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Just Start: Take Action, Embrace Uncertainty, Create the Future

Leonard Schlesinger, Charles Kiefer

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#36924 in eBooks 2012-02-28 2012-02-28 File Name: B0078XFQWE | File size: 48.Mb

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0 of 0 people found the following review helpful. And it turned out to be simple - but useful. The core concept is that in an 'Creation' ...By Vic GalfanoI was a bit leary of this - it sounded too simplistic. And it turned out to be simple - but useful. The core concept is that in an 'Creation' (creation + action) should be used in times of uncertainty. When you can't predict, use resources at hand to experiment, learn and repeat. So simple - but helpful.0 of 0 people found the

following review helpful. basically it's about agile scrum for businessBy SuzyShopper13I wonder if the authors realize that basically what they've done is apply the principles of Agile software developmen / Scrum to entrepreneurship? As someone who has long work in software development using agile and scrum methodology, I have a long life agile and scrum techniques in my own life, with great success. While reading this book, I kept waiting to find the reference to Angelo's from, but there was none . When we train people and agile and scrum, you mentioned that it can be applied to any project request in life. I will start referring to this book in my trainings!1 of 1 people found the following review helpful. Started but just couldn't finishBy spondersI admit I'm taking a much harsher view of business books that purport to give new ideas, strategies or insights but actually turn out to be a mash up of truisms that have been around forever. The author is well intentioned but the reader is left with little new ideas.

How to succeed at work and lifedash;in an increasingly unpredictable worldIn a world where you can no longer plan or predict your way to success, how can you achieve your most important goals? It's a daunting question. But in today's environment, where change is the only constant, it's a question everyone must answer. This is true whether you are an innovator or an entrepreneur, a manager or a newly minted graduate.The first step, say the authors of this book, is this: "Just start." In other words, take action now and learn as you go.Written by a trio of seasoned business leaders, Just Start combines fascinating research with proven practices to deliver a reliable method for helping you advance toward your goals—despite the uncertainty that is all too common today. Babson College President Leonard Schlesinger, organizational learning expert Charles Kiefer, and veteran journalist Paul B. Brown share their own deep and varied experiences and draw from a source where striving amid constant uncertainty actually works: the world of serial entrepreneurship. In this world, people don't just think differently—they act differently, as well. Using this novel approach, Just Start will help you: • Determine the best strategy and tactics when the future is uncertain• Minimize financial risk in every decision you make• Attract like-minded people to what you want to do (and learn why this is important)• Understand why "Act. Learn. Build (so you can) Act again" is the best course of action when facing the unknownSo throw out your forecasting tools and shrug off that nagging frustration that comes with constant uncertainty. Just Start distills for you the very essence of what makes people successful in today's volatile environment. This book is your guide to achieving your goals—whether your project is professional or personal, or somewhere in between.

For readers stuck in neutral gear, this book, written by seasoned experts, creates the impetus to move forward."Library JournalThis is a must-read to increase the level of innovation in your organization. You'll leave this book being able to take immediate action to learn how to innovate in a way that is right for you." Wayne L. Delker, Senior Vice President Chief Innovation Officer, CloroxSchlesinger, Kiefer, and Brown's Just Start is a distilled, step-by-step, proven method for how to create something new in uncertain environments." Tom Watson, Dean, Omnicom University, and Cofounder and Vice Chairman Emeritus, Omnicom Group Inc.This book is one huge step in the right direction for anyone compelled to forge a dynamic future in uncertain times." Bill Hybels, Senior Pastor, Willow Creek Community Church, and President of Board, Willow Creek AssociationJust Start is a uniquely practical book that helps prepare the next generation of entrepreneurial leaders and will equip them with the key frameworks for success." Marina Kim, Executive Director, Ashoka UIn Just Start, the authors take what the research tells us about those who have succeeded the most in volatile environments—serial entrepreneurs—and applies their lessons to the rest of us. They provide a practical, step-by-step method to navigate through complex and uncertain environments, bounce back from setbacks, and overcome obstacles. A must-read for anyone struggling with uncertainty." Steve Mariotti, Founder, Network for Teaching Entrepreneurship