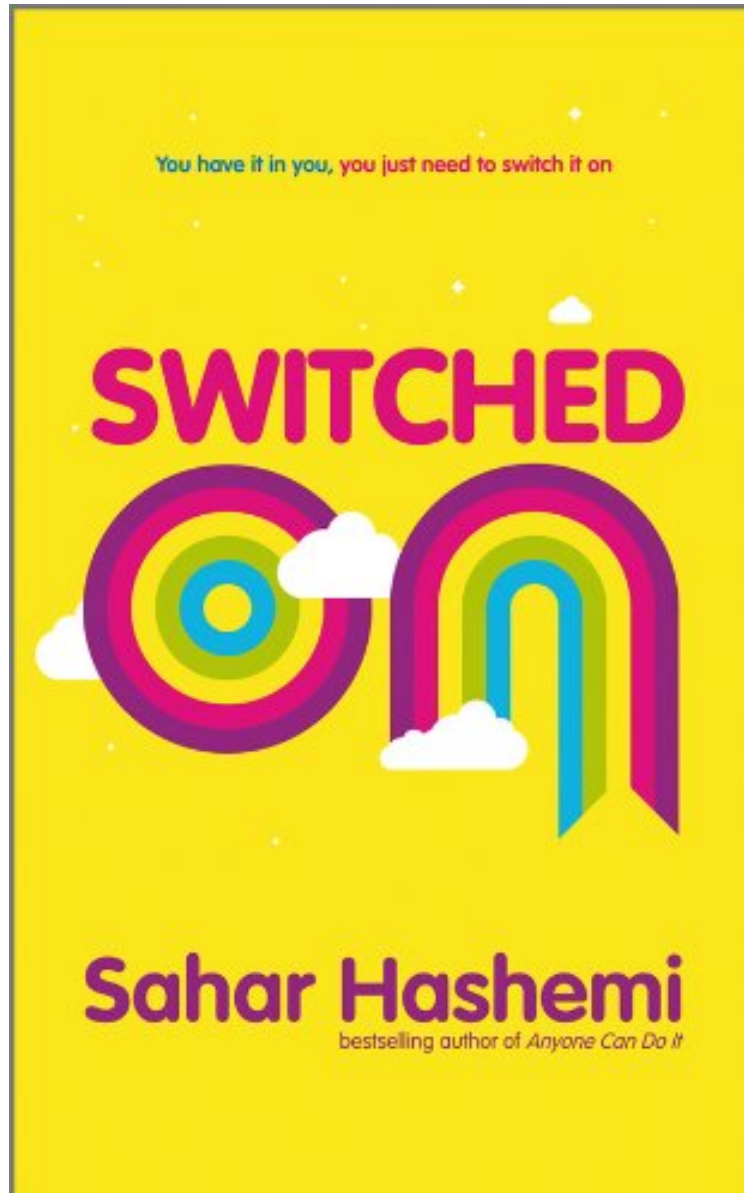


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Switched On: You have it in you, you just need to switch it on

Sahar Hashemi

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Sahar Hashemi : Switched On: You have it in you, you just need to switch it on before purchasing it in order to gauge whether or not it would be worth my time, and all praised Switched On: You have it in you, you just need to switch it on:

0 of 0 people found the following review helpful. Good ReadBy ShwethThis book is more of a compilation from other references. Good read! However, working for big corporates, I see there are other challenges. Both Top down and

