



BOOK NOTES

The Friction Project

by Robert I. Sutton & Huggy Rao

- Understand the voices of 5 key stakeholders: Customer; Employee; Owner; Community; and Process
- Friction Fixers v. Posers (no follow through) remember, only pessimism sounds profound, Optimism sounds superficial
- Training and consultants are substitutes for friction fixing
- One or Two-way door problem & don't spend time fixing a process that shouldn't exist
- Know the power of your words in your position
- A decision by itself does nothing: Agree, Communicate, Execute
- Subtraction can add more value than addition...
- Break silo's, coordinate openly, don't fall prey to curse of knowledge
- Brandolini's law: The amount of energy needed to refute bullshit is an order of magnitude bigger than needed to produce it
- Develop the crucial generalists who can interpret and align between specialists to create success (Range)
- Communication: Concrete language; Present tense; Chosen a path; Sensory metaphors; Frame accomplishments as a journey (Berger)
- Balance System 1 and System 2 thinking (Khaneman)

Book notes by Steve Frankl · Field Productivity Partners