

Implementing a Successful Strategy for Your Company: Leading CEOs on Establishing a Companywide Vision & Key Values for Achieving Long-Term Success (Inside the Minds)



Implementing a Successful Strategy for Your Company is an authoritative, insiders perspective on devising, developing, and executing an effective long-term strategy for your company. Featuring chief executive officers representing some of the top companies in the nation, this book provides best practices for implementing your strategy, changing tactics in a difficult marketplace, and budgeting during an economic downturn. These authors discuss how to conduct essential research, determine ambitious yet attainable company goals, and establish the role of employees in achieving those goals. From setting a clear vision to working as a team to instituting future initiatives, they explain what it takes to steer your company on a strategy toward success. Insight is provided for those needing to learn which factors have impact, and how to leverage those factors for optimum results. Underlining a companys need to be agile, adaptable, and forward-thinking in this competitive business climate, the authors demonstrate what kind of role the CEO needs to play as his or her strategy is carried out. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the worlds most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include: 1. Harry Bond, Chairman, Monical Pizza Corporation - Achieving Continuous Improvement through Communication and Community Involvement 2. Tiffany P. Olson, Former President and Chief Executive Officer,

Roche Diagnostics Corporation North America, Roche Diagnostics Corporation - Identity and Values Drive Business Strategy and Growth 3. Michael G. Bonamassa, Senior Vice President, Commercial Operations, Advanced Technology Systems Corporation - Staying True to Your Vision: Living in a Community of Practice 4. William D. Novelli, Chief Executive Officer, AARP - The Triple Bottom Line Strategy 5. Peter L. Slavin, M.D., President, Massachusetts General Hospital - Working Collaboratively to Deliver Great Patient Care 6. Joe Walsh, President and Chief Executive Officer, Yellowbook - Integrating Business Strategies with Core Values 7. Gordon L. Alexander, Jr., M.D., President, University of Minnesota Medical Center and University of Minnesota Children's Hospital, Fairview, Fairview Health Services - Setting a Clear and Simple Vision to Increase Employee, Provider, and Patient Engagement 8. Charles W. Steger, President, Virginia Tech - Building a Well-Oiled Machine in a Time of Restrained Resources 9. Richard J. Davis, Chairman, President, and Chief Executive Officer, Ultimus Inc. - Understanding Corporate Transformation 10. Ron Cohen, M.D., President and Chief Executive Officer, Acorda Therapeutics Inc. - Struggle, Setbacks, and Success: Strategies for Leading a Young Company 11. Bruce Mosler, President and Chief Executive Officer, Cushman & Wakefield - Balancing the Local and the Global: Using Organic and Acquisitive Growth to Reach the Next Level 12. George Naspo, President and Chief Executive Officer, IKANO Communications Inc. - Executing a Turnaround Strategy 13. Luis Rivera, Chief Executive Officer, Lyris Inc. - Embracing Change for Optimal Success 14. James B. Lasswell, President and Chief Executive Officer, INDUS Technology Inc. - The Secret Success Strategy

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