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Above all this book there are a lot of simple proverbs that relate exactly the problems that I will face my whole career as long as I stay in the field where I am. I gave him 3 stars because I hope to savor deeper phrases. But I still like your matter of fact. Here are some shots I've saved: Big companies have a point of view, not just a product or service. You have to believe in something. You need to have a spine. You need to know why you're willing to fight. And then you have to show the world. When you don't know what you believe, everything becomes an argument. It's all debatable. But when you represent something, the decisions are obvious. And we always keep the features to a minimum. Boxing ourselves in this way prevents us from creating swollen products. Remember, fashion fades. When you focus on permanent features, you're in bed with things that never go out of style. The business world is full of dead documents that only waste people's time. It reports that no one reads, diagrams that no one looks at and specifications that never resemble the finished product. These things take forever to do, but only seconds to forget. The problem with abstractions (such as reports and documents) is that they create illusions of agreement. One hundred people can read the same words, but in their heads, they're imagining a hundred different things. That's why you want to get to something real right away. That's when you get a real understanding. It's like when we read about the characters in a book, each of us imagines them differently in our heads. But when we really see people, we all know exactly what they're like. Is this really useful? Are you doing something useful or just doing something? It's easy to confuse enthusiasm with utility. It doesn't have to be a formal process, but don't let it go either. Besides, don't be shy about your conclusions. Sometimes abandoning what you're working on is the right move, even if you've put a lot of effort into it. Don't throw away good time after bad work. And just like REM is when the true magic of sleep occurs, the single zone is where the true magic of productivity occurs. But your area alone doesn't have to be in the few hours. You can set up a rule at work that half the day is reserved for time. Or instead of casual Fridays, try Thursdays without talking. Just make sure this period is uninterrupted in order to avoid productivity-zapping interruptions. And go all the way with him. A successful period of time just means letting go. Addiction. During single time, you give up instant messages, phone calls, email, and meetings. Shut up and get to work. You'll be surprised how much more you do. Your day is besieged by interruptions. It's up to you to defend yourself. Momentum fuels motivation. A lot of times it's better to quit smoking than to be a hero. However, some people still develop a masochistic sense of honor about sleep deprivation. They even boast about how tired they are. Don't be impressed. He'll bite them again. Start making smaller to-do lists as well. Long lists collect dust. When was the last time you finished a long list of things? You may have deleted the former, but chances are you've finally abandoned it (or blindly checked items that weren't actually made correctly). Long lists are guilty journeys. And a quick tip on prioritization: Don't prioritize with numbers or labels. Do that and you'll almost always end up with a really high-priority number of things. That's not really prioritizing. Sometimes copying can be part of the learning process, this type of imitation can be a useful tool along the way to discover your own voice. Unfortunately, copying in the business field is generally more nefarious. And that means it's tempting to try to build a business by being a copycat. However, it is a formula for failure. The problem with this type of copy is that it omits comprehension, and understanding is how seal copy is a fake finish. It offers no substance, no understanding, or anything to base future decisions on. Besides, if you're a copycat, you can never stay in control. You're always in a passive position. You never lead; you always follow. You give birth to something that is already behind the times: only an imitation, a lower version of the original. That's no way to live. Influence, but don't steal. If you succeed, people will try to copy what you do. It's just a fact of life. But there's a great way to protect yourself from copycats: Become part of your product or service. Pour into your product and everything around your product too: how you sell it, how you support it, how you explain it and how you deliver it. Competitors can never copy you to your product. Don't confuse enthusiasm with priority. Welcome obscurity. Obscurity helps protect your ego and preserve your confidence. Now it's time to take risks without worrying about embarrassing yourself. But you can avoid that something they'll never do, because big companies are obsessed with secrecy. Everything in those places has to be filtered through a lawyer and passed through layers of bureaucracy. Teaching is your chance to get over them. There's a beauty for imperfection. This is the essence of the Japanese principle of wabi-sabi. Wabi-sabi values character and uniqueness on a facade. It teaches that cracks and scratches on things should be hugged. Do it yourself first. Never hire anyone to do a job until you've tried to do it yourself first. That way, you'll understand the nature of the work. You'll know what a job is like well done. Sometimes you can feel out of your element. You might even feel like you stink. It is ok. You can hire your way out of that feeling or you can learn how to get out of it. Try to learn first. Whatever resigns in the initial execution will be paid many times for the wisdom it gains. In addition, you should want to be intimately involved in all aspects of your business. Hire when it hurts. Do not hire for pleasure; hire to kill the pain. Always ask yourself: What if we don't hire anyone? Is that extra work that's overwhelming us really necessary? Forget formal education, I've never let my education interfere with my education. —MARK TWAIN Hire great writers if you are trying to decide between a few people to fill a position, hire the best writer. It doesn't matter if that person is a seller, designer, programmer or whatever; your writing skills will pay off. That's because being a good writer is more than writing. Clear writing is a sign of clear thought. Great writers know how to communicate. They make things easy to understand. They can put themselves in someone else's place. They know what to skip. And those are qualities you want in any candidate. Owning your bad news When something goes wrong, someone's going to tell the story. You'll be better off if it's you. Otherwise, it will create an opportunity for rumors, rumors and false information to spread. People will respect you more if you are open, honest, public and receptive during a crisis. Don't hide behind spinning or try to keep your bad news in the bottom. Here are some tips on how you can own the story: The message should come from the top. The highest available person should take control in a blunt manner. Also, remember that negative reactions are almost always stronger and more passionate than positive ones. In fact, you may only hear negative voices even when most of your customers are happy with a change. Make sure you don't take a silly tour of a necessary but controversial decision. So when people complain, let things simmer for a while. Let them know you're listening. Show them you're aware of what they're saying. Let them know you understand their discontent. But explain that you're going to let him go for a while and see what happens. You'll probably find out that people will adjust eventually. They may even end up liking change more than the old-fashioned one, once they get used to it. ... more business books give you the same old advice: Write a business plan, study the competition, look for investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Rework shows you a better, faster and easier way to have in business. Read it and you'll know why plans are really harmful, why you don't need outside investors, and why you'd better ignore the competition. The truth is, you need less than you think. You don't need to be a workaholic. There is no need for staff. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are just excuses. What you really have to do is stop talking and start working. This book shows you the way. You will learn to be more productive, to expose yourself without breaking the bank and to tons more counterintuitive ideas that will inspire and provoke you. With its simple language and easy and better approach, Rework is the perfect playbook for anyone who has dreamed of doing it on their own. Unconditional entrepreneurs, small business owners, people trapped in the daytime jobs they hate, reduction victims and artists who no longer want to starve will find valuable guidance on these pages. Pages.