

BE THE BEST AT WHAT MATTERS MOST

The Only Strategy You Will Ever Need

JOE CALLOWAY

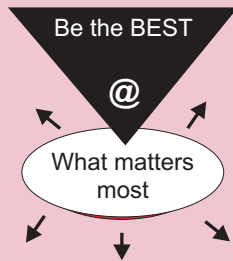
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MAIN IDEA

If your business can win on the basics – if you can consistently deliver what customers value the most – you win. Be the best at what matters most in your customers eyes and you can and will succeed.



While this sounds simplistic, the reality is few companies ever manage to do that in practice. It's amazing how many companies try and make things complicated by getting sidetracked onto irrelevant issues and by trying to add in hype and gimmicks. That doesn't work. You just have to keep focusing on what matters most to your customers and keep coming up with better ways to deliver precisely that.

Just be aware being the best is always something of a moving target. You have to keep constantly improving and innovating because that's what your competitors are going to be doing day and night as well. Stay tightly focused on delivering exactly what customers want and you'll prosper.

"It takes a lot of hard work to get your thinking clean enough to get things simple, but if you can do that it's worth the work because if you can make things simple, you can move mountains."

– Steve Jobs

"The winners aren't the ones who do the most things. When everything is pursued, the important gets neglected. The winners are the ones who do the most important things. Be the best at what matters most to customers, and you will succeed. Your goal should be to be so good at the basics that you are cutting edge."

– Joe Calloway



- ▶ 1 Get so good at the basics you're cutting edge
- ▶ 2 Find out what genuinely matters most to your customers
- ▶ 3 Deliberately avoid the "Let's do more!" trap
- ▶ 4 Stay tightly focused on making constant improvements
- ▶ 5 For clarity and focus, three is the magic number
- ▶ 6 Always remember your culture drives your results
- ▶ 7 Have the mindset: More isn't better – Better is better

1. Get so good at the basics you're cutting edge. Page 2

Sometimes there's a perception the winners in business are those who are doing the most things. That's incorrect. The winners are the ones who do the important things. To keep your customers and get more, deliver more of what they want the most.

2. Find out what genuinely matters most to your customers Page 3

Deciding what matters most to your customers is highly subjective – it will vary widely from one group of customers to the next. It's vital that you do this though. Until you know what matters most to your specific customers, you're operating with one blind eye.

3. Deliberately avoid the "Let's do more!" trap Page 4

There is a tendency for business managers to try to make things better by attempting to do more. That's a trap. Instead of trying to do more, you should remain focused at getting better at what matters most to your customers. That's the real challenge.

4. Stay tightly focused on making constant improvements Page 5

Being the best is always a moving target. To stay there, you've got to keep improving what you're doing all the time. To stay competitive tomorrow, you've got to be better at what you do. Focus on what you need to do to be improving at all times and in all settings.

5. For clarity and focus, three is the magic number Page 6

To keep improving all the time, you've got to keep it simple. Pick three areas where you need to improve and concentrate your efforts on those alone. If you try and do more, all you will end up doing is confusing everyone.

6. Always remember your culture drives your results Page 7

In any organization, culture drives the results which are achieved. You have to be very intentional about the culture you create and get it aligned with what matters most. Make sure your culture is working for you, not against you.

7. Have the mindset: More isn't better – Better is better. Page 8

To win now and in the future, you have to get consistently better at the basics of your business model. Figure out what you need to improve, how you will measure progress and get to work. Be clear about what matters most and work on that alone.

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