus on Top Goals (in limited supply of Resources) 2. Identify Specific Jobs To Be Done (in downtime) 3. Keep Score 4. Regular Cycle of Follow Through In another words: 1. Execute Priorities with Excellence 2. Move with Speed of Trust 3. Achieve More with Less 4. Reduce Fear In plain language and filled with practical examples, this book is surprisingly useful as a direction pointer in the age of Turbulence.

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