Bottom up systems to foster innovation to have after effects of Switched on 0 of 0 people found the following review helpful. Readable, motivating and practical, especially for entrepreneurs By ServantofGod The front cover design had deterred me for a while. But I finally picked it up upon repeated recommendations from my wife. She's right. This book is readable, motivating and with practical advice. Her solicitor background did make her writing clear and well organised. Her founding of two chain stores did bring personal feelings into her words. I bet she had read a lot, too because she really put a lot of good adages and cases into this book. In short, if you want to read something to boost up your entrepreneurial spirit and skills, this book will satisfy you well. p.s. Below please find some of my favorite passages for your reference. The ivory tower analogy is no joke - is it any coincidence that top management is often on the top floor? That's physically about as far away from customers as you can get. pg18 Empathy is feeling with someone else, sensing what it would be like to be that person. Empathy is a stunning act of derring do, the ultimate virtual reality - climbing into another person's mind to experience the world from that person's perspective. - Daniel Pink pg23 "If I'd asked my customers what they wanted they would have said a faster horse. - Henry Ford" Customer surveys are useful historically, when you want to make sure that what you already do you are doing well. They are a useful opportunity for customers to give feedback, but they are unlikely to give you any new insights or predict any new products or innovations. pg25 Marketing is giving people things they don't even know they want yet. - YSL pg26 Take the customer survey that 3M's marketers carried out on the Post-it note. The results showed that the most common reaction was to ask what the point of paper when paperclips and staples already existed. The customer surveys rejected the Post-it note "idea". (that leads to the need for prototyping) pg27 It's not about convincing people that they want something they don't. We figure out what we want. And I think we're pretty good at having the right discipline to think through whether a lot of other people are going to want it, too. That's what we get paid to. - Steve Jobs pg28 Bill George, Harvard Business School lecturer, who as CEO of Medtronic, a medical instrument company, took the company from a market cap of \$1.1B to \$60B in 10 years. He knew nothing about medical instruments when he joined. So how did he get under his customers' skin? Almost literally, as it happens. He attended 120 operations where surgeons were using the company's medical instruments. pg30 Check everyone who's our competitor. Don't look for the bad. Look for the good. If you get one idea, then that's one more than you went into the store with. And we must try to incorporate it into our company. - Sam Walton pg55 Howard Schulz approached 242 people to raise money for Starbucks and was rejected by 217 of them. Walt Disney was turned down for a loan for Disney theme parks 300 times. Colonel Sanders went to 1000 restaurants before someone bought his KFC chicken recipe. Paul McCartney failed his audition for Liverpool Cathedral Choir. Elvis Presley got fired after his first performance. pg95 We should do something when people think it's crazy, if people say it's good it means someone is doing it already. - Hajime Mitari, President of Canon pg100 That's why bootstrapping is something that cannot be delegated. The focus on detail gives you the momentum to drive through the corporate traffic jam, the bite-size approach makes it easy to tackle any problem, and the understanding of minutiae provides credibility and support for your case. pg124

Life is too short to just come in for the paycheque Let's face it, you work for the best years of your life and spend most of your waking hours on the job, so make sure you are energized, fulfilled and buzzing. Switched On will help you leap outside your comfort zone and awaken your creativity. Blast through the old thinking Switched On shows you how to think like an entrepreneur - have ideas, spot the opportunities, see the future and make things happen. The future belongs to fresh thinkers, so turn your receptors on and get ready to bring the real you to work. They'll love you for it Go on, unleash yourself - you'll be surprised at how indispensable you become. You have it in you - you just need to switch it on 'Not all of us can be great entrepreneurs but all of us can be innovative and enterprising in whatever role we perform. This book is a great guide and an inspiration on how to achieve this' Miles Templeman, Director General, Institute of Directors.

Switched On proposes eight entrepreneurial habits to make jobs more enjoyable, such as committing 100 per cent to your role. (Financial Times, August 2010). uses Hashemi's experiences with Coffee Republic to explain the entrepreneurial mindset, discussing what it takes to be a self-starter (Gulf Life, August 2010). [an] easy read has wide application to all types and levels of employee. (Supply Management, August 2010). [Hashemi] believes that, as an integral part of life, work should be fun, not a weighty counterbalance to it". (Sunday Times, August 2010). aims to inject entrepreneurial spirit into businessmen and women who have started to feel too comfortable in their current role. (City AM, January 2011). About the Author Sahar Hashemi is author of the bestselling business book Anyone Can Do It: Building Coffee Republic from Our Kitchen Table. Abandoning a successful career as a lawyer, Hashemi founded the UK's first US style coffee bar chain and went on to build it into one of the UK's most recognised high-street brands with a turnover of GBP30m. Since selling the company Hashemi has gone on to become a hit on the speaking circuit. Originally speaking at entrepreneurial and business start-up events, it soon became apparent that her experiences could motivate employees in larger corporations and organisations. She now speaks at around 70 events a year worldwide to companies including IKEA, Infosys, Accenture, GlaxoSmithKline, Microsoft and IBM. Named by H.M. The Queen 'Pioneer to the life of the Nation' and the World Economic Forum Davos as 'Young Global Leader', Hashemi has been

listed in: 100 Most Influential Women in Britain; Daily Mail
Top 35 Women in British business under 35;
Management Today
20 most powerful women in Britain.