businessThink

Rules For Getting It Right – Now and No Matter What!

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The Web site for this book is at www.businessThink.biz
MAIN IDEA

At one time, business managers didn’t necessarily want their employees to think all that much. Employees were paid to agree with and do whatever the manager wanted rather than being expected to think for themselves. Those days are gone forever. Today, everyone in a business organization needs to be able to think logically and effectively. Therefore, what’s needed is a new and better framework for thinking clearly. businessThink is a set of eight ground rules which enable people to think rationally and make better decisions.

The whole focus of businessThink is to reduce the lag time between coming up with a good idea and putting that idea into practice. It looks at what can and should be done now to position the business advantageously for the future. The businessThink rules work for people at all levels of the company and in all industries.

businessThink is designed to:
• Increase a person’s use of time – so you can better leverage your talents to add value to the business.
• Help you allocate resources where they will produce the greatest results.
• Enable you and every person who works with you to make better strategic decisions.
• Establish definitive links between actions and results – so you can do more of what works in the future.
• Enhance the business acumen of everyone who uses it.
• Show the way to good solutions to critical problems.
• Help you and others in the company to choose the right priorities.

In total, businessThink is a new and fundamentally better way to think, communicate and make business decisions. It is a set of tools which upgrade what you think about. businessThink also helps you achieve more because you’ll spend more time concentrating on the present and less time thinking about what else you could be doing with your time. Thus, businessThink will help you deliver the results your company needs while earning you the right to become an indispensable part of the business.

“The rules of businessThink working together construct a little ‘black box’ that compresses the time between cause and effect. If you slip a solution into the box, the box will move off the solution; grind through the evidence, impact, ripple effect and constraints; and then screen out the impurities of bad ideas. The output moves you closer to the pure, on-target solution.”

– Dave Marcum, Steve Smith and Mahan Khalsa

The businessThink Approach

Problem

Rule #1 – Separate your ego and the decision you need to make

Rule #2 – Create an intense sense of curiosity about the matter

Rule #3 – Focus on underlying business issues, not the solution

Rule #4 – Gather evidence of the problem – soft and hard

Rule #5 – Calculate the impact to make sure it’s worth solving

Rule #6 – Explore any ripple or flow-on effects from the solution

Rule #7 – Find out why nobody has tried doing this before

Rule #8 – Check you’re addressing the cause, not the symptom

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