



His Vision
"World's most
competitive
enterprise"

Lessons from the World's Greatest CEO

Lessons not: Growth

Strategies

Instead

CCC

Behavioral and Cultural Forces behind the Strategies



Get less formal

• brainstorm with colleagues & bosses

• hold more informal meetings
• consider once-in-a-while informal get togethers

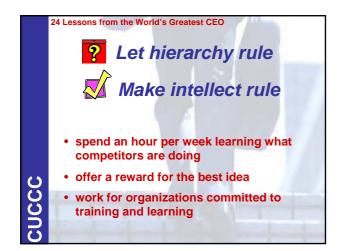
Tolerate bureaucracy Blow up bureaucracy drop unnecessary work work with colleagues to streamline decision making make your workplace more informal





24 Lessons from the World's Greatest CEO See change as a threat See change as an opportunity · know that change is here to stay • expect the least expected, but move quickly to stay a step ahead prepare those around you for the inevitable change 24 Lessons from the World's Greatest CEO Manage by authority Lead by energizing never lead by intimidation · let others know exactly how their efforts are helping the organization send handwritten thank you notes to colleagues or just showing thumbs up or a tap on the shoulder 24 Lessons from the World's Greatest CEO Respect tradition **Defy tradition** • hold a "why do we do it that way?" meeting · invite colleagues to contribute one idea on changing something important in the organization don't be afraid to buck conventional

wisdom







24 Lessons from the World's Greatest CEO Manage everything Manage less • don't get bogged down in meaningless details • manage less • empower, delegate, get out of the way

24 Lessons from the World's Greatest CEO Involve key players Involve everyone • participate more • make sure everyone feels free to speak out • suggest an informal brainstorming session



24 Lessons from the World's Greatest CEO Take your time Live speed don't sit on decisions communicate faster incorporate speed into every activity or process





24 Lessons from the World's Greatest CEO Respect the boundaries Eliminate the boundaries • seek out new ideas from everyone • be sure to look outside the organization for good ideas • never stop eliminating boundaries















