

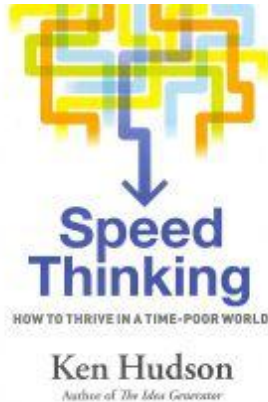


Topics: Business

Our Rating: 4/5

Speed Thinking

How to thrive in a time-poor world – Ken Hudson



Accretive Overview

You have the right to approach this topic with an element of suspicion, after all, you have been taught how to think, and make decisions based on problem definition and detailed analysis.

Ken Hudson, in “Speed Thinking” challenges the existing paradigms of thinking and decision making by throwing away the traditional approach to problem solving and to speed think your way to a solution in 2 minutes.

The central tenant of the approach is to throw out 9 ideas

in a space of 2 minutes to any question (ranging from how to get more business through to how to respond to a competitor’s new product range.

After identifying 9 possible scenarios in 2 minutes, you then either draw links, or explore the implications of these options over another 2 minute period.

This leaves you having a

You are challenged to throw away your traditional approach to problem solving, and to “speed your way to success” inside 2 minutes.

hypothesis within 5 minutes which can be implemented and/or tested.

This unfettered approach to getting something down on paper is a great tool to start people on a pathway of rapid

planning and implementation of new ideas.

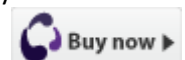
Throughout the book, different situations are put forward to help the reader see the value of the approach, ranging from brainstorming, making faster decisions, problem solving and fast-tracking success.

It is backed by a four-step process to help you implement the outcomes of the situation you are trying to address.

Accretive’s Key Takeout’s:

This is a great methodology to break out of the analysis paralysis which sets in across so many different organisations as they seek to make either directional decisions or simple day to day management calls.

Want to read it all? Click to purchase the book with free worldwide delivery.



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