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Nota di contenuto	The One Thing to Win at the Game of Business; Contents; About the author; Acknowledgements; Introduction; Part I: Decisionship in theory; Chapter 1: What is decisionship?; The nature of decisionship; Decision-making profiles; Key points; Chapter 2: The anatomy of decisions; Objective and subjective decision making; How the brain processes information; Harnessing biology for business decisions; Key points; Chapter 3: The entrepreneurial eye; The decisionship process: define, assess and decide; Using the entrepreneurial eye; The benefits of the entrepreneurial eye; Key points Part II: Overview of the decision-making process Chapter 4: A powerful decision-making process; Brick theory; Key points; Chapter 5: Step 1 of decisionship - define; Unexpected decisions; The five elements of the define process; Improving decisions and the business; Key points; Chapter 6: Step 2 of decisionship - assess; The decision-making personality types; Are you a satisficer or a maximiser?; Developing foresight skills; Developing insight skills; Developing hindsight skills; Key points; Chapter 7: Step 3 of decisionship - decide; The entrepreneur's curse; The components of the decide step Key points Part III: How to use foresight to build a solid decision-making foundation; Chapter 8: The six lenses of clarity; Developing foresight; Key points; Chapter 9: The passion lens; Mindset: sailor;

Personality trait: inspirer; Why are you in business?; Who do you want to be?; Key outcome: your endgame; Passion in decision making; Key points; Chapter 10: The philosophy lens; Mindset: gardener; Personality trait: caretaker; Key outcome: your values; Building a unique brand; Building a unique culture; Philosophy in decision making; Key points; Chapter 11: The proficiency lens
Mindset: movie producer
Personality trait: manager; Key outcome: your role; Entrepreneurial intelligence; Your dream role; Proficiency in decision making; Key points; Chapter 12: The progress lens; Mindset: mountaineer; Personality trait: go-getter; Key outcome: the vision; What level are you at now?; Progress in decision making; Key points; Chapter 13: The prototype lens; Mindset: master chef; Personality trait: the experimenter; Essential business model considerations; Key outcome: the magic metric; Prototyping in decision making; Key points; Chapter 14: The plan lens; Mindset: architect
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Building blocks of business success; Key outcome: the priorities; Planning in decision making; Key points; Part IV: How to use insight by focusing on the information you have at hand to make decisions in the present; Chapter 15: Introducing the perpetual growth principles; Methods for gaining insight; Developing the perpetual growth principles; The four principles in brief; Key points; Chapter 16: Principle 1 - reduce frictions; The eight frictions; Using frictions; Key points; Chapter 17: Principle 2 - foster actuators; The eight actuators; Using actuators
Key points

Sommario/riassunto

The book you need to make better business decisions, faster The One Thing to Win at the Game of Business is the entrepreneur's bible with everything you need to invest in your own entrepreneurial education. Based on author Creel Price's own experience launching a small business for just 10,000 and then selling it a decade later for over 100 million, the book is based on one core business truth: that Decisionship, the ability to make better, faster decisions without the angst, is key to success. Systematically explaining the Decisionship methodology that Price has used w
