



BOOK NOTES

Know What Matters

by Ron Shaich

- Discover today what will matter tomorrow, and then bring what matters to life. The world doesn't pay us to do what everyone else is doing.
- Means, ends and by-products; Now, Near and Far.
- The greatest threat to a successful company is itself. All systems and processes are perfect to deliver what mattered yesterday.
- The capacity to control your future, once lost, is gone forever...
- Always optimize before you scale, don't scale mediocrity.
- Delivery is about your present, Discovery is about your future. Don't delegate discovery.
- Every business would benefit operating from the fundamentals of Mutuality.
- As a leader, you can't change people - you must have high expectations & support, but it's up to the employee to grow or go.
- Servant leadership isn't being nice at all costs, it's being helpful at all costs. Honesty > Kindness.
- A good leader makes people feel the relationship between yesterday's decisions, today's challenges, and tomorrow's promised outcomes.

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