



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.



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