Book Notes - Great Work

- **Info**
  - **Author**
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  - **Full Title**
    - Great Work - How to make a difference people love.
- **How Difference Makers Think**
  - **Reframe your role**
  - **Work with what you got**
- **What Difference Makers Do**
  - **1) Ask the right questions**
  - **2) See for yourself**
  - **3) Talk to your outer circle**
  - **4) Improve the mix**
  - **5) Deliver the difference**
- **1) Ask the right questions**
  - **Take the time to ask what people might love**
    - Pause as a project begins or schedule weekly time
    - Think about the people your work serves
    - Consider customers, team members, leaders, and partners
    - Ponder improvements with the recipients in mind
    - Can you make something easier? Simpler? Faster? Safer? Greener?
    - Can you make it more affordable? More convenient? More Enjoyable?
  - **Tackle a problem**
    - Pay attention to processes, products and services
    - Turn problems into opportunities
    - Think small. Think big
  - **Consider what your good at**
    - Respect your hunches about what people would love
    - Trust your history to help you see possibilities that others might miss
    - If there's a task you enjoy start there
  - **Think out on the edge**
    - Entertain crazy notions that lead to brilliant ideas
    - Imagine what people might love if anything was possible
- **2) See for yourself**
  - **Observe everything that affects your work**
    - Look at what is being done now
    - Be there in person whenever you can
  - **Watch what people do**
    - See how people experience your work
    - Look at what's working and what's not
    - Imagine what can be improved
  - **Look at the process**
    - See how everything that affects your work is done. Whats the flow
    - Understand how the work is conceived, produced, and delivered
  - **Explore other disciplines**
    - Look for answers in nature, sports, the arts, and the sciences
  - **Examine the details**
    - Pay attention to the little things
    - Stand on an assembly line. Visit a customer
    - Look at the data
  - **Look back**
    - Notice patterns and spot trends
    - See what has delighted people in the past
    - Become a recommendation engine
  - **Look to the future**
    - Catch a glimpse of changes that are just around the corner
    - Consider opportunities that future conditions might bring
    - Picture a future that you might help create
- **3) Talk to your outer circle**
  - **Have conversations with people in your inner and outer circles**
    - Pay attention to new thoughts and ideas
  - **Invite others to join your great work expedition**
    - Tap into people's natural desire to share opinions
    - Introduce others to your hunches
    - Ask what they might improve
  - **Make sure one conversation leads to another**
    - Ask people whom you should connect with next
    - Use tools like LinkedIn and Facebook to expand your circle
    - Consider crowd-sourcing far beyond people you already know
  - **Gather all you can from every conversation**
    - Seek specialized know-how
    - Explore naysaying points of view
    - Collect original ideas and seek points of clarification
    - Keep a log of all the great ideas
- **4) Improve the mix**
  - **Work with ideas to find improvements that are worth making**
    - Lay out all the ideas you gathered with the first three skills
    - Play with new combinations
    - Use 3x5 cards, sketches, or diagrams
  - **Add something new**
    - Go for volume. Start with lots of ideas and edit
    - Consider how changes affect the good you started with
    - Notice intended and unintended consequences
  - **Remove**
    - Improve by taking something away
    - Look at things that people don't like
    - Imagine ways to reduce and simplify
  - **Check for fit**
    - Don't blow things up
    - Keep in mind the good you started with
    - Look for exciting rapport between ideas
  - **Watch for signs of a great mix coming together**
    - Go for chain reactions. Great ideas lead to great ideas
    - Go for doability. Great ideas feel sensible, feasible, and irresistible
    - Go for passion. If it lights you up, it may light others up as well
- **5) Deliver the difference**
  - **Be obsessed with outcomes**
    - Stay engaged
    - Stick it out
    - See it through
    - Don't stop until someone loves your work
  - **If your work isn't loved at first, fine tune it for success**
    - Have a growth mindset
    - See failures as progress towards learning what works
    - Chase what works. If something unexpected makes a difference, follow it
  - **Make one difference lead to another**
    - Follow your work. Gather insights. Gain Understanding
    - Insist on knowing what works and why
    - See if one improvement holds clues to what's next
  - **Create great work that inspires others**
    - Become sensitive to what people love
    - Improve your own difference making ability
    - Become a catalyst for great work