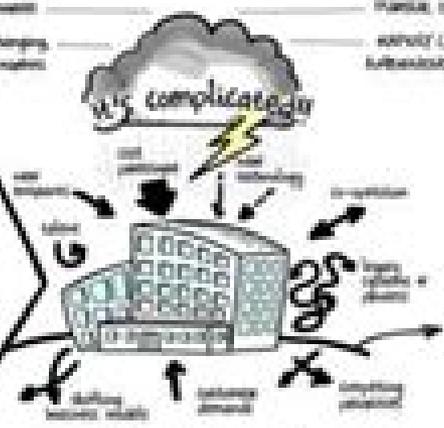


STRATEGY AS SIMPLE RULES

Performance goal	Partisanship	Long-term investment	Account
Strategic function	Where should we be?	What should we be?	Self-Service PBX Process?
Strategic Logic	Establish Position	Leverage Advantages	Market Opportunities
Plans best in	Steady changing, self-renewing matrix	Radically changing, self-renewing matrix	Market Leadership, Leadership Alliance?



When business was simple, companies could afford complex strategies. Now that business is complex, they need to simplify. Smart companies have done that with a new approach. A few straightforward, hard & fast RULES that define direction without confusing it.



TRANSLATE STRATEGY TO SIMPLE RULES

DON'T MAKE THEM TOO BROAD.
"We encourage flexibility & innovation" won't do it. You have to provide CONCRETE guidance.

DON'T MAKE THEM TOO VAGUE.
"All investments must deliver an ROI" won't do it. It does not set priorities.

DON'T LET THEM GO STALE.
Once a rule no longer makes sense, get rid of it.

How-to-rules



Spell out key features of how a process is executed - what makes one process unique?



Staff must consist of technical experts, every question must be answered on the first call or email, and KAO staff must rotate through customer service.



Boundary-rules



Focus managers on which opportunities to pursue + which are outside the pale.



Companies to be acquired must have no more than 75 employees, 75% of them must be engineers.



Priority-rules



Help managers rank the accepted opportunities.



Manufacturing capacity allocation is based on a product's gross margin.



Timing-rules



Synchronize managers with the pace of emerging opportunities within other parts of the company.



Project teams must leave when a product must be delivered to a leading customer to win, and the development time must be less than 18 months.



Exit-rules



Help managers decide when to pull out of yesterday's opportunities.



If a key team member - manager or not - chooses to leave the project for another within the company, the project is killed.



DON'T MAKE THEM aimLESS

These are execution rules in cultures that destroy value. "Everyone has a say" can slow you down. Root out the mindless, execution rules.

Simple Rules How To Thrive In A Complex World

CH Cherryholmes



Simple Rules How To Thrive In A Complex World:

Simple Rules Donald Norman Sull, Kathleen M. Eisenhardt, 2015 Outlines an approach to high performance problem solving and decision making that draws on insights from survival guides pop culture and other sources *Experimentalist Competition Law and the Regulation of Markets* Yane Svetiev, 2020-11-26 This book charts the emergence of experimentalist governance in the implementation of EU competition law as a response to uncertainty and the limits of hierarchical enforcement in an increasingly dynamic and heterogeneous economic environment It contributes to ongoing debates about the current state of EU competition law and provides an innovative account of emergent enforcement trends and its future direction It also argues that an experimentalist evolution of competition law and market regulation attenuates concerns about the competitive strictures of EU law on national economic and regulatory institutions Through its focus on experimentalist governance the book provides guidance on completing experimentalist infrastructures for market regulation as well as on the role of courts in triggering and sustaining experimentalist solutions As such it offers a novel perspective on implementing competition law in the EU and beyond

