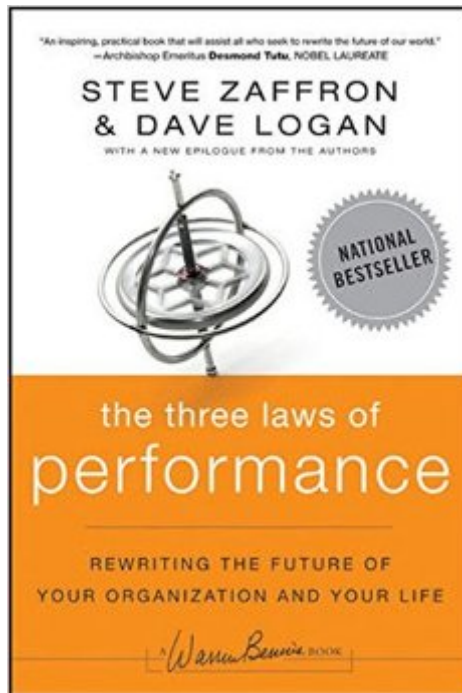


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# The Three Laws Of Performance: Rewriting The Future Of Your Organization And Your Life



## Synopsis

A proven system for rallying all of an organizations' employees around a new vision and ideas for making the vision stick When something at work isn't going smoothly, managers struggle with what part of the problem to tackle first. Do they start with cost reduction? Or should they go for process improvements first? The authors "who have helped hundreds of companies and individuals change and improve" say spend time and money adjusting the systems in which people operate, rather than targeting people and their performance directly. The authors show that it's in fact possible to change everything at once "with a focus on making such transformations permanent and repeatable. Brand-new Introduction written for the paperback edition Filled with illustrative examples from Northrup Grumman, BHP-Billiton, Reebok, Harvard Business School, and many others Two experts in the field show how to make major transformations happen The book outlines a process for engaging all employees to buy-in to an improved vision of an organization's new and improved future.

## Book Information

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## Customer Reviews

In an age where conversations have become a commodity, a good book on the relationship between organizational performance and language is a must-read; and The Three Laws of Performance doesn't disappoint. I was interested to see how the authors would handle the issue of generative language, language that's used to create rather than just describe. I was pleasantly surprised. Not only did the authors do a great job of navigating the delicate balance between the

extremes (no appreciation for the power of future-based language on the one hand and a complete disregard for real world limitations on the other); they provided a clear road map along with engaging cases studies that help to guide the reader along a path that I believe will help leaders for years to come take their organizations to new levels of effectiveness and performance. Ironically, the only thing I would suggest changing about this book is the language. The 3 main laws could have been stated in a way that was easier for the reader to remember. Twice now, I've tried to describe the 3 laws to a friend and I wasn't able to articulate the laws effortlessly. I had to work at remembering the precise language. For those in the same boat, here's the shorter version that I'm now using when I give a quick description of the book to friends. 1) Performance is related to perception 2) Perception is rooted in language 3) Vision casting changes perception (Or, Generative language changes perception) Rather than perception, the authors speak of the way things occur to the members of an organization, which works great in the book, but not as great in an elevator. I imagine that they strayed from the term perception in order to steer clear of the obvious clichés related to the term.

The Three Laws of Performance could not come at a better time. Unless you have been living underground cut off from communication with the outside world, you must know that the world is facing unprecedented challenges. From the economy to the environment to global terrorism, the future doesn't look pretty. In fact it looks down right depressing. While the authors of the book may not have intended it, the ideas in this book could very well be the answer to the question "How do we get ourselves out of this mess?" The US President has recruited some of the best minds in America to his administration to fix the US banking system, jump start the economy and stop climate change. We all may be praying that they are successful, but in each of our hearts we know that we are going to need to each embrace the required change if it is to be successful. The personal and political habits that got us where we are now will not allow us to get where we need to go. We don't need change, we need re-invention. So what about this book? I, like many people want to do something about the issues that we are facing. A friend of mine gave me a copy of the book to read saying that I would like it especially because of the community work that I do. I was doubtful. I found the title to be boring and I am generally not interested in business books. She said that I would like it because I have to deal with a lot of resignation, which is true. Being an environmental advocate can feel like talking to stones. I began reading it and got immediately intrigued by the First Law of Performance: "How people perform correlates to the way the world occurs to them" I would have never said it that way, but it made perfect sense to me.

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