



## **Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action**

*John Spence*

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The six core strategies to elevate any business-and how to implement them-made simple

What do the world's most successful companies and organization have in common? And what can you actually take away and use from their examples? Distilling the best fundamental business strategies, trusted advisor and strategist John Spence helps you take a hard look at your business and together develop specific plans and action steps that will allow you to dramatically improve the success of your company.

Delivered in Spence's approachable and straightforward manner, *Awesomely Simple* reveals the six key strategies that create a foundation for achieving business excellence: Vivid Vision, Best People, A Performance-Oriented Culture, Robust Communication, A Sense of Urgency, and Extreme Customer Focus.

Filled with case studies and clear action items, includes easy-to-follow guidelines for implementing the strategies in any organization no matter its mission or size After concisely breaking down each strategy, Spence gives specific examples, tips, tools, discussion questions and exercises for how to execute them successfully A perfect resource for business leaders, *Awesomely Simple* will help you turn ideas into positive action and achieve lasting business success.

## **Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action Details**

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## **From Reader Review Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action for online ebook**

### **Megan Close Zavala says**

This was clear and easy to understand, with some good advice. A relatively quick read, though not exactly exciting.

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### **John Spence says**

Yes - I AM the author -- but here is the "somewhat" unbiased review I posted on my own book on Amazon... I hope you find this helpful.

I think this is a pretty good book. Not life-changing. Not revolutionary... but a good, solid book on the fundamental aspects of running a highly successful organization.

Here is the deal: I have worked as a business improvement consultant and executive trainer in more than 300 companies around the world - from tiny start-ups to Microsoft, GE, IBM. I have also read a minimum of 100 business books a year, every year since 1989. What I have done in Awesomely Simple is to boil down all of that experience and information into the things that I feel really work. Whether you are starting a new business, trying to lead a team inside a company or you are the CEO of a mid-sized firm - I have tried to deliver superb information, ideas, tools and examples to help you be more successful. Along those lines, I have also filled the book with tons of short audits, recommendations, examples, surveys, case studies and most importantly... specific suggestions for how to take the ideas in the book and immediately put them into action in your organization.

Awesomely Simple will never win an award for ushering in a new way to look at business or for some really cool new theory of competitiveness. What most people have said about the books is: "I knew a lot of the stuff you put in this book John, but I have never seen it put together in one place in such an easy and engaging way... and even though I thought I knew this information it was clear after reading Awesomely Simple that I was NOT doing the things you suggested and this book helped me figure out what I could do right away to start positively impacting my business." If you are a business owner/CEO, a manager, a team leader or just want to know more about the fundamentals of creating a truly excellent business, I hope you will pick up a copy of Awesomely Simple - AND - drop me a note with your feedback, comments and questions - I would LOVE to hear from you!

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### **Angelo says**

Time and time again I found myself thinking "wait, this is something I can actually do!" and scribble a todo to myself. Very actionable, yet grounded. I liked it!

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### **Devin Ambron says**

Any advice is good advice if you take action. The business principles in this book are distilled from many disciplines of business management but what stands out is Spence's questions and exercises at the end of each chapter. Learning emotional intelligence then practicing emotional intelligence is a powerful component of communication. Few companies master delivering value to customers while maintaining strong teams.

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### **David Ulloa says**

Anybody that plans to succeed in business needs to read this book by John Spence.

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### **Bernie May says**

John Spence has an amazing faculty & discipline, plus years of actual business experience, which he uses to consume business books and distill them into six focused chapters. Good reading for business & other leaders anywhere.

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### **Lucy says**

Excellent book...concise and to the point. First business book I've ever read where I didn't fall asleep in the first chapter...THIS book is a quick read but very informative.

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### **Ellen Baldwin says**

Pretty basic concepts that can never be reiterated too many times.

