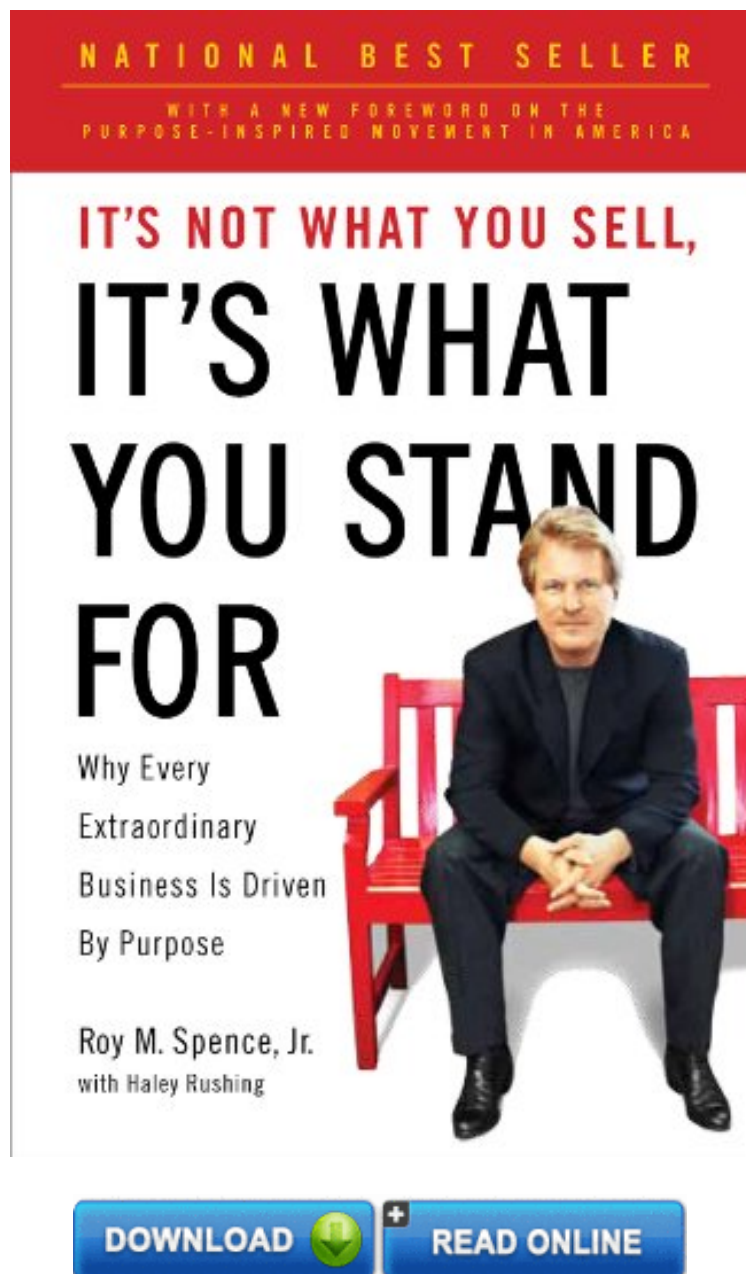


(Online library) It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

## It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

*Roy M. Spence*

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**Roy M. Spence : It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose** before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose:

0 of 0 people found the following review helpful. super helpful to take non experts through a sometimes scsry ...By

Jennifer Tausch Must have when working on repositioning your brand, super helpful to take non experts through a sometimes scary process. Roy simplifies brand purpose with case studies that business left brainers can trust. 1 of 1 people found the following review helpful. Excellent for those seeking to define the "purpose" in their career and personal life

By Russell Straub If you've been feeling like your work life might be lacking a higher calling or purpose - something beyond simply making money, then reading this book will help you begin to articulate a process for determining and defining that "purpose". Overall the book is excellent, although some of the case study type examples might be hard to relate to, most probably will resonate. We've made this a must read for all the staff at our company and have been using it as the reference material for engaging the staff within the company to seek out and articulate our company's purpose. We now feel like articulating a simple, elegant and inspiring "purpose" is essential to give our staff cohesion, direction and inspiration and prevent us from devolving into a band of individuals - "just doing their job" each day. (We're not done yet - this is a really, really hard process.....but it is inspiring to have Roy Spence's decades of experience as a guiding light!) Plus - this is simply one book among a whole collection of books that are must reads at our company - that have been helping provide us all with a common language and inspiration for continuing to grow the business and keeping it fun.

