

Doing What Matters pdf

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DESCRIPTION OF THE BOOK DOING WHAT MATTERS

When Warren Buffett was asked why the Gillette board of directors chose Jim Kilts to be CEO, he said, "Jim made as much sense in terms of talking about business as anybody I've ever talked to. If you listen to Jim analyze a business situation you get absolutely no baloney. And, frankly, finding someone like that is a rarity." There is only one CEO in recent times who has faced--and succeeded at--the extraordinary challenges of leading three major companies--Gillette, Nabisco, and Kraft--into prosperous futures by doing what matters on the fundamentals. That CEO is Jim Kilts. In this vivid first-person account he reveals his system for success that is both cutting-edge and back-to-basics. Doing What Matters--the action plan for identifying and tackling what's important and ignoring the rest--is the key to winning in a warp-speed world where the need for revolutionary speed and decisiveness increases by the day. Kilts illustrates his ideas with colorful stories, such as "that little red razor." A new product idea he proposed early on at Gillette, it was initially shelved because "everyone knew you couldn't sell a red razor," but went on to become one of Gillette's biggest marketing successes ever. Jim Kilts's focus on both business fundamentals and personal attributes provides the "complete package," showing how to get results that make a difference through:

- Intellectual integrity: The ability to face the unvarnished truth about yourself and your business and using what you see as the basis for action.
- Generating emotional engagement and enthusiasm: Using the force of your personality and ideas to infuse people and an entire organization with a sense of purpose and mission.
- Action: Gillette, with just five product lines, had over 20,000 SKUs. After studying the issue for over two years, there were still 20,000. How Kilts got Gillette off the dime to pare down the number to 7,000 almost overnight is an astonishing example of getting the rubber to meet the road--with enormous benefits to the business.
- Understanding the right things through an overarching concept to frame and filter issues: For Jim Kilts it was Total Brand Value, the framework he used in the consumer products industry for achieving better, faster, and more complete results than the competition. Whether you're CEO of a multibillion-dollar global company, the brand manager for a product, an entrepreneur starting a small business, or just beginning a career, Doing What Matters provides the practical ideas that get results--ranging from a day one action plan for starting a new job to a chorus of cheers and support to a program of total innovation that involves everyone in changes from small to "big bang." From the Hardcover edition.

DOING WHAT MATTERS FOR JOBS AND THE ECONOMY - CALIFORNIA

Doing What MATTERS for jobs and the economy is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are: Give Priority for Jobs and the Economy Doing What Matters with Janice Campbell is about entrepreneurship, among other other things, so I participate in affiliate programs such as Amazon Associates. This means that if you click on a link I've posted and purchase something, I receive a small percentage of the cost. Life Strategies: Doing What Works, Doing What Matters by Phillip C. McGraw Whether it's a bad relationship, a dead-end career, or a harmful habit, Dr. McGraw's 10 Life Laws will empower you to take responsibility for your own actions and break free from self-destructive patterns. Doing What Matters for Alabama's Children. Challenge 21, Tuscaloosa's Promise and the Tuscaloosa County Children's Policy Council invite you to the 12th Annual Doing What Matters for Alabama's Children Conference, January 23, 2018 at the Bryant Conference Center. The latest Tweets from Do_What_Matters (@Do_What_Matters). Want a lifestyle change but not sure where to start? Discover what matters to you for a happier, wiser and more meaningful life. Doing What Matters Most. President Uchtdorf talks about a plane that crashed within 20 miles of the airport because the crew failed to notice a single burned-out lightbulb. Do What Matters, Brighton and Hove, UK. 77 likes · 1 talking about this. Does your daily life match who you really are? Want a lifestyle change but not... This seminar is an introduction to Cognitive Behavioural Therapy (CBT) for people waiting for treatment in Leeds IAPT. It is one of three seminars designed to be used in conjunction with a booklet. A couple of weeks ago, on the night of the full super blue moon a few friends and I decided that it would be fun to go for a moonlit walk across the South Downs, from Lewes to Brighton. "We have to allow ourselves to be loved by the people who really love us, the people who really matter. Too much of the time, we are blinded by our own pursuits of people to love us, people that don't even matter, while all that time we waste and the people who do love us have to stand on the sidewalk and watch us beg in the streets! To join in all you have to do is register as an individual or as a team. If you would like materials to help promote the day in your organisation, department or team we can send these to you. Doing What MATTERS for jobs and the economy is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are: Give Priority for Jobs and the Economy 12 Inspiring Quotes: What Matters Most In Life - from best selling author and award winning designer Karen Salmansohn, founder of The Never Again Program. The agenda for this conference consists of general sessions in the morning and breakout session in the afternoon. Do what matters most to you; do what makes you feel alive and happy. Don't let the expectations and ideas of others limit who you are. If you let others tell you who you are, you are living their reality — not yours.

DOING WHAT MATTERS WITH JANICE CAMPBELL • PURSUING CREATIVITY

Do you believe that in a perfect world everything would go right every time? At the beginning that sounds pretty nice, especially if it is a radical change from your present circumstances. Doing What Matters—the action plan for identifying and tackling what's important and ignoring the rest—is the key to winning in a warp-speed world where the need for revolutionary speed and decisiveness

increases by the day. Doing what matters the most to people is at the heart of what Devon County Council is trying to do. Our digital technologies and process are there to support, enable and provide access to the services and support around them. Doing what matters most to us is as much about being as doing, so we'll also make sure we take time to think through our own wellness and the sustainability of what we're doing on a regular basis. Change Leader: Learning to Do What Matters Most [Michael Fullan] on Amazon.com. *FREE* shipping on qualifying offers. We live in a challenging, complex, inter-connected and unpredictable world beset by a range of seemingly insoluble problems. All matter is the same because all matter is made up of atoms. Matter is also different because objects can be made up of different kinds of atoms. Gold is made of one kind of atom-gold atoms. Do What Matters. 1,054 likes · 285 talking about this. The mission of Do What Matters! is to gently remind people that life is short for all of us and so... End your frustration by investing your time and effort in what matters. When you know you're doing what truly matters, the challenges and obstacles will still come your way. However, you will absolutely have the energy, the commitment, the drive and fortitude to successfully work through every difficulty. Keep up with Do What Matters. See more information about Do What Matters, find and apply to jobs that match your skills, and connect with people to advance your career. Doing what matters isn't just satisfying. When you do what matters the results speak for themselves. They become evergreen accomplishments, milestones that you and others refer to for years. Doing what matters. That's exactly how world-class companies like GE and P&G breed hundreds, if not thousands, of entrepreneurs who found tomorrow's startups and CEOs that turn good companies. When I was doing research for Save the World and Still be Home for Diner, I interviewed scores of people who wanted to matter. Not in the look-at-me way. Not in the look-at-me way. Not in the I-want-to-be-famous-on-YouTube way. Human capital is the greatest asset of any company or organization and is often neglected due to its absence from the balance sheet. Recruiting and on-boarding high-potential team members is often the most important element of success. 3

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