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Austin Allison, Chris Smith

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How to run a people-first business
in a digital-first world.



Austin Allison • Chris Smith

Foreword by New York Times Bestselling Author
Gary Vaynerchuk



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Austin Allison, Chris Smith : Peoplework: How to run a people-first business in a digital-first world before purchasing it in order to gage whether or not it would be worth my time, and all praised Peoplework: How to run a people-first business in a digital-first world:

5 of 5 people found the following review helpful. Peoplework delivers!By Lee A
Peoplework is a blueprint for what's to come - really already happening - in business today. Gone are the days of selling and pushing and customer service hold times. This book lays out clearly the trends of today with case studies and specific examples - all defined by 10 general principles that you can apply to your life and business today. The authors both practice what they preach and have been leaders in the business and real estate worlds for years. Peoplework is the culmination of not only what they

have learned, but what they have implemented in their businesses. If you're looking for a factual and clear guide on your next steps - as a business owner, employee or startup - you should press that yellow button and pick up a copy. Austin Allison and Chris Smith are thought leaders for this generation of business and Peoplework delivers. 1 of 1 people found the following review helpful. Allison and Smith Are Right on Target By Jim Lee Peoplework hits the nail right on the head! Creating people to people interaction in a digital world is not only a good business practice but it's really pretty much imperative if your business is to succeed. Austin Allison's concept of less is more hit me hard. Everywhere we, in the real estate industry, turn we are bombarded with companies trying to sell us leads. Most internet leads take thirteen to eighteen months to cultivate and convert to sales. That is incomprehensible when eight out of every ten Realtors live sale to sale. I am in total and complete agreement that today's sales professionals should focus on great customer service. Like Allison mentions, we all love going to Starbucks and the Apple store. I don't recall him using Whole Foods as an example but they too offer unparalleled customer service. I feel the challenge in this book is to take your own brand and figure out what you can give to your customers that gives them that same kind of unparalleled customer care. I love what Allison said about paperless. What is paperless? It really got me to thinking. I was so happy when all of our documents went digital and we could collect e-signatures! Yet that's not really paperless! Dang! You guys are sooooo on target. You got me thinking how can I improve customer satisfaction and become more people forward than paper focused. Thanks to both Austin Allison and Chris Smith awesome book! Get it out on Audible or iTunes or both. I want to listen to over and over while I drive and workout! 1 of 1 people found the following review helpful. Awesome Book By Paul Silverman What a great book! While one could say that this theory has many names such as customer-centric, putting customers first, etc., what this book gives you is a refreshing perspective that will solidify the belief that we must focus everything we do around our customers. It was great reading their perspective and will definitely be recommending this to friends and fellow agents. While it has a focus on Real Estate, it can be used by anyone in any industry. Most people that claim to be "industry leaders" in this topic just whine and complain about every time they don't receive good customer service. In this book, Austin and Chris take the high road and tell you why you should be providing top notch customer service and how you fit into the picture. My only suggestions to this book would be the following. Some of the main points are highlighted at the end of a paragraph that you just read and it gets a bit repetitive. It would be really neat if they included them at the end of the chapter as a summary. Second, I got really sick of the dotloop references. I know the author is proud of his company for implementing this concept (and he should be) but when the company is repeated so many times, it makes it sound like a sales pitch which is not something I welcome in a book I purchased. Even with these two suggestions, I would still gladly buy this book again and say it is one of my top reads. Thank you for taking the time to write this book and reinforce how important it is to see our customers in a way that will ensure our future success.

Peoplework is a better way to run a business, by putting people first, in a digital-first world. Peoplework is the new revolution, a post-industrial and post-digital revolution that we call the people revolution. Access to the distribution of products and services has been commoditized. Technology is ubiquitous. The people revolution, combined with the impact of the recent digital revolution, provides more people than ever before access to other people. This new people grid, much like the electricity grid before it, brings a tremendous opportunity. The ten Peoplework principles, as defined in this book, are the blueprint for this unprecedented opportunity in time. Much of this is thanks to recent innovation and a highly digital, constantly connected world around us. Apple products, Google searches, Facebook friends, Twitter hashtags and the many other ways we connect have glued us all together. A new online society exists. During the people revolution, there will be more collaboration between even more people using these established digital connections. However, it will be much less mechanical and linear, and much more real and natural. Peoplework consists of ten business principles that are timeless, and that clearly define how any business can now work better together with people than ever before. Companies who run their organizations using the Peoplework principles will now have a competitive advantage comparable to the companies who were at the forefront of the industrial and digital revolutions. Digital tools and technologies will be the catalysts and enablers of prosperity for Peoplework businesses. The goal is to laser focus on people, your customers and your employees. The ability to retain a customer, and their lifetime value to your business, has never been higher than it is during the people revolution. The sooner you become a Peoplework business, the more you will gain. Welcome to Peoplework!

PEOPLEWORK is about getting back to basics in this new digital era. Companies must provide personal, human experiences in order to compete better in today's marketplace. PEOPLEWORK shows how, and why, to put people first. --Tony Hsieh, NY Times bestselling author of "Delivering Happiness" and CEO of Zappos.com, Inc. Austin and Chris put people first. So will the most successful businesses during the next decade (and beyond). They (and you) should focus on people, not just platforms and pixels. --Gary Vaynerchuk 3-time, NY Times Bestselling Author Austin is a special breed. In less than four years, his startup company has built a platform which is revolutionizing the way residential real estate transactions are done, using digital technology. The tenets he shared in 'Peoplework' are those he

has woven into the company's DNA and a major driver of its success. They're also lessons that apply to nearly every other industry in enabling people to work better, together. --Noel Fenton Trinity Ventures

About the Author

Austin Allison (28) is the founder and CEO of dotloop, the fastest-growing technology company in real estate. After studying Real Estate Development at the University of Cincinnati and Corporate Law at The University of Cincinnati College of Law, Austin co-founded dotloop in 2009. He describes what he does as surrounding the company with great people and keeping us aligned around our vision and goals. What little free time Austin has is spent with his wife Angela and their Yorkshire terrier Paris. He is an avid endurance sport fanatic, which includes: marathons, triathlons, and wakeboarding. Austin was named to the 2012 Forbes 30 Under 30 class, Inman News Top 100 Most Influential Real Estate Leaders, and was 1 of 10 CEOs featured as Ohio's Most Talented Entrepreneurs by CEOMagazine. Most recently, Austin made the cover of Entrepreneur Magazine and was named Inman News 2012 Innovator of the Year.

Chris Smith (34) is the co-founder of Curaytor. Curaytor develops software, systems and support for salespeople. Chris co-hosts a popular weekly web show about marketing and technology called #WaterCooler. Chris was recently named the most influential person in the real estate industry. Chris is also the Chief Peopleworker for dotloop, a hassle-free transaction management software focused on Peoplework, not paperwork. Prior, he served as the chief evangelist for Inman News, co-hosting their popular Real Estate Connect and Agent Reboot live events. He co-founded the award-winning blog Tech Savvy Agent while working for Move Inc. (\$MOVE). Chris has been paid to keynote at every major real estate conference on the topics of digital marketing, mobile apps, social media, video production and emerging data trends.