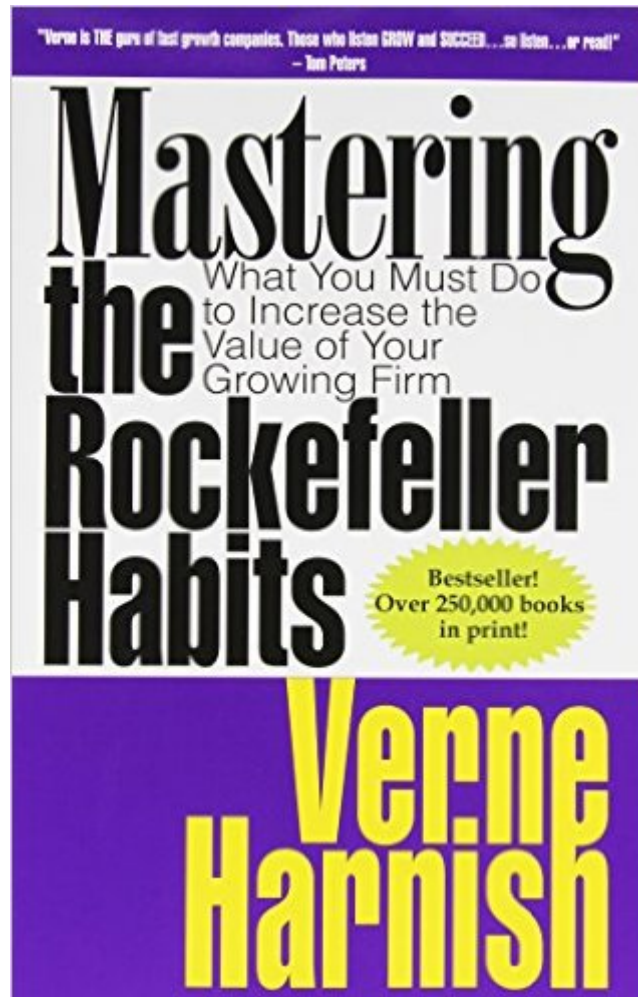


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# Mastering The Rockefeller Habits: What You Must Do To Increase The Value Of Your Growing Firm



## Synopsis

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous One-Page Strategic Plan to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches. If you are looking for an expanded and updated version of this 2002 best-seller, look for Verne Harnish's latest title *Scaling Up: How a Few Companies Make It...and Why the Rest Don't* (Rockefeller Habits 2.0). In *Scaling Up*, Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone - from frontline employees to senior executives - can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth. This book can help you turn what feels like an anchor into wind at your back • creating a company where the team is engaged; the customers are doing your marketing; and everyone is making money. To accomplish this, *Scaling Up* focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist, which more than 40,000 firms around the globe have used to scale their companies successfully • many to \$1 billion and beyond. Running a business is ultimately about freedom. *Scaling Up* shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

## Book Information

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## Customer Reviews

As a former executive and expert guru on growing businesses in short timespans, I have encountered this book time and again in the hands of other CEOs and executives who failed to take away the book's lessons. This book has some excellent points, but unfortunately it's the reader who walks away with it, and too often I have noticed it's not so much about the book that is misadvised as those reading it. Strictly speaking from my own experience, I have met other Executives/ CEOs/ Presidents who fell back on this book to justify espousing their lofty goals, set unrealistic deadlines or expectations of their employees, used huddles to push their "vision" or drive company culture that blatantly clashed with an existing one, and leveraged company core values against employees to get them "onboard." Here are just a few of the atrocious things I've seen as examples of what I mean. Again, this book does have some fine qualities and is strongly suggested:1.) An executive used the core value of "spirited" to coerce an employee to attend a charity event hosted by the company. The employee had to forgo being the Best Man at a wedding.2.) Two overworked employees were terminated because the executive insisted everyone should "want to grow the company" and their exhaustion was apparently inexcusable to the culture being pushed. Of course, reminding employees everyday that they worked hard so that he, the executive, could make \$750,000 dollars did not help either.3.) An executive terminated a receptionist who was unable to read his mind. He justified her dismissal on the core value of "promoting growth," as well as insubordination.4.) An heir to the company tried to "fire" his parents, the owners.

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