

THE THREE LAWS OF PERFORMANCE

Rewriting the Future of Your Organization and Your Life

STEVE ZAFFRON and DAVE LOGAN

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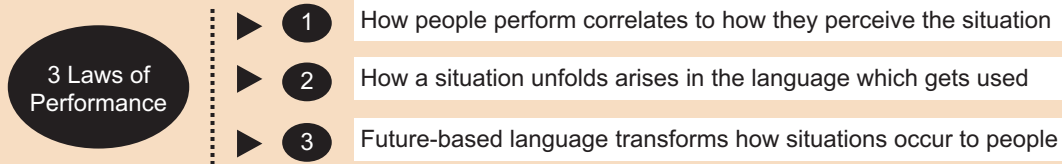
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The Web site for this book is at www.threelaws.com.

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MAIN IDEA

In any organization – and in your own personal life and career – there is a “default future” which you just know in your bones will happen. If you can change and somehow enhance that default future, different and hopefully better things will happen. The three laws of performance relate to how you can shape and reshape that default future. The three laws are:



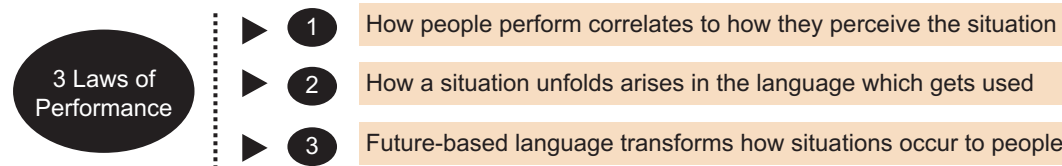
The three laws of performance allow you to immediately rewrite your own future and that of your organization. Change the way you speak and think about the future and you can then work towards achieving much more.

“We’re not talking about motivational speeches or slogans that people repeat. We’re talking about rewriting what people know will happen. Rewrite this future, and people’s actions naturally shift: from disengaged to proactive, from resigned to inspired, from frustrated to innovative. If we could rewrite the future across a critical mass of people, we could transform a tired company into an innovator, a burned-out culture into one of inspiration, a command-and-control structure into a system in which everyone pulls for each other’s success. This kind of transformation creates a wave of momentum: investors want in, companies want to partner with us, potential employees want to join our ranks. Rewrite the future, and old problems disappear.”

– Steve Zaffron and Dave Logan

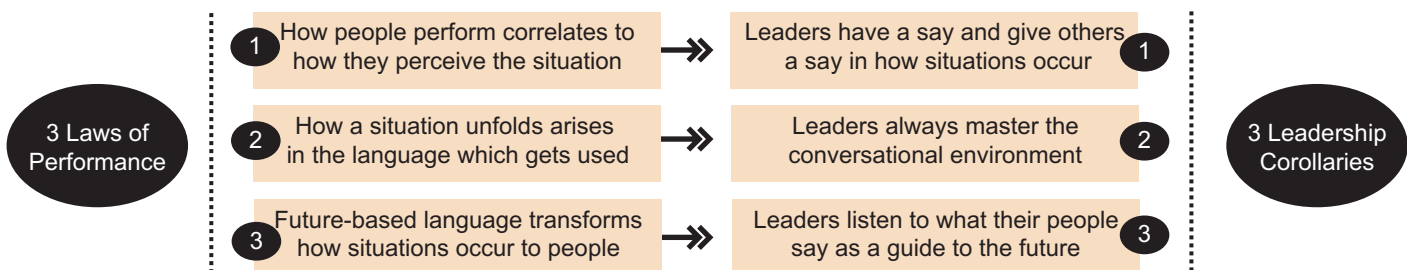
1. The three laws of performance Pages 2 - 4

The three laws of performance are universal principles that apply whenever humans are involved in trying to do something. If you can understand these laws better and become more skilled in applying them, you can dramatically enhance and elevate your overall level of performance.



2. Using the laws to rewrite the future of leadership Pages 5 - 6

When you look at leadership in the light of the three laws of performance, you’re talking about leaders who can rewrite the future of their organizations. Each of the three laws of performance has a corresponding corollary which guides what effective leaders can and should do.



3. Mastering the game of performance Pages 7 - 8

From a personal perspective, if you’re genuinely going to make the most of the Three Laws, you will need to become a better leader yourself. This really isn’t all that hard. There are just three things you need to do:

