

RE-IMAGINE!

Business Excellence in a Disruptive Age

TOM PETERS

TOM PETERS is arguably one of the world's most influential business gurus. After graduating from Cornell University and Stanford University's MBA program, Mr. Peters worked as a business consultant for McKinsey & Co. His first book, *In Search of Excellence*, was published in 1982 and became a business bestseller. Since then, Mr. Peters has written or coauthored a number of other highly acclaimed books including *A Passion for Excellence*, *Thriving on Chaos*, *The Pursuit of WOW!*, and *The Circle of Innovation*. Tom Peters founded his own global training and consulting firm called *tompeterscompany!*

The Web site for this book is at www.tompeters.com/reimagine.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

"It is the foremost task – and responsibility – of our generation to re-imagine our enterprises and institutions, public and private."
– Tom Peters

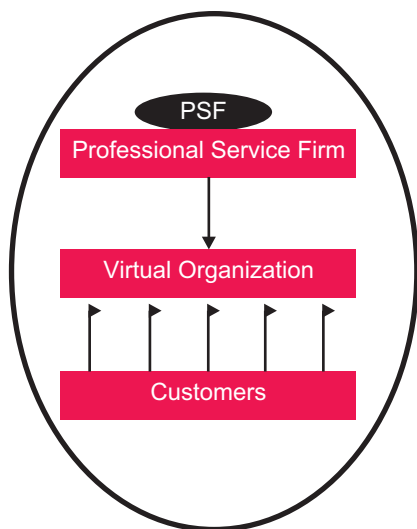
Business is cool – or at least it can be – but to take advantage of all that the changing world offers, you must be willing to reinvent and update your business model to harness all the new opportunities to create value which are now becoming available. In other words, it's now time to re-imagine and update your entire way of doing business. Why? Because more discontinuous change is imminent, and this will require revolutionary new approaches rather than upgrades of what worked in the past.

More and more, the business model of the future will be built around the concept of "virtual organizations". The basic building block for a virtual organization is the "Professional Service Firm" (PSF) – an individual business free agent who is highly skilled, highly motivated and willing to be paid on the output produced rather than the number of hours taken. Ultimately, the advantages of PSFs will become so obvious most employees will end up becoming their own 1-person PSF and hiring themselves out to the highest bidder. Each PSF will function autonomously (free of the traditional office politics) and leverage whatever can be done to world-class standards with passion. And each PSF will be responsible for regularly adding value to what is produced, thereby commanding a better return from the marketplace.

In short, the business environment of the future will be strikingly different from anything which has gone before. As a result of these dramatic changes, a new and improved business model will become established. With everyone focusing on delivering exciting world-class services from their own PSFs, creativity and inventiveness will flourish.

"Business is cool. It's about Creativity and Invention and Growth and Service. At its best, it's about building things that make life less burdensome than it was in medieval times. About getting us beyond – far, far beyond – the quasi-slavery of the Middle Ages, the indentured servitude of the first 150 years of the Industrial Revolution, and the cubicle slavery of the last three-quarters of a century. I honestly believe you'd have to be a fool not to see that we're in the midst of something big, VERY BIG. And, to reinforce the obvious: Very Big Problems call for Very Big Solutions."
– Tom Peters

The Business Model for the 21st Century



Context (Page 2)	<ul style="list-style-type: none"> ➤ All bets are off when it comes to looking to the future ➤ Embrace destruction of the old to make way for the new
Technology (Page 2)	<ul style="list-style-type: none"> ➤ White collar jobs will be replaced by technology ➤ InfoTech changes everything in the marketplace
Value (Page 3)	<ul style="list-style-type: none"> ➤ PSFs move people from "cost center" status to stardom ➤ Develop and offer solutions, not just pieces ➤ Build your cross-border internal communications
Brand (Page 4)	<ul style="list-style-type: none"> ➤ Providing great, memorable experiences is the goal ➤ The winners will master the business of dreaming ➤ Design considerations will drive enterprise strategy ➤ "Less is more" when it comes to business systems ➤ Branding is more about what's inside than what's outside
Markets (Page 5)	<ul style="list-style-type: none"> ➤ The two largest business opportunities of the future are marketing more precisely and effectively to: <ol style="list-style-type: none"> 1. Women 2. An aging population
Work (Page 6)	<ul style="list-style-type: none"> ➤ WOW! Projects are the only way to make work matter ➤ Don't wait your turn, but seize the initiative ➤ Identify and celebrate the change makers within ➤ To survive and prosper, everyone must sell
People (Page 7)	<ul style="list-style-type: none"> ➤ Talented individuals as free agents will come to the fore ➤ Every boss must become obsessive about finding talent ➤ Women leaders will rise to the top and stay there ➤ Education will be career long, not just at the outset
Mandate (Page 8)	<ul style="list-style-type: none"> ➤ Think "weird" ➤ Re-think your concept of "business excellence" ➤ Re-imagine your understanding of "business leadership"

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

