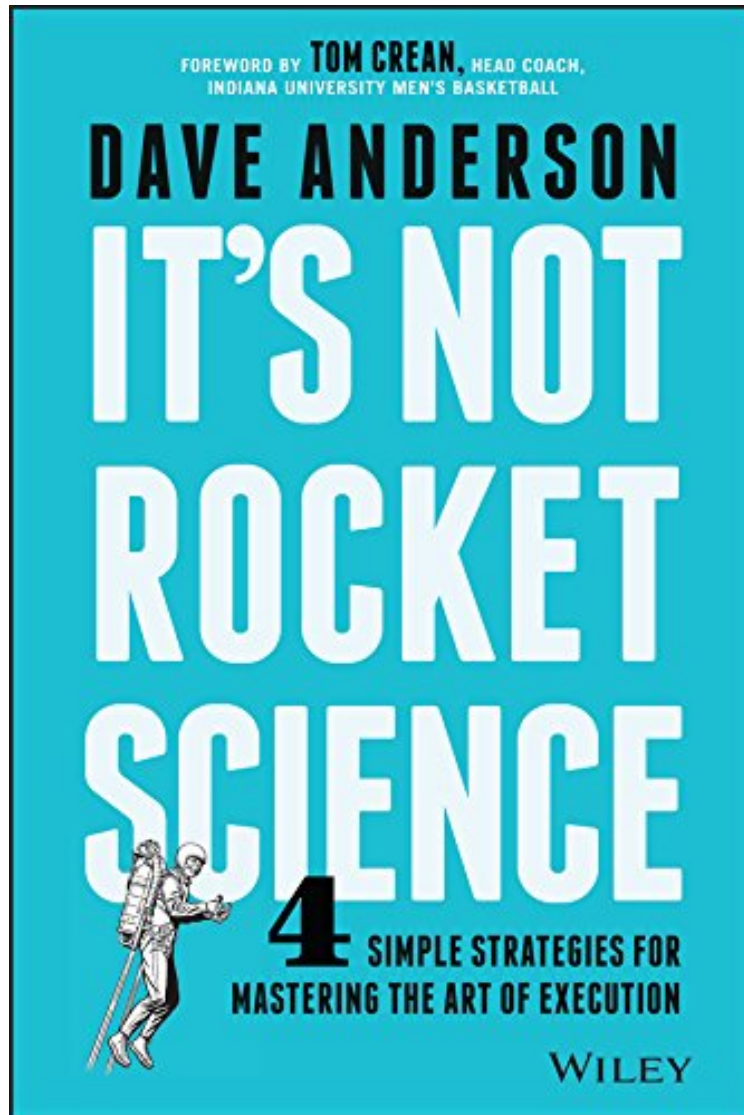


It's Not Rocket Science: 4 Simple Strategies for Mastering the Art of Execution

Dave Anderson

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Dave Anderson : It's Not Rocket Science: 4 Simple Strategies for Mastering the Art of Execution before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not Rocket Science: 4 Simple Strategies for Mastering the Art of Execution:

2 of 2 people found the following review helpful. Five StarsBy CustomerGreat book puts action plan to work to reach goals and overcome obstacles that tend to hold you back.3 of 4 people found the following review helpful. A perfect business book to help you reinvigorate your business...By Warren 2016I read "Rocket Science" cover to cover to cover

in three days. I ordered 10 more copies to bring with me to a management strategy meeting with several of our company Presidents. During a fifteen minute break I asked the group to read the first 18 pages of "Rocket Science," to get their opinion. To a person they all felt about the book the way I did...a great way to approach the day to day management and leadership of a business. Our company owns radio and television stations and I ordered 40 more books for each of our general managers to read and Rocket Science will be the basis of further discussion during our annual budget meetings. Like Anderson's other books, Rocket Science is loaded with clear concise how-to management and leadership advice. The book distills down to easy to comprehend recommendations how to shape a business culture using a few core principles and effectively accomplish these goals consistently. 1 of 1 people found the following review helpful. Five StarsBy MJFThe book is very interesting. Arrived as promised.

