



Title: It's Called Work for a Reason

Author: Larry Winget

Summary:

Larry doesn't pull any punches when it comes to telling it like it is to get results from your employees. His book is a condensed summary of what works and what doesn't work. His ideas are based on doing the right thing and that you always know what the right thing is.

Top take away points –

- Work is getting results. You don't get the results you want when you reward the wrong things and you tolerate poor performance.
- Success is simple. You want it to be complicated so you will have an excuse for not doing well. Businesses get better only when the people in them get better.
- No one owes you a living. Make yourself worth more than you cost.
- You are paid for results. If you want results you have to reward results not the process. Pay employees that get results well.
- Don't complain. Take responsibility for your results. To improve decide what you will do better and then take action on that decision.
- Love what you do enough to be amazing at it.
- Put customer's first when making decisions. Pursue excellence in every area of your activities.
- Never bad mouth the company or your coworkers to the customer. Respect the customer, the company and your coworkers.
- Confront a problem head on and deal with it.
- Ethics is an everyday thing. Any time you give less than your best you are stealing.
- Exploit your uniqueness.
- You must create three things as a leader: the right environment, the right atmosphere, and the right group of people. Manage the top 20% by staying out of their way. Communicate the common goal to all employees. If it can be done by someone else better, faster, or cheaper then let them do it. Evaluate what you expect based on productivity. Fire bad employees fast.



- Team work doesn't work because someone on the team won't work. Create groups of superstar individuals who share a common goal.
- Most businesses don't teach their employees to see the big picture and what might occur long-term as a result of their actions. You are rewarded for one thing, serving other people well.
- People don't buy for one of five reasons: no need, no hurry, no money, no want, and no trust. It's your job to overcome these objections. Excellent customer service is the secret to selling more.

Review:

What's good-

Larry uses a humorous conversational manner to convey his down to earth advice and thoughts. His ideas, based on his experiences, are in alignment with sound business practices. He provides an opportunity for both the employer and the employee to take a hard look at how things work around here and identify what may not be working.

What's might not be so good-

What is missing from Larry's book is the how to turn the ideas into reality in your business or in your work. Some of the ideas he shares are simple and will be easy for you to implement. Others appear simple as you read them but will be difficult to put into practice as you don't have enough information to take it from the idea stage to the implementation stage.

There is no argument that customer loyalty is generated from your organizational culture and how you treat the customer. It is also true that developing customer loyalty takes an understanding and commitment on the part of everyone throughout the organization.