



How Excellent Companies Avoid Dumb Things: Breaking the 8 Hidden Barriers that Plague Even the Best Businesses

Neil Smith, Patricia O'Connell

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Every day, seemingly intelligent and successful companies make headline news for poor decisions that can cause their business to stumble and make many of us scratch our heads in wonder. Why would such a successful business make "that" strategic decision? Neil Smith, with more than 20 years of experience leading large-scale performance improvements, reveals the hidden barriers that limit excellent companies from reaching their potential, and cause even the smartest managers and leaders to falter. During his experience transforming some of the top global businesses, Smith has identified 8 barriers that exist in every organization and prevent them from implementing literally thousands of ideas to improve the way they work:

Avoiding Controversy

Poor Use of Time

Reluctance to Change

Organizational Silos

Management Blockers

Incorrect Information and Bad Assumptions

Size Matters

Existing Processes

Rich with anecdotes and case studies, Smith identifies the ways in each of these barriers interrupt your own business. He then outlines a fast and proven process in which 12 principles of business transformation can break down the processes that hold companies back. What Smith offers his readers is the same thing he offers every day to the major companies he works with, A PROMISE that by following his insights, the company will be able to increase communication, simplicity, and profit to levels never before attainable.

Throughout the book, Dr. Richard Levak has contributed personality and organizational insights that shed light on why an individual or an organization behaves in contrary ways giving you a better sense of why these internal walls exist and how to be aware of your actions in your day to day life.

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