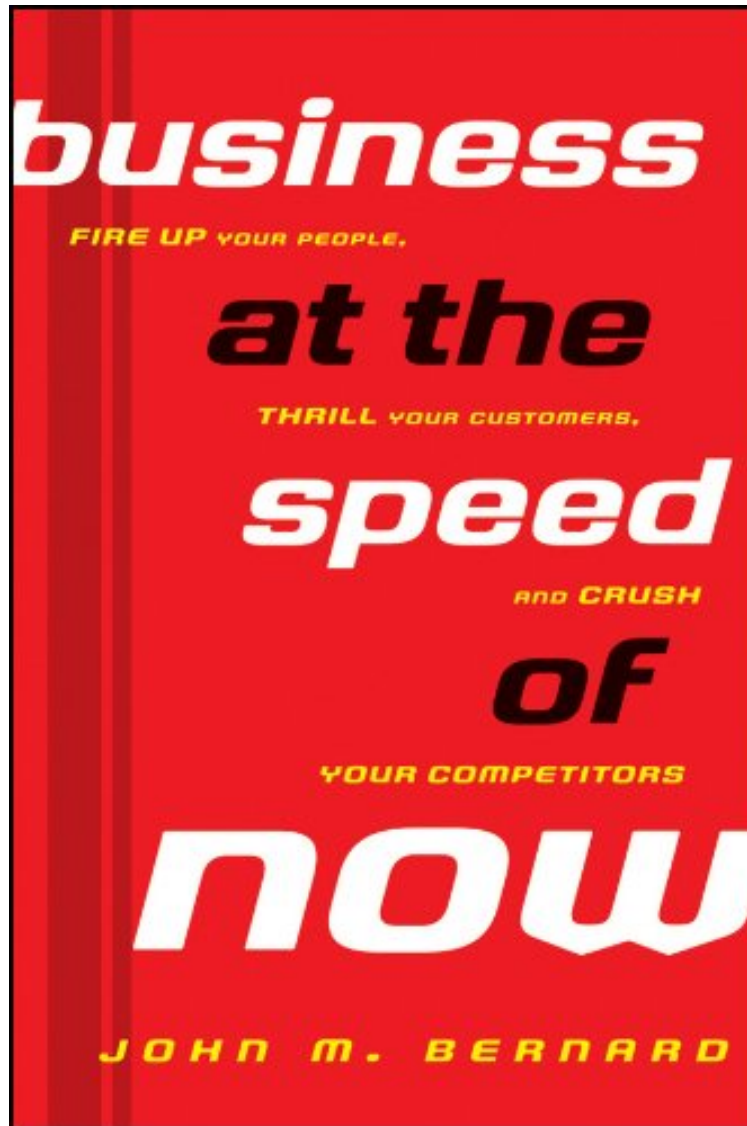


(Mobile library) Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors

# Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors

John M. Bernard

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**John M. Bernard : Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors** before purchasing it in order to gage whether or not it would be worth my time, and all praised Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors:

0 of 0 people found the following review helpful. How do we make sense of the rapid pace of business today?By L. David MarquetModern businesses are grappling with a changing environment and changing marketplace. Customers

are demanding more and more customized products and failure to deliver can result in immediate and widespread reputation damage inflicted by social media tweets, shares, and evaluations. How do we make sense of it all and how should we respond? John Bernard is well equipped to answer this question. John, through his company Mass Ingenuity, has helped his clients -- which have included major companies and most of the state governments in the Pacific Northwest -- sort through this problem. Now, he has distilled his method with his book, *Business at the Speed of Now*. The "big shift" is characterized as a transition from mass production to mass customization. This big shift is being powered by three strong trends: rise of social media, shift toward cloud computing, and coming of age of millennials. The result is a demand for significantly shorter sense-act cycles for business and the ability for companies to treat each customer with a customized solution and personal touch. Companies that can achieve this shift will thrive, those that don't will die. John describes the end result as a "system of management" and in the book describes their approach from assessment, determination of fundamentals, and discovery of breakthroughs. The book illustrates these steps with stories from his consulting experiences. One of the stories I liked in particular told how a company front line manager took a customer's complaint but couldn't act on it. The employee had to pass the complaint "up the chain" for approval of the company's response. Although this arrived several days later, the damage to the company's reputation for this customer was already done. In other words, don't push the information to a decision maker, push the decision authority to the employees on the front line that already have the information.--David Marquet author [...] 0 of 0 people found the following review helpful. Would recommend. By Jim Raynor Overall, this book is a great recap of many things I already understood in business. However I like the way it summarizes them, and is a great reference to hand it to others who need to learn particularly if attempting to drive a new management process, and orient people on some favorable concepts with respect to hiring and overall business streamlining. I would recommend it. It is a quick read and quite reasonable. 2 of 2 people found the following review helpful. Business improvement book By Lynn Denis I purchased this book as a gift for a new manager. This gives the managers of viewing the way business is being conducted and ideas of how to motivate they employees.

A technology-enabled management philosophy to accelerate your organization *Business at the Speed of Now* delivers a new real-time management philosophy and system to leaders looking for better results in today's constantly changing market. Companies that inspire and equip employees and expect them to seize opportunities and solve problems in the now will enjoy a distinct competitive advantage in a world where speed matters most. Get systematic advice on how to build an integrated and transparent management system, enabled by cloud computing and internal social networks. Use this comprehensive guide to create a NOW organization where everyone boldly pursues every opportunity every time. The vast majority of businesses cling to a THEN management model and philosophy designed to prevent immediate action. In this practical handbook, you'll learn how to apply technology to the three essential types of work: Fundamentals (routine work that consumes 95 percent of all resources), Breakthroughs (initiatives that can change the game), and Problems (daily challenges and crises that occur in all organizations). Provides a wealth of real-world examples, assessments, tools, guidelines, and checklists that enable readers to apply the concepts immediately Offers practical tools for building accountability and transparency into every position, thereby eliminating the loose ends that so often cause business execution to stumble Presents the groundbreaking insights of John Bernard, an expert on management theory and practice, the use of social media inside the organization, and the modern workforce, whose company, Mass Ingenuity, consults around the world and develops Web-based tools to support real-time management Set your organization free from the old THEN management ways that no longer get the results you need. Adopt the new NOW management thinking and the state-of-the-art tools that will get your organization doing business at the speed of now.