Twitter Thread by Michael Girdley



Michael Girdley
@girdley

I spent 2 years looking at 100s of “systems” to help my businesses run better.

I found 7 that are the best at solving the problems every business has.

They have transformed my businesses, career, and life by allowing me to focus 100% on pleasing my customers.

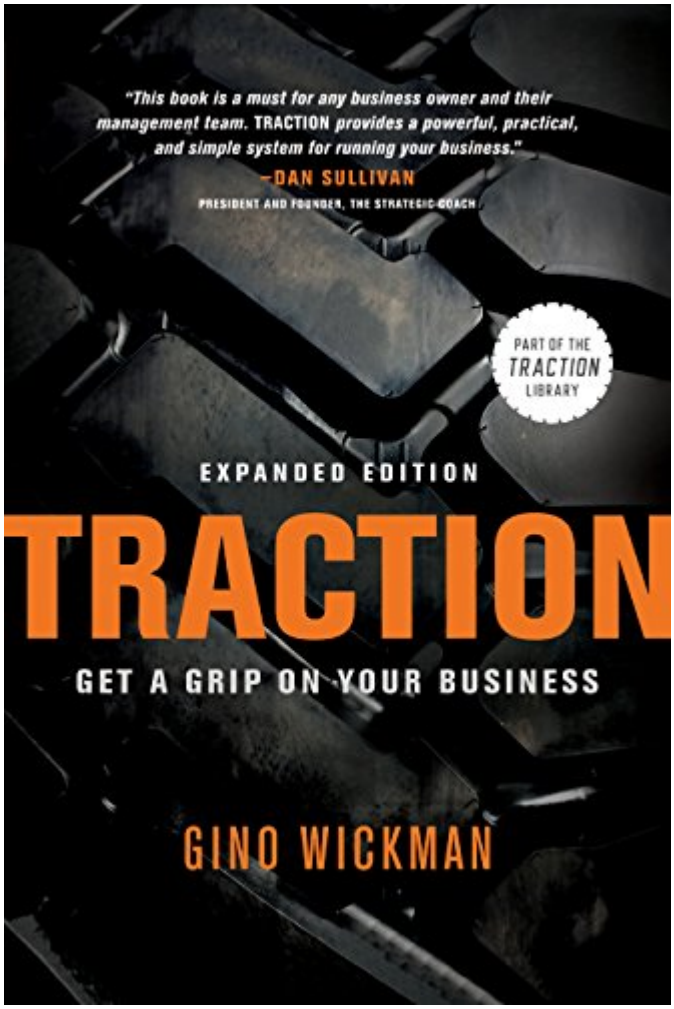
Here they are!

PROCESS/STRATEGY/VISON/ORGANIZATIONAL DESIGN
- EOS/Traction
- Cost: $17.99 for a book.

It is a very practical guide that solves all of these for an SMB.

Think of it as "business by worksheet."

Guides you from a 10-year big vision down to what you're doing each week.



MARKETING
-Storybrand
-Cost: $12.99 book.

What EOS does for its areas