

RESULTS THAT LAST

Hardwiring Behaviors That Will Take Your Company to the Top

QUINT STUDER

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MAIN IDEA

What generates genuinely exceptional results?
The usual list of suspects really don't make sense:

- Outstanding products or services are helpful but competitors can and do clone these easily.
- Employees may be good, even very good, but people leave organizations every day.
- Individual leaders also come and go.

“What creates results that last is leadership – leadership that’s consistently excellent from leader to leader, department to department, division to division. Standardize the right leadership practices and you will find that organizational performance improves across the board . . . and stays improved.”

– Quint Studer

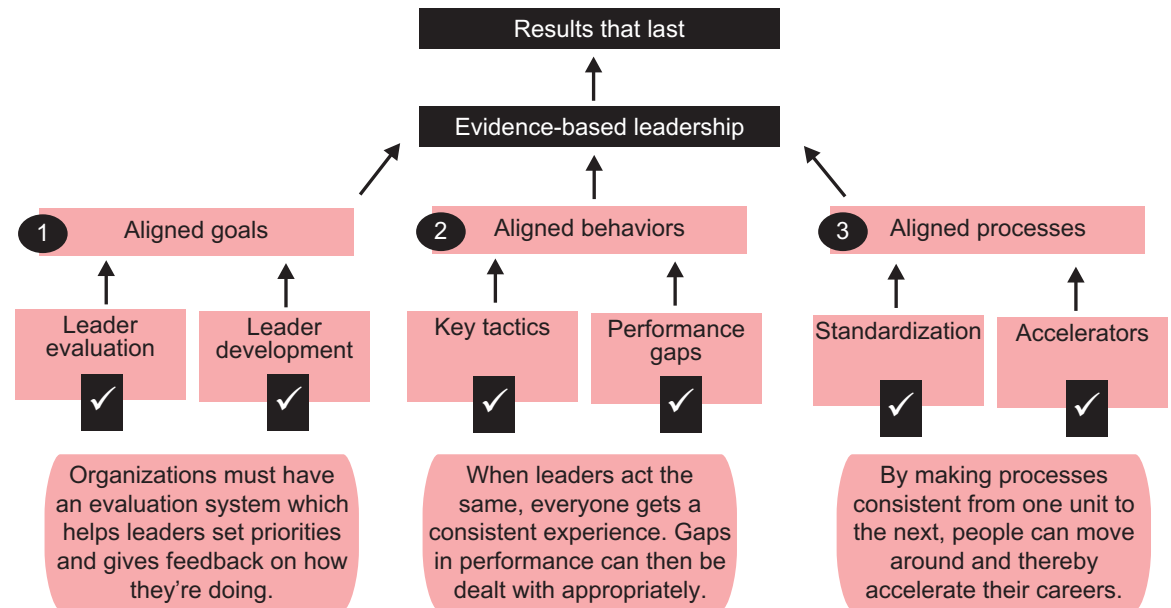
The best and most consistent way to create results that last is through the use of “evidence-based leadership” – the business equivalent of evidence-based medicine.

In evidence-based medicine, the data from a large number of patients is analyzed to identify the best possible course of treatment which has the greatest statistical chance of generating the best outcome. Similarly, evidence-based leadership looks at the results generated by a number of organizations to identify the best management practices and then applies those tried-and-true tactics in a completely consistent manner.

More than anything else, evidence-based leadership is all about having your organization standardize its leadership practices around a best practice framework rather than leaving everything up to the charisma (or lack thereof) of each respective leader.

“And here’s the bottom line: Not only will your customers have consistently excellent experiences with your company, your employees will as well. Happy, loyal customers and happy, loyal employees are two sides of the same coin – and that coin is the currency that buys you results that last.”

– Quint Studer



1. The three key tactics of evidence-based leadership Page 2

Even if a leader does nothing else about adopting evidence-based leadership, great dividends can be derived by harnessing these three tactics which have proven their worth over and over.

2. The five-core philosophy which underpins evidence-based leadership Pages 3 - 4

The underlying philosophy of evidence-based leadership creates an organization where all employees are working towards the same goals and all employees are held to the same standard of accountability.

3. The seven employee tactics of evidence-based leadership Pages 5 - 6

The concept at the heart of evidence-based leadership is leaders need to determine what it is employees want from them and then find the most effective way to give it to them. If you can increase individual accountability, your organization will benefit from the cumulative wealth of knowledge your entire employee pool possesses.

4. The four customer tactics of evidence-based leadership Page 7 - 8

There are various tools and techniques successful organizations utilize to build a culture around service. Whenever any organization understands exactly what “great service” looks like to its customers, it has a greater likelihood of organizing to consistently provide it. The end result is customers keep coming back and referring their friends, both of which start a positive cycle which feeds on its own momentum.

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