

1. Record Nr.	UNINA9910813533903321
Autore	Eden Jeremy
Titolo	Low-hanging fruit : 77 eye-opening ways to improve productivity and profits // Jeremy Eden, Terri Long ; cover design, Michael J. Freeland
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-86504-9 1-118-86522-7
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.314
Soggetti	Business cycles Income distribution Small business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits; Copyright; Contents; Acknowledgments; Introduction Why Is Low-Hanging Fruit So Hard to Spot?; Sand in Your Suitcase; Low-Hanging Fruit; Humans Ruled the World by Harvesting-Now You Can Rule Your Company by Harvesting Ideas!; Increasing Your Idea Harvest Yield Exponentially; Part 1: How to Uncover Low-Hanging Fruit: Seeing the Problem Is Harder than Solving the Problem; Problem Solving in a Nutshell; Chapter 1: Put a Price Tag on Everything to Stop the Waste Chapter 2: "Value Engineer" Your Products to Eliminate What Your Customers Won't Pay For Chapter 3: Ask "Why?" Five Times to See the Real Problem; Chapter 4: Ask, "How Do We Know That Is True?"; Corporate Myth Busting with "Why?" and "How Do We Know That Is True?"; Chapter 5: You Need to Tag It to Bag It: Name a Problem to Help Everyone See It!; Chapter 6: Don't Be Fooled by Misleading Metrics: Zero in on the Ugly and Rattle the Status Quo by Turning Metrics Upside Down; Chapter 7: The 80/20 Rule: Everyone Knows It, but Few Use It!; Chapter 8: Find Quick-and-Dirty Data to Get Refined Insights Chapter 9: Benchmarking Is a Mistake Chapter 10: Use Brainstorming in a New Way: To Find Problems, Not Solutions; Part 2: Now That You See

It, Solve It!; Chapter 11: Ask the People Closest to the Work for Their Ideas; Chapter 12: Get Out of Your Office and Go See for Yourself; Chapter 13: Stop Ignoring Your Introverts; Chapter 14: Turn Complaints into Collaboration: The Interdepartmental Job Swap; Chapter 15: Other People Have Great Ideas-Just Ask Your New Hires and Your Vendors!; Silence Isn't Golden-Honest Rejection Is Don't Let Your Company's Gatekeepers Stand between You and Higher Profits Chapter 16: Does Your Customers' Journey Take Them on a Road Full of Potholes?; Chapter 17: The Unintentional Squelch; Chapter 18: Stop Brainstorming to Find New Ideas That Move the Profit Needle; Chapter 19: Making Problems Harder Can Make Finding Solutions Easier; Chapter 20: Use a Checklist-It Works for Fighter Pilots and Brain Surgeons, and It Will Work for You!; Chapter 21: Actually . . . Just Don't Do It!; Chapter 22: Give People What They Need, Not What They Want; Chapter 23: Simplify Chapter 24: Push Work Down to the Lowest-Paid Person Capable of Doing It Chapter 25: Save a Bundle: Take Simple and Low Tech over Sexy and High Tech; Chapter 26: Save More than a Bundle: Go No Tech over Low Tech!; Chapter 27: Borrow Good Ideas; Chapter 28: Force People to Get Help; Part 3: Motivate Your Team to Harvest Low-Hanging Fruit; Chapter 29: Create an Idea-Based Budget; Chapter 30: The Five Surprising Words That Keep a Good Executive from Being Great: "I Want Everyone on Board"; Chapter 31: If You Want the Money, Spend the Time Chapter 32: Executive Motivators That Demotivate Everyone Else

---

### Sommario/riassunto

Every day, thousands of hidden and ignored problems frustrate workers and customers and, in turn, reduce profits. The key to finding and fixing these problems is to engage employees closest to the work and closest to the customer in new ways so they can contribute their ideas. This book provides rules that, if followed, will allow employees to harvest all the low hanging fruit - and some that is not so low hanging - that will grow earnings, make customers happier, and increase morale. Some examples of these rules include Rule 15: Routinely review - and stop - "zombie projects".

---