0 of 0 people found the following review helpful. Good content, poor delivery

By JOHN T WHITE JR The topic of this book was very relevant to my business however the chapters were long-winded and the narrator was boring. I have seen Roy Spence speak and he was great. The book would have been much more entertaining and easy to listen to had he been the narrator

Who is Roy Spence and what makes him the Pied Piper of Purpose? Over the last thirty-five years, Roy Spence has helped organizations such as Southwest Airlines, BMW, the University of Texas, Walmart, the Clinton Global Initiative, and many others achieve greatness by getting them to obsess about one big idea: purpose. With purpose as the North Star, employee engagement is higher, competition is less threatening, customers are more loyal, and innovation flows. It's the secret to developing a more fulfilling work life as well as a healthier bottom line. Simply put, purpose is a definitive statement about the difference you are trying to make in the world. As Spence writes, "It's your reason for being that goes beyond making money, and it almost always results in making more money than you ever thought possible." It's not soft stuff, as some might scoff. Especially during times of great economic uncertainty, purpose is the key to creating and maintaining a high-performing organization. It deserves just as much attention as strategy, execution, and innovation. A real purpose can't just be words on a piece of paper. It has to get under the skin of every member of your organization like Southwest's purpose of democratizing the skies or Walmart's of saving people money so they can live better. If you get it right, your people will feel great about what they're doing, clear about their goals, and excited to get to work every morning. No organization is too big or too small, too niche or too mundane, to benefit from a clearly defined purpose. Spence and coauthor Haley Rushing share their insider insights and case studies to help you discover your organization's purpose, proclaim it to the world, and apply it to everything you do. This book will force you to address some tough and profound questions: bull;What difference do we want to make in the world? bull;What do we really stand for? bull;Do we have purpose-based leaders in key roles? bull;Do our employees feel like what they do matters? bull;Would our customers miss us if we ceased to exist? bull;Do we bring our purpose to life everywhere we can both internally and externally? Spence's hard-won lessons will change the way you view your job, your business model, your leadership style, and your marketing. They will help you make money, make a difference, and with a little luck, make history.

From the Hardcover edition.

From Publishers Weekly Every business should strive for more than just profit; it should aim to become an organization of great purpose; pledged to make money, make a difference and make history, cheerleads Spence, chairman and CEO of ad agency GSDM. The author supplements uplifting homilies with case studies (starring his clients) to argue that a high-concept purpose can bring vitality to any company. Southwest Airlines, for example, worked hard not just to lure customers away from older airlines but to offer affordable air travel, democratizing the skies. Likewise, Wal-Mart brings goods that were once distant luxuries to rural families. Highway littering was rising by 17% per year in Texas until an enterprising politician appealed to state pride with the Dont Mess with Texas campaign. Spence argues that people work harder and more joyfully when they believe they are part of something larger than themselves; he speaks enthusiastically about employees turned into company evangelists and the power of purpose-based leadership. This is a positive reminder of the private sectors potential in making a difference in the world. (Feb.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

ldquo;Roy Spence is a brilliant, sparkling gem. Dedicated to the idea that true greatness comes in direct proportion to passionate pursuit of a purpose beyond money, he has inspired and changed leaders in every sector.rdquo; mdash; Jim Collins, author of Good to Great; coauthor of Built to Last ldquo;If yoursquo;re looking for a way to inspire people, mobilize the talent and energy of your organization, and make a real difference, the road map and case studies in this book will help you do it.rdquo; mdash; Bill Clinton ldquo;Roy Spencersquo;s instructive book reflects his charismatic genius, his evangelical zeal, and his synergistic understanding of what makes businesses lodge in the hearts, not just the minds, of employees and customers.rdquo; mdash; Herb Kelleher, founder, Southwest Airlines ldquo;Roy

Spence's creative brilliance has been an enormous influence on helping people better understand what the PURPOSE stands for. The wisdom contained in this book is a great resource for those who want to lead their business with a purpose. — Tim Finchem, commissioner, PGA Tour "Roy Spence has nailed the power of purpose in this visionary book and it will motivate and inspire you to find and fulfill a purpose at the heart of your organization." — Jim Stengel, former PG&E global marketing officer and President/CEO, The Jim Stengel Company "At BMW, we live and breathe purpose. Roy's book and the powerful way he outlines how to bring purpose to life within your entire organization is the clearest game plan ever written on how to win on purpose." — Jack Pitney, vice president marketing, BMW of North America "Roy Spence has a great gift for getting to the heart of the matter. Fearless in questioning the status quo and relentless in rejecting cynical shortcuts, he has his finger on the pulse of America like no one else." — Margaret Heffernan, Author of How She Does It "Roy Spence's book demonstrates the power of purpose in building successful organizations. He shows how to discover your purpose, cultivate it, and use it to make a difference as well as to make profits." — Bill Novelli, CEO, AARP About the Author Roy M. Spence, Jr., is chairman and CEO of GSD&M Idea City, a leading national marketing communications and advertising company that has helped grow some of the world's most successful brands. Haley Rushing is chief purposologist and cofounder of the Purpose Institute along with Roy Spence. Both authors live in Austin, Texas.