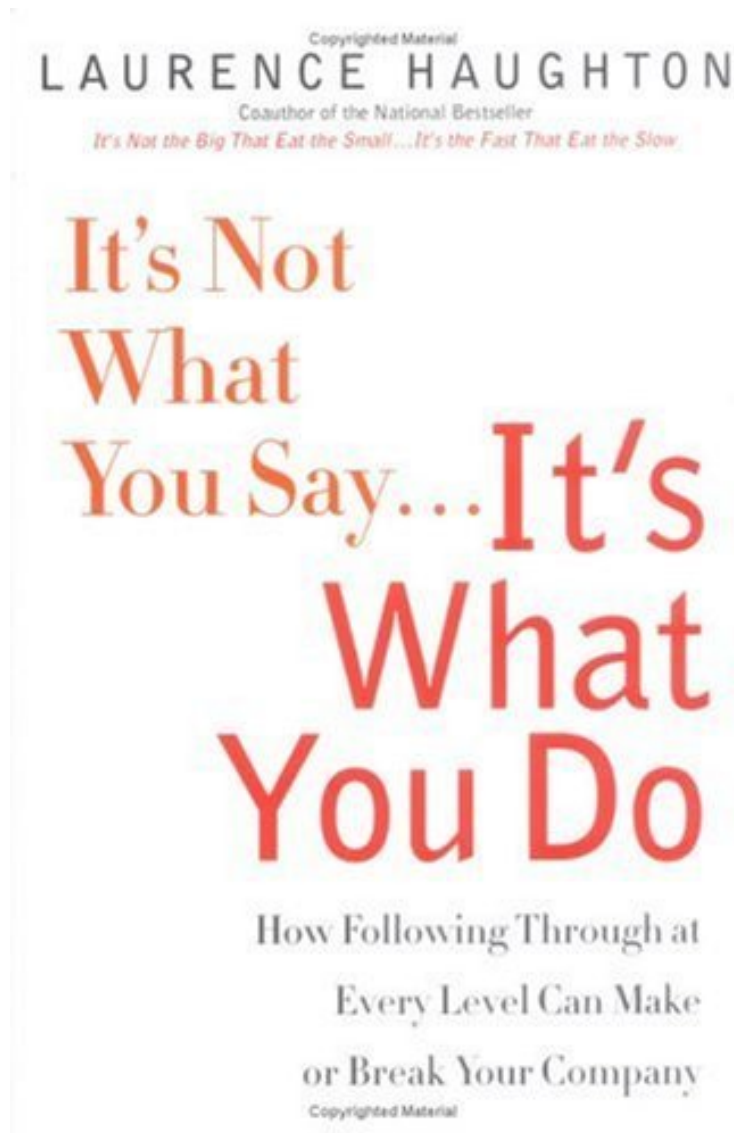


(Download pdf) It's Not What You Say...It's What You Do: How Following Through At Every Level Can Make Or Break Your Company

# It's Not What You Say...It's What You Do: How Following Through At Every Level Can Make Or Break Your Company

Laurence Haughton

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**Laurence Haughton : It's Not What You Say...It's What You Do: How Following Through At Every Level Can Make Or Break Your Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not What You Say...It's What You Do: How Following Through At Every Level Can Make Or Break Your Company:

2 of 2 people found the following review helpful. It's All About ActionBy Kevin EikenberrySome books titles draw me in immediately. Such was the case with this book - I mean would anyone disagree with this title?Even so the book sat on my shelf for quite awhile. Once I picked it up, I read it in about a day and a half.It's that good.The book is built on four building blocks - the cornerstones the author identifies to creating greater follow-through in any organization.- Clear Direction- The Right People- Buy-in- Individual InitiativeI love that Haughton uses the phrase building blocks, because that is what they are. He reminds to forget quick fixes, but rather to get back to the basics. Then he gives us ideas and examples of what we can do that will predictably create projects and initiatives that will create results, rather than disappointments.This is a book about personal leadership accountability and how to create an organizational expectation of higher accountability. In other words, this is a book about getting greater results. Read it and you will get many ideas on how to do just that.So read it . . . and hold yourself accountable for putting what you learn into action.4 of 4 people found the following review helpful. Getting it doneBy Richard G. FossGreat customer service is based on empathy but how do you teach empathy to service workers? Haughton's chapter of Reading Between the Lines does it. It's the best, most practical, business-centered writing I've seen teaching empathy as part of customer service. He draws on the example of the Union Square Hospitality Group in New York. But his concepts and examples are easily transferable. In fact, I used excerpts from the chapter to teach supervisors and staff of small groups homes for people with developmental disabilities.The "Between the Lines" chapter would be worth the price of admission but Haughton keeps scoring runs. A later chapter on CAVE people (Citizens Against Viturally Everything)is one of the best I've seen on overcoming organizational resistance to change. As Haughton puts it so succinctly, "Every organization has an immune system with antibodies that attack all changes automatically." Haughton covers a series of proven strategies for creating healthy change in an organization before CAVE people can run it into the ground.Buy this book, study it, and help your business of nonprofit thrive.2 of 2 people found the following review helpful. Excellent Guidance for CEOs and ManagersBy Alexander T. McMahonLaurence Haughton has hit a home run with this book. A combination of insight and memorable stories make this a key primer for both executives and managers. Not only does Haughton emphasize the importance of following through with plans and directives, he gives important strategies to avoid the landmines that pose dangers to all executive and managerial initiatives - how to outmaneuver the CAVE people (those naysayers who always oppose new initiatives.) This is great reading. Enjoy it!

