

ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT

Insider Strategies to Help You Succeed

JULIE BICK

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MAIN IDEA

As one of the world's most successful companies, Microsoft attracts a lot of media attention and intensive scrutiny. It also suggests images of intensive, ruthless competitors and a work-around-the-clock culture headed by young multi-millionaires who are driven by the thrill of achievement rather than by the need for financial security.

Microsoft may be some or all of those things, but it is also an excellent training ground for business managers, because of its intense environment in which constantly changing, highly competitive markets can result in phenomenal growth rates. Opportunities to learn management skills that might take years to develop in other companies can emerge within weeks at Microsoft. Similarly, the expectations of success that surround Microsoft creates a corporate culture which has not only absorbed those pressures, but consistently outstanding delivered growth year after year.

The ideas contained in this book are a distillation of watching what works and doesn't work within Microsoft. The strong character traits of good leaders and the lessons that can be learnt from their mistakes are illuminating and instructive. The role of mentors and assuming control for the management and direction of your own career is explained. The same organizational, managerial and personal work habits that have been used by Microsoft to become successful can also be adapted and applied beneficially elsewhere.

"The things I learned about doing my job -- being a manager, running a business and keeping my career on track -- can be applied to any field, by anyone. So no matter what industry you're in, try these lessons out. See what happens."

– Julie Bick

1. ALL I REALLY NEED TO KNOW ABOUT RUNNING A BUSINESS I LEARNED AT MICROSOFT Pages 2 - 3

The process of running any business is deceptively easy to describe but harder to achieve:

1. Keep in contact with your customers
2. Pay attention to the market so you can exploit new openings
3. Let your employees know they can fail now and then.
4. Stay focused on the drive to win.

2. ALL I REALLY NEED TO KNOW TO DO MY JOB WELL I LEARNED AT MICROSOFT Pages 3 - 4

In the good old days of business, doing your job well simply meant completing assignments on time and within budget. Today, however, standing out at work requires you to go beyond your direct responsibilities and think about the impact of your work on the company as a whole, and to figure out creative ways to get things under control. That's much more demanding.

3. ALL I REALLY NEED TO KNOW TO BE A GOOD BOSS I LEARNED AT MICROSOFT Pages 5 - 6

In strong companies, the best employees have their pick of places to work. To attract that type of employee to the department or division you manage, you have to offer an opportunity for them to excel.

4. ALL I REALLY NEED TO KNOW ABOUT COMMUNICATION I LEARNED AT MICROSOFT Pages 6 - 7

At times, yelling is the most appropriate way to get a message across. Other times, whispering is far more effective. Success in business communicating, is based on knowing which tool to use in any given situation.

5. ALL I REALLY NEED TO KNOW ABOUT MANAGING MY CAREER I LEARNED AT MICROSOFT Pages 7 - 8

While being successful in your current position is important, don't forget to manage your overall career effectively as well. The person who cares most about your career is yourself - therefore, don't leave it in anyone else's hands.

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