Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action by John Spence

Awesomely Simple Lives Up To The Name

The six core strategies to elevate any business-and how to implement them-made simple

What do the worlds 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 Spences 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.

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Rarely does an author write a review of their own book, but I’d like to take a stab. I think this is a pretty good book. Not life-changing. Not revolutionary... but a good, solid book on the fundamental aspects of running a highly successful organization.

Here is the deal: I have worked as a business improvement consultant and executive trainer in more than 300 companies around the world - from tiny start-ups to Microsoft, GE, IBM. I have also read a minimum of 100 business books a year, every year since 1989. What I have done in Awesomely Simple is to boil down all of that experience and information into the things that I feel really work. Whether you are starting a new
business, trying to lead a team inside a company or you are the CEO of a mid-sized firm - I have tried to deliver superb information, ideas, tools and examples to help you be more successful. Along those lines, I have also filled the book with tons of short audits, recommendations, examples, surveys, case studies and most importantly... specific suggestions for how to take the ideas in the book and immediately put them into action in your organization.

Awesomely Simple will never win an award for ushering in a new way to look at business or for some really cool new theory of competitiveness. What most people have said about the books is: "I knew a lot of the stuff you put in this book John, but I have never seen it put together in one place in such an easy and engaging way... and even though I thought I knew this information it was clear after reading Awesomely Simple that I was NOT doing the things you suggested and this book helped me figure out what I could do right away to start positively impacting my business." If you are a business owner/CEO, a manager, a team leader or just want to know more about the fundamentals of creating a truly excellent business, I hope you will pick up a copy of Awesomely Simple - AND - drop me a note with your feedback, comments and questions - I would LOVE to hear from you!

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