



The High-Speed Company: Creating Urgency and Growth in a Nanosecond Culture

Jason Jennings, Laurence Haughton

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The only way to ensure your company's success is to change faster on the inside than the world is changing on the outside

No one knows the ins and outs of successful companies better than bestselling author Jason Jennings. Back in 2001, with *It's Not the Big That Eat the Small, It's the Fast That Eat the Slow*, Jennings proved that speed was the ultimate competitive advantage. But in 2015, companies of all sizes still struggle to adapt quickly. They know it's crucial to their future but need help to get everyone implementing speed and urgency at all levels.

Jennings and his researchers have spent years up close and personal with thousands of organizations around the world—figuring out what makes them successful in both the short and long term. He understands the real challenges that keep more than eleven thousand CEOs, business owners, and executives up at night. And he knows how the best of the best combine speed and growth to deliver five times the average returns to shareholders.

The High-Speed Company reveals the unique practices of businesses that have proven records of urgency and growth. The key distinction is that they've created extraordinary cultures with a strong purpose, more trust, and relentless follow-through. These companies burn less energy, beat the competition, and have a lot of fun along the way.

Jennings shows how you can implement the same strategies that have made companies such as CoBank, O'Reilly Auto Parts, Grainger, Henry Schein, Google, and Johnson & Johnson great, including:

- Encouraging employees to make the right moves without hesitation. J.M. Smucker has done this well by creating five guiding principles that employees at every level can apply to faster individual decision making.
- Doing more to constantly innovate and bring in new customers. Besides spending more than \$2 billion on research and development, Procter & Gamble sends its senior executives to the homes of families who use their products in one hundred different countries, to learn their stories and connect with them, gaining fresh insights for new products.
- Being transparent about management decisions. Sonic Corp. knows this is the best way to drive trust and engagement with both employees and customers.

Breathe easier. Handle any hurdle. Get things done faster. That's the way of the high-speed company . . . and Jennings shows you how to build and sustain your own.



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