Simple Rules Donald Sull, Kathleen M. Eisenhardt, 2015-04-21 Armed with a few simple rules you can tackle even the most complex of problems Complexity surrounds us We have too much e mail juggle multiple remotes and hack through thickets of regulations from phone contracts to health plans But complexity isn't destiny Sull and Eisenhardt argue there's a better way By developing a few simple yet effective rules people can best even the most complex problems In *Simple Rules* Sull and Eisenhardt masterfully challenge how we think about complexity and offer a new lens on how to cope They take us on a surprising tour of what simple rules are where they come from and why they work The authors illustrate the six kinds of rules that really matter for helping artists find creativity and the Federal Reserve set interest rates for keeping birds on track and Zipcar members organized and for how insomniacs can sleep and mountain climbers stay safe Drawing on rigorous research and riveting stories the authors ingeniously find insights in unexpected places from the way Tina Fey codified her experience at Saturday Night Live into rules for producing 30 Rock rule five never tell a crazy person he's crazy to burglars rules for robbery avoid houses with a car parked outside to Japanese engineers mimicking the rules of slime molds to optimize Tokyo's rail system The authors offer fresh information and practical tips on fixing old rules and learning new ones Whether you're struggling with information overload pursuing opportunities with limited resources or just trying to change your bad habits *Simple Rules* provides powerful insight into how and why simplicity tames complexity

Intuition in Business Eugene Sadler-Smith, 2023 This book explores the science behind intuitive decision making in business and shows how people's innate capacity for intuition can be nurtured and strengthened to maximize performance The clear and detailed explanations reveal how we can use intuition to navigate a world that is fast moving complex and uncertain

SMASH Suvi Nenonen, Kaj Storbacka, 2018-02-05 Market shaping is a powerful strategy that unleashes value gains from greater market size efficiency and profitability This book written by

experts in the field presents a universal teachable and actionable framework for understanding and shaping markets

The Nature of Business Transformation Richard Kelly, 2022-03-17 This book is a practical guide for business professionals to develop and improve business intelligence and collective decision making within their organisation It proposes a progressive reconfiguration of the traditional business operating system using a nature inspired framework called swarm facilitation that enables and facilitates collective decision making Organisations have followed the same rigid formula of problem solving and decision making for over 100 years It is dominated by centralised governance and pyramid decision making Such an approach is no longer fit for purpose in an environment of employee disengagement artificial intelligence AI superintelligence and Covid 19 fallout By the end of this book readers will be able to solve organisational problems and challenges collectively using swarm intelligence upgrade and future proof business operating systems to reflect a more collective decision making approach fit for the new connected economy and Industry 4 0 embrace mindset quotients that support people working in a more networked self organising and collective environment The book is important reading for leaders and managers who are focused on building organisational capital and engagement and gaining value from the emerging technology by evolving their business operating system into a digital ecosystem as part of an ongoing digital transformation strategy It will also appeal to experts working in the field of organisational change and development both within the organisation and as consultants

Simple Rules for a Complex World Richard A. Epstein, 1995 Our aspirations for what a legal system can do to improve social circumstances is simply too high We try to solve more and more problems through legal intervention and fewer through voluntary accommodation and informal practices Introduction *Talking Book Topics*, 2017

Simplexity Jeffrey Kluger, 2007 Simplexity A groundbreaking new concept that reveals the hidden ways the world really works

Management Angelo Kinicki, Brian K. Williams, 2003 Blending scholarship and imaginative writing ASU business professor Kinicki of Kreitner Kinicki Organizational Behavior 5e and writer Williams of Williams Sawyer Using Information Technology 5e have created a highly readable introductory management text in an exciting magazine like layout certain to be well received by today's visually oriented students The authors have structured Management as a series of two page spreads i e left and right facing pages of 2 6 pages per section to optimize learning by presenting information in easily mastered bite size chunks Besides presenting fundamental concepts of management the book emphasizes practical advice throughout expressed in the features The Manager's Toolbox Practical Action boxes real life Example boxes real life Management in Action and Ethical Dilemma cases and the Web based Taking Something Practical Away from this Chapter

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