

## Samenvatting "The Power of Simplicity"

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De ondertitel van "the power of simplicity" is "a management guide to cutting through the nonsense and doing things right", en dat is precies waar het om gaat.

Het boek neemt de complexe besluitvormingsprocessen op de hak en vervangt deze door eenvoud. Het boek is een absolute aanrader voor al diegenen die, zoals ik, van mening zijn dat de wereld onnodig complex wordt gemaakt, terwijl gezond verstand volstaat. Ik geef het boek ook regelmatig weg aan mijn relaties.

Ik heb voor diverse grote organisaties gewerkt. De patronen zijn daar vrijwel altijd hetzelfde. Managers, waarvan het taalgebruik niet wordt begrepen. Complexe organisatiestructuren, waardoor het rendement van een bedrijfsonderdeel niet te bepalen is. Consultancy organisaties die complexe modellen ontwerpen, die niet worden begrepen. Vergeten wordt "common sense".

Het boek samenvatten is niet zo moeilijk. Het is verdeeld in vijf secties en in totaal 23 hoofdstukken. Ieder hoofdstuk sluit af met "a simple summation".

### THE BASICS OF SIMPLICITY

Simplicity: "Complexity is not to be admired. It is to be avoided"

Common sense: "Trust your common sense, it will tell you what to do"

Complex language: "Big ideas almost always come in small words"

### MANAGEMENT ISSUES

Information: "If you unclutter your mind, you'll think more clearly"

Consultants: "Never trust anyone you don't understand"

Competitors: "Know thy competitors. Avoid their strength. Exploit their weakness"

Strategy: "If you're not different, you'd better have a low price"

Customer orientation: "It's not about knowing your customer. It's your customer knowing about you"

Annual budgets: "Put your money where your opportunities are, not where they were"

Prices: "A thing is worth whatever the buyer will pay for it and your competition will let you charge"

## **LEADERSHIP ISSUES**

Mission statements: "A mushy mission statement is an indication that a company doesn't know where it's going"

Leadership: "good leaders know where they are going"

Long-term planning: "Wishful thinking belongs in fairy-tale land. What you must deal with is reality"

Organization: "The future belongs to a well-organized and well-focused company"

Marketing: "Show me the idea"

New ideas: "Show me someone else's idea"

Goals: "Goals are like dreams. Wake up and face reality"

Growth: "Build market share and the numbers will come"

## **PEOPLE ISSUES**

Motivation: "Working harder is not as effective as working smarter"

Self-improvement: "there's a sucker born every day, and two to sell them"

Success: "You don't find success inside yourself. You find success outside yourself"

## **THE CRITICS**

"The best revenge over critics is being correct"

## **IN CONCLUSION**

"Keep is simple and let good things happen"

### Over de auteurs:

**Jack Trout** is one of the most famous names in the world of business strategy. He is a popular speaker and the coauthor of best-selling classics.

**Steve Rivkin** is head of his own communications consulting firm.