

# IT'S NOT THE BIG THAT EAT THE SMALL ... IT'S THE FAST THAT EAT THE SLOW

How To Use Speed as a  
Competitive Tool in Business

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More information is available at <http://www.itsthefast.com>.

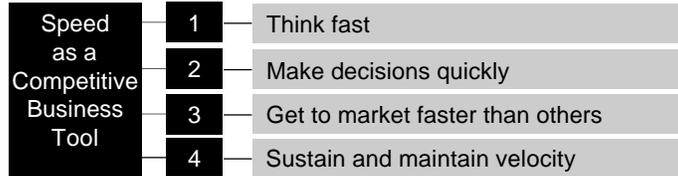
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**MAIN IDEA**

Plain and simple, the modern world is thoroughly obsessed with speed – which is fine for those companies which are prepared to embrace speed as a natural competitive weapon and gear up to move faster than their competitors.

Being faster, however, is not necessarily the direct result of doing anything unique. More often, organizational speed is the result of being smart enough to first identify and then progressively eliminate the speed bumps that slow everyone else down. By ruthlessly and steadily eliminating speed bumps while simultaneously making lightning-fast speed an integral part of their competitive advantage, fast people and their companies learn to execute better than anyone else.

The four key elements of speed as a competitive tool in business are:



Finally, the key management question is not “How do we become faster?” but is instead: “What can we do to eliminate the speed bumps that slow everyone else down?” Answer that and you’ll find your own blueprint to becoming a fast company.

**Think fast**

- Anticipate
- Spot trends
- Put every idea through the grinder
- Let the best idea win out

**Make decisions quickly**

- Rules which support rapid decisions
- Eliminate the bureaucracy
- Unbundle everything
- Shuffle portfolios
- Constantly reassess everything

**Get to market faster than others**

- Launch a crusade
- Own your competitive advantage
- Enlist vendors and suppliers
- Stay below their radar
- Keep it simple
- Enshrine innovation
- Have a good bench

**Sustain and maintain velocity**

- Do the math – and then prove it
- Apply resources ruthlessly
- Use one central scoreboard
- Maintain financial flexibility
- Use narratives and stories
- Play your own game
- Don't believe your own P.R.
- Stay very close to your customers
- Adapt, improvise and overcome

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Section 2 – Make decisions quickly . . . . . Pages 3 - 4

Section 3 – Get to market faster than others . . . . . Pages 5 - 6

Section 4 – Sustain and maintain velocity . . . . . Pages 7 - 8

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