Stop chasing hot trends and start driving real growth It's Not Rocket Science blasts through the trends and false promises permeating the business world to help you and your company get back to basics and get things done. Why doggedly pursue the "next big thing" when the most effective drivers of growth are right under your nose? This book asserts that you've already heard, been taught, and know well the key fundamentals that spell business success, and presents a compelling, four strategy blueprint for returning your business culture and strategies to a rock solid foundation of execution excellence. Each chapter opens with The Challenge, which outlines a current condition that exists due to a departure from common sense behaviors, and tasks you with following the appropriate execution principles to get your business on the right track. After a thorough explanation of "what" and "why," each chapter gives you the actionable "how" so you can implement these valuable steps and master the art of execution in your organization. Shifting sands do not make for a sustainable structure. If your organization is to be robust and strong enough to weather any storm, the strength must come from the very core; the ability for each member of your team to execute daily and effectively towards your organization's most compelling goals. Frankly, the last things most organizations need is another goal they'll miss because they can't execute well. This book reminds you of the four timeless execution methods and strategies that have proven themselves over centuries, and shows you how they are implemented in today's business environment. Get the leaders right Get the culture right Get the people right Get the process right Today's flash in the pan may be superficially intriguing, but is it really that much different from yesterday's "hot tip"? Fundamentals are fundamental for a reason, and It's Not Rocket Science is the common sense guide to putting away flavor-of-the-month toys and getting down to business.

From the Inside FlapFrustrated by your efforts pursuing the "next big thing"? It's Not Rocket Science is your personal guide that gives you the power to ignore the lure of ineffective trends and eschew the endless false promises that hold most businesses back. Leadership guru Dave Anderson shows you how to get your company back on track, back to basics, and back in control with the most effective and sustainable drivers of business growth. Why search for the holy grail of business success when you've already heard, been taught, and know the key fundamentals that will help your company thrive for the long haul? It's Not Rocket Science offers a commonsense approach to business success and outlines a basic, effective, and actionable four-step blueprint for building a great organization of any size, in any arena. It reveals how to seamlessly execute a goal or vision that is clearly defined and consistent; put in place the leaders that have the capacity to get the job done; create a culture that is aligned with the company's vision; and develop a winning team that has the talent, process, and guidance to get the job done. Whether you are leading a business, nonprofit organization, military unit, or sports team, you will find the four simple steps for mastering the art of execution applicable and effective. Each chapter opens with The Challenge, which outlines a condition existing in business today that is due to a departure from leadership fundamentals and a pursuit of the latest version of "rocket science" business trends. After a thorough explanation of "what" and "why," the author describes the actionable "how" so you can implement the valuable steps and master the art of execution in your organization. Interspersed among the chapters are Anderson's witty and wise Rocket Science Rants. These are blunt and somewhat politically incorrect pieces that endeavor to shed a no-fluff light on the subject at hand. It's Not Rocket Science is the book to keep on hand as a reminder of the four timeless execution methods and strategies that have proven themselves over centuries. Now you have the keys for getting the leaders right, getting the culture right, getting the people right, and getting the process right!From the Back CoverPRAISE FOR IT'S NOT ROCKET SCIENCE "Dave Anderson's four simple execution strategies will help you turn even the boldest of goals and strategies into results." ndash;JOHN C. MAXWELL, New York Times bestselling author and speaker "Dave is refreshingly direct in his observations on how to improve your performance. I found the book filled with practical advice that will challenge even the most skilled leaders on to greatness." ndash;ED BASTIAN, President, Delta Airlines "There are numerous ways to describe what you receive from a Dave Anderson book: inspiration, vision, confidence, and go-to strategies all come to mind. In It's Not Rocket Science, Dave ties it all together into a process that helps us execute relentlessly on a daily basis." ndash;TOM CREAN, Head Coach, Indiana University men's basketball "This will be on the test: Humans are the same today as 100 or 1,000 years ago;we just have new stuff to deal with. So instead of running around with your hair on fire trying to decide which trendy business guru to listen to, read Dave Anderson's It's Not Rocket Science. Dave will

reveal to you (maybe just remind) why focusing on four timeless metrics sets you up to deal with the new stuff that matters, without getting a hair out of place. Thanks, Dave." ndash;JIM BLASINGAME, author of *The Age of the Customer*, and host of *The Small Business Advocate Show* "When we reworked our mission, vision, core values, and culture, Dave's voice shaped our thinking and our movement forward. And now, just when we needed it most, through *It's Not Rocket Science*, Dave once again delivers much needed perspective and extremely practical help on how to execute our strategy!" ndash;SHAWN THORNTON, Senior Pastor, Calvary Community Church, *All Things New* radio show "In my view, business schools do a good job setting out basic management principles and the metrics for organizational performance. What we are not very effective at is providing needed insight for linking the two. In *It's Not Rocket Science*, Dave does a great job of filling in that gap." ndash;ROGER STOVER, Professor of Finance, College of Business, Iowa State University

About the Author DAVE ANDERSON is President of LearnToLead, an international leadership training and consulting company. Dave has given thousands of leadership presentations worldwide based on his personal experience building and running successful organizations. Dave is author of 13 books including *Up Your Business*, *If You Don't Make Waves You'll Drown*, *How to Run Your Business* by THE BOOK, and *How to Lead* by THE BOOK. He is cofounder and chairman of Matthew 25:35 Foundation. Follow Dave on Twitter @DaveAnderson100.