An indispensable management guide to making sure that the long-term strategies and day-to-day goals a company sets are successfully executed, written by the coauthor of the national bestseller *It's Not the Big That Eat the Small . . . It's the Fast That Eat the Slow*. Good managers at every level recognize the importance of strategic planning and setting concrete goals for their employees. But even the best among them often fail to implement and support the crucial processes that turn well-laid plans into visible successes. Studies show that over the last fifty years, a whopping 83 percent of corporate slowdowns were attributable not to outside economic forces but to the lack of vigilant follow-through within the company itself. In *IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO*, Laurence Haughton identifies the missteps that allow initiatives to fall through the cracks and explains how to close the gap between what a company sets out to do and what actually happens. Drawing on interviews with top-level executives from such companies as IKEA, the Wall Street Journal, Charles Schwab, Time Warner, Watson Wyatt, Pella Corp., and scores of others both large and small, he presents the essential strategies for ensuring the success of innovations and change, including:

- Get more "buy-in" from employees on new initiatives
- Balance control with coordination to make your team more effective
- Make sure that expectations are crystal clear
- Maintain a sense of urgency and momentum on a daily basis

Filled with real-life examples of how effective follow-through stems the waste of resources, improves productivity, and prevents costly mistakes, *IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO* gives managers up and down the corporation or company the tools they need to eliminate failure resulting from lack of follow-through and achieve their goals.

From BooklistHaughton, a management consultant, presents stories of managers who have learned how to achieve excellence in thoroughness and reliability under the toughest competitive conditions. After extensive research, the author concludes that the key to corporate success is that whatever the objective, it must be executed flawlessly and everyone in the organization must understand the mission and assume responsibility for its success. In the author's view, commitment to follow through or the lack of it can make or break a company. He advises managers to like and listen to their staff and give them decision authority, although he warns against being rule-bound and unfair. His suggestions may appear elementary, but they bear repeating in our global marketplace where competition is fierce and companies often do not treat their employees as valuable assets that are critical not only to corporate survival but also to success. While an infomercial for Haughton's consulting practice, the book nevertheless offers important lessons for today's managers. Mary WhaleyCopyright copy; American Library Association. All rights reserved Advance Praise for *It's Not What You Say*; *It's What You Do*; Laurence Haughton delivers a very relevant message in a world too often filled with promises made without the commitment to deliver. Facts are friendly and people are perceptive. If the facts don't support your claims and people see a lack of commitment to do what you say

you will do ndash; disaster is just around the corner.rdquo;--Bill Zollars, Chairman, President CEO, Yellow Roadway Corporation!dquo;Brilliantly conceived and executed...a must readhellip;BIG ideas jump off every page!rdquo; --Jason Jennings, author of Less Is More Praise for the National Bestseller Itr's Not the Big That Eat the Smallhellip; Itr's the Fast That Eat the Slow!dquo;Powerful and refreshinghellip; their snappy narrative moves and jabs.rdquo; ndash;Business Book !dquo;This book is jammed with tactics for eliminating speed bumps along the road to changing the world.rdquo; ndash;Guy Kawasaki, author of Rules for RevolutionariesFrom the Inside FlapGood managers at every level recognize the importance of strategic planning and setting concrete goals for their employees. But even the best among them often fail to implement and support the crucial processes that turn well-laid plans into visible successes. Studies show that over the last fifty years, a whopping 83 percent of corporate slowdowns were attributable not to outside economic forces but to the lack of vigilant follow-through within the company itself. In IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO, Laurence Haughton identifies the missteps that allow initiatives to fall through the cracks and explains how to close the gap between what a company sets out to do and what actually happens. Drawing on interviews with top-level executives from such companies as IKEA, The Wall Street Journal, Charles Schwab, Time Warner, Watson Wyatt, and Pella Corp., and scores of entrepreneurs covering every industry, he presents the essential strategies for ensuring the success of innovations and change, including: bull; Get more "buy-in" from employees on new initiativesbull; Balance control with coordination to make your team more effectivebull; Make sure that expectations are crystal clearbull; Maintain a sense of urgency and momentum on a daily basisFilled with real-life examples of how effective follow-through stems the waste of resources, improves productivity, and prevents costly mistakes, IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO gives managers the tools they need to eliminate self-generated failure and achieve their goals.