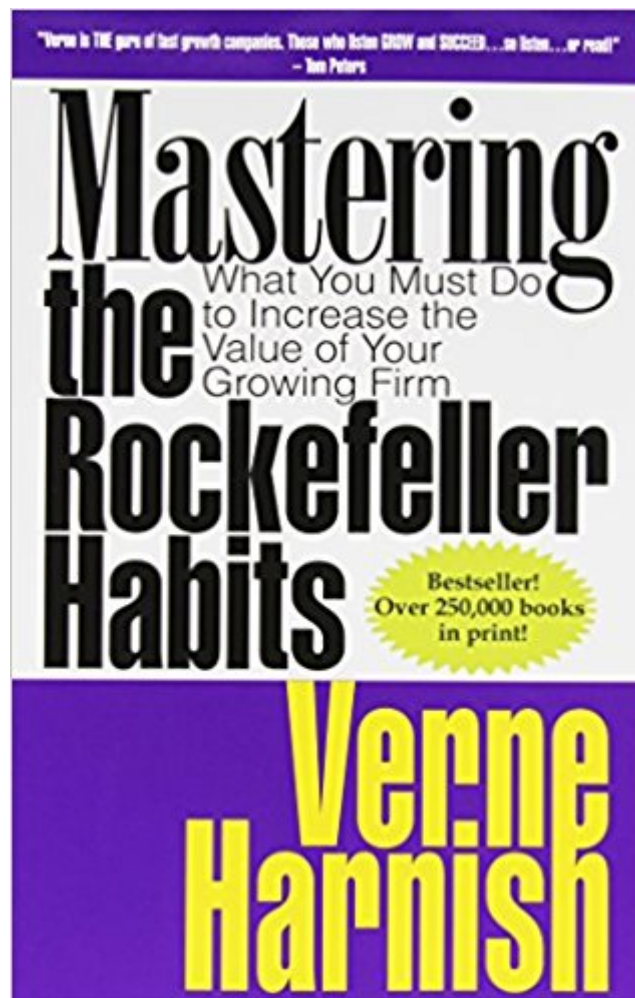




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# Mastering The Rockefeller Habits: What You Must Do To Increase The Value Of Your Growing Firm



## 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

"The undisputed expert in helping entrepreneurs grow their firms [has] now brought you his powerful ideas in book form." -- Ted Leonsis, Vice Chair, AOL Owner, Washington Capitals --This text refers to an out of print or unavailable edition of this title.

Says SelectBooks President Kenzi Sugihara, "Verne has a proven track record and a stellar reputation with top executives across this country. His new book offers the same rock solid guidance to a wider audience." --This text refers to an out of print or unavailable edition of this title.

This book is focused on giving businesses tools to improve to their ability to create a great business. The focus is on the business's ability to determine its core values, sharing and constantly repeating the core values, developing strategies and processes for the employees that support the core values, establishing and measuring goals, and holding people accountable to achieve the goals. Some of the more important advice: Planning should be looked at in 90 day windows and 10 to 25 years from now. Have the top five priorities for the year, the quarter, and the month. Have a clear top one priority of the five priorities. Have a theme that connects with your employees emotionally. Everyone's individual priorities align with the company's priorities. Measure daily, weekly, quarterly, and annually to know if you're acting consistent to your priorities. Daily, weekly, monthly, quarterly, and annual meetings to maintain alignment and drive accountability.

I totally recommend this product to entrepreneurs looking for an immediate applicable way to better manage the course of their organizations, better ways to leveraging their human resources, and better strategies to really set the bar high when it comes to setting the standards in the industry. I'm an entrepreneur myself with a great background in sales and marketing, but with no management

skills at all, so, when my companies start growing and demanding more delegation and structure i started to desperately looking for answers. This book gave me the foundations needed to apply DOZENS of time management and general management books and content i read prior to this book. If your juggling between DOZENS of objectives, projects and ideas... And somewhat you can't find HOW to organize your ideas, this book will give you the TOOLS (not just content) to make some serious shifts happen. Totally recommend it. Even if you're very familiar with general management concepts, i'm sure you can find information and insights that can give you great insights about getting an organization to grow to the next level.

Great points, but harder for the owner of a smaller business. It is geared more for the "big." Still, things to be gleaned from and draw across to the small business owner. I am glad I purchased.

If you are a believer in the idea that these habits are the way to go, then this book will help you get there. But there is more paperwork to the forms that I prefer and it falls short of the "balanced scorecard" approach from HBS.

Some books might be mildly entertaining or insightful - and some, when we search, study & grow - change our lives. This book has the incredible distinction of giving insight into a Titan's mindset, habits & strategies. It breaks down big concepts in to bite-sized, actionable steps that can't help but turn into massive results. I have read this book no less than 11 times and have recommended it to countless friends & associates. If you want to give yourself the gift of timeless wisdom - READ THIS BOOK - study it - implement it - and share it with any business person that you care about! Also - the Author, Verne Harnish, gives away tons of tools & resources on his website (just google Gazelles or Verne Harnish). Check it out & you'll see why I'm such a fan.

Easy to read, concepts well thought out and described in a way that inspires. Real world examples are very helpful. As with everything, the power is in the doing. Implement and it will prove successful! We did it at [thefirstclub.com](http://thefirstclub.com).

The only mistake this book makes is positioning it as a tool for entrepreneurs and not for all business leaders. So many business books today focus on theories. This book is valuable because it gives real action steps along side of those theories. The ideas are so good that I found myself implementing some of them as I read the book. There are very few business books that made me

want to reread them immediately (Getting Things Done was one), but I have already started a second pass on this one. As I told another marketer, if I my office were on fire and I could only save 5 books, this would be the first one I'd grab.

Our company just came off of a two day retreat and strategic planning session. We couldn't be more excited about our future and feel better about the cohesiveness of our team! We're a 90 employees organization and are at a crossroads in our development and in the industry. We knew that we needed to rethink ourselves while at the same time get everyone on the same page. The format of this book was a perfect tool to lead our organization through the process and to pull our leadership team together. I definitely give it 5 star rating because the book isn't theory, it's a real 'how to' and lets the 'rubber meet the road' in short order.

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