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### **Michael says**

I really want to tell you to run out and get this book. I genuinely believe that it can have an amazing impact on your business. The concepts in this book and an intense focus on taking action off of them was amazing. The thing that wasn't... the authors voice. I did listen to this in Audiobook format, so that may have had an impact, but John Spence can't seem to help from mentioning himself and his experiences. The man is brilliant and the ideas warrant a healthy ego, I just wish he had managed to keep it out of the book a little more or at least approach the book in a way that put him at the center (i.e. Crush It).

Spence read 100 business books a year for 10 years and it shows. He just seemed to struggle between making the book about him or about his points and it detracted from some of the best business advice I've ever read. I highly suggest you read this, just want to make sure that you are warned.

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## **Jesse Langel says**

A distillation of business management. If you're serious about business, you cannot go wrong revisiting these principles and then conducting the "effectiveness audits" at the end of each chapter.

The author's introduction makes a compelling case for his credibility to write this. John Spence has walked the walk in business. I'm not surprised that only 10-15% of businesses actually execute on their major goals. Spoiler alert: the four impediments to execution: 1) lack of well documented vision 2) lack of courageous communication 3) lack of disciplined execution and 4) tolerating mediocrity. No major surprises there as they seem like typical human weaknesses based on complacency and organizational inertia.

I found some good, new ideas along and was reacquainted with old ones. A book like this should be used as a workbook after its read. They say "good work is lost by a lack of a little more." That would be true if you read this without picking it up periodically to mull over its questions. It contains thought-provoking questions relating to your business's fundamental mission and operations.

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## **Rusty Fulling says**

March-2010 - The author does a good job in breaking down SIMPLE strategies such as:

M/V/V - Mission - "Why we exist"

Vision - "Where we want to go"

Values - "How we will act along the way"

SMART Goals - Specific - "Detail exactly what you want to achieve" Measurable - "Goals must be quantifiable" Agreed on - "Everyone has to agree/buy in on the goals" Realistic - "Goals must be achievable, otherwise demoralizing" Timebound - "Specific date for achieving goals"

Consistent superior customer service can literally double your profit. Customers expectations are:

1. Reliability - Do what was promised on time & accurately

2. Professionalism - Be ethical, knowledgeable & honest

3. Empathy - Genuine care & concern for customer satisfaction

4. Responsiveness - Prompt service / proactive in anticipating customer needs

5. Ambience - Design & comfort of your office, cleanliness & appearance of personnel.

4 P's

Passion - Love the area of your focus.

Persistence - 10 year rule, Stick to it, Study other experts in your field, look at Mozart

Practice - Practice 7-10 years, make adjustments, get better, getting feedback from coaches & mentors

Pattern recognitions - Look for patterns such as basketball players who can see the whole court, biz coaches looking at the business as a whole, etc.

"You can't make fast decisions if you don't know where you are going"

"A major part of strategy is figuring out what to say "No" to."

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### **Cathy says**

Fantastic Book! Easy to ready with ideas that truly can be turned into action, but don't necessarily cost a lot or take huge amounts of implementation time or structure.

I use it for a number of different ideas and places where I have worked. Re-read pieces regularly.

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### **Taylor says**

At first I was annoyed with this book. It was someone excessively positive giving straight up fluff speeches about mission statements and organization. There were actionable tasks which were redeeming for the abstract narrative, but it wasn't enough. Happily I made it into chapter 3 and finally Spence got into the meat of the subject. He discusses real action plans to communicate effectively, emphasizes what he means, and genuinely impressed me. The next chapter was amazing too! Chapter 5 and 6 started to get back to mediocrity, but then the Conclusion was a proper review of everything discussed with very useful pointers and steps. I'm glad this book was given to my husband as it's going to be a great resource to refer to over the years.

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### **Camilo Rodriguez says**

A very important book to read to anyone building a business.

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### **Tanner Maluchnik says**

Is your business or organization becoming so complex that you are slowing down and becoming less innovative?

Then this book is for you.

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