

Accelerate

20 Practical Lessons to Boost Business Momentum

by

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(279-page, hardcover, Kaplan Publishing, May 2007)

Introduction: The Education of an Executive Coach

Part One

ACCELERATE YOUR INDIVIDUAL RESULTS

1. ENHANCE PERSONAL EFFECTIVENESS

"I Could Do So Much More for This Company."

2. UTILIZE PRIORITY MANAGEMENT

"And Exactly When Am I Going to Have Time to Do That?"

3. AVOID DISASTROUS COMMUNICATION

"You Said What to Whom?"

4. PROVIDE LEADERSHIP

"My Boss Tells Me I'm a Mood Ring Leader."

5. KICK START CREATIVITY

"People Don't Pay Me to Sit Around and Think."

Part Two

ACCELERATE YOUR STAFF'S RESULTS

6. IDENTIFY REASONS FOR LACK OF UNITY

"You Call That a Team?"

7. STRENGTHEN TEAMWORK

"We Just Sit Wherever We Want."

8. EMBRACE COLLABORATION

"What Do You Mean It's Not Enough to Be Right?"

9. EXPEDITE EXECUTION

"We Could Get More Done If We Had More Time."

10. MANAGE CHANGE

"When Are All These Changes Going to Stop?"

Part Three
ACCELERATE YOUR ORGANIZATION'S RESULTS

11. ESTABLISH YOUR LEADERSHIP COUNCIL

"How Do I Get My Leadership Council to, You Know, Lead?"

12. ACKNOWLEDGE THE MISTAKES OF STRATEGIC PLANNING

"Are We Doing Enough?"

13. GAIN STRATEGIC FOCUS

"Let's Just Pick One Thing and Do It Really Well."

14. USE TALENT MANAGEMENT

"Where Do We Find the Right People?"

15. INCREASE INNOVATION

"We've Got to Find Ways to Grow the Business Now."

Part Four
ACCELERATE YOUR IMPACT ON CONSUMERS

16. STUDY BUSINESS RESEARCH

"Our Customers Just Didn't Do What They Were Supposed to Do."

17. DELIVER CONVENIENCE

"You Can Do What With Your iPod?"

18. OPERATE IN THE CREATIVITY AGE

"You Haven't Lived Until You've Been Googled."

19. CLARIFY CONSUMER DEMANDS

"I Want It Now At a Lower Price With Better Service."

20. BUILD THE BRAND

"Will This Be Good For Our Brand?"

Appendix: Tools to Accelerate