businessThink

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

DAVE MARCUM, STEVE SMITH and MAHAN KHALSA

DAVE MARCUM has 18 years of business management experience as a vice president of sales, chief operating officer and business transformation leader. He specializes in complex sales and has consulted with numerous Fortune 500 companies including EDS, Microsoft, Hewlett-Packard and Accenture.

STEVE SMITH has been a human resources manager for a Fortune 500 company, an entrepreneur and a management training program developer. His specialist area is entreprenurial thinking. Like Dave Marcum, Steve Smith currently consults with a number of corporations in various industries. He is a graduate of the University of Utah.

MAHAN KHALSA is a graduate of UCLA and Harvard. He is an expert in business development. He currently serves as a vice president of FranklinCovey, a learning and performance services firm.

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 p utting 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 spendmore 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
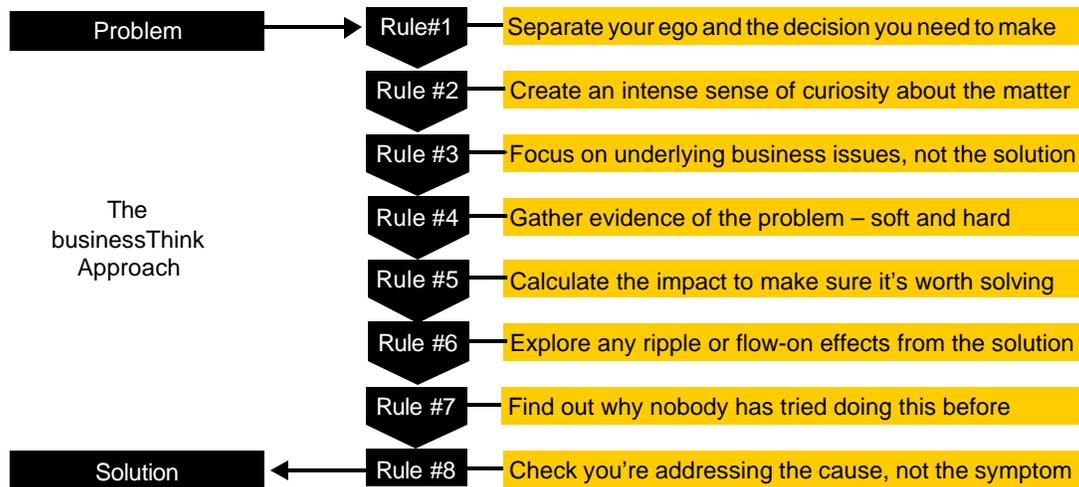
Problem	**Rule#1**	Separate your ego and the decision you need to make
	Rule #2	Create an intense sense of curiosity about the matter
	Rule #3	Focus on underlying business issues, not the solution
The businessThink Approach	**Rule #4**	Gather evidence of the problem – soft and hard
	Rule #5	Calculate 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
Solution	**Rule #8**	Check you're addressing the cause, not the symptom

Summaries.Com

The Ultimate Business Library

We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **$2 per week**, you will...

> Learn from the mistakes and success of the smartest people in business;

> Get fresh ideas, strategies & motivation that could be worth millions to you;

> Follow emerging trends, so you can catch the wave before your competitors do;

> Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS   **MANAGEMENT**   **PRESENTATIONS**

SALES   **LEADERSHIP**   **MOTIVATION**   **STRATEGY**

AND MORE

summaries.com

Encyclopedia of Business

1,000 Top Business Book Summaries