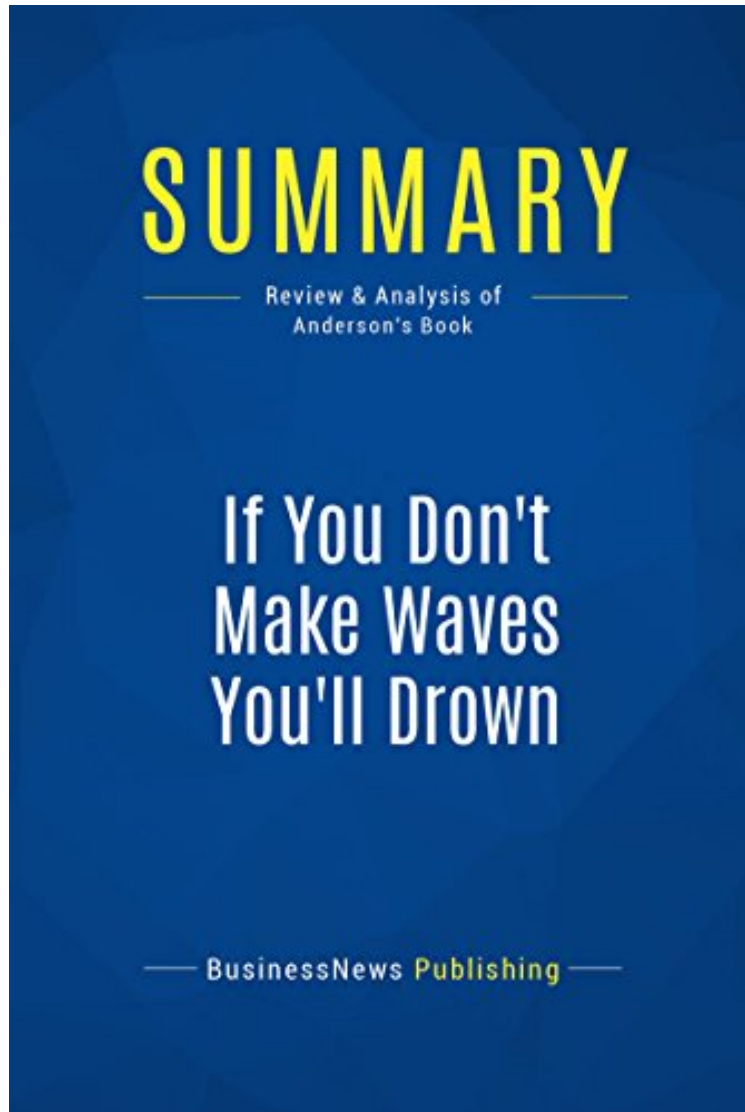


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## Summary: If You Don't Make Waves You'll Drown: Review and Analysis of Anderson's Book

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The must-read summary of Dave Anderson's book: "If You Don't Make Waves You'll Drown: 10 Hard-Charging Strategies for Leading in Politically Correct Times". This complete summary of the ideas from Dave Anderson's book

"If You Don't Make Waves You'll Drown" shows that political correctness is draining the health and vitality out of many businesses because it encourages managers to patronise weak performers, thus dis-incentivising employees to achieve more. It also praises conformity rather than innovation. Instead, companies should create an environment where high-performance is celebrated and exceptional results are applauded. This summary puts forward a radical program to get the full potential of every employee. It suggests that executives stop trying to make everyone happy: always treat people with respect, but give them expectations and celebrate those who meet those expectations. Always be honest with people, and be specific in your feedback. Never give across the board bonuses: they should be performance-based. Think about your own role as a thermostat rather than a thermometer — you should be controlling the business environment, not passively standing by. Ideally, business processes should be structured to avoid burnout, so that you don't sacrifice long-term productivity for short-term speed. This summary sets out a manifesto for improving company performance and increasing morale. By following this plan, employees will be motivated to perform better and will reap benefits themselves.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "If You Don't Make Waves You'll Drown" and motivate your employees to increase the performance of your business.