

The SIMPLE WAY to UNDERSTAND the MOST IMPORTANT IDEAS in SCIENCE

The One Thing You Need To Know

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The One Thing You Need to Know Marcus Buckingham, 2008-09-04 Drawing on a wide body of research including extensive in depth interviews THE ONE THING YOU NEED TO KNOW reveals the central insights that lie at the core of Great Managing Great Leadership and Great Careers Buckingham uses a wealth of relevant examples to reveal that at the heart of each insight lies a controlling insight Lose sight of this one thing and all of your best efforts at managing leading or individual achievement will be diminished For great managing the controlling insight has less to do with fairness or team building or clear expectations although all are important Rather the one thing great managers know is the need to discover and then capitalize on what is unique about each person For leadership the controlling insight is the opposite discover and capitalize on what is universal to all your people regardless of differences in personality race sex or age For sustained individual success the controlling insight is the need to discover what you don't like doing and know how and when to stop doing it In every way a groundbreaking work THE ONE THING YOU NEED TO KNOW offers crucial performance and career lessons for business people at every level The One Thing You Need to Know Ross Lovelock, 2013-11-18 A tried and tested formula for business planning What is the one thing you need to know in business What's the single most important aspect of business to master in order to succeed and grow It has to be planning Whether you re sitting down to plan a whole brand strategy or tasked with planning a single product and taking it to market nailing the planning and decision making will ensure you have full buy in from all stakeholders a high level of market knowledge know exactly what value your product or service brings and a thorough understanding of how the financials will work In short you ll have an idea that succeeds Ross Lovelock and his company SCQuARE have spent the last 20 years developing a formula for such planning Ross has shared this formula with some of the world's leading companies now he s going to share it with you The One Thing You Need to Know is a complete business planning toolkit A simple implementable explanation of how to bring a product plan or a brand strategy together Will teach you the critical business skill of creating and selling plans Learn how to think through a complex business problem create the right solution and then sell it through the corporate maze Explains exactly how to distil vast amounts of information into a compelling business story that will warrant a YES decision from the boss The One Thing You Need to Know Marcus Chown, 2023-02-02 Bestselling author Marcus Chown explains the one thing you need to know to understand some of the most important and mind blowing concepts of the twenty first century in twenty one accessible and Summary: The One Thing You Need to Know BusinessNews Publishing, 2014-10-28 The must read engaging chapters summary of Marcus Buckingham's book The One Thing You Need to Know About Great Managing Great Leading and Sustained Individual Success This complete summary of the ideas from Marcus Buckingham's book The One Thing You Need to Know provides the key to being a great manager never forget that everyone who reports to you is a unique individual In his book the author explains that your job is to capitalise on employees individualities rather than trying to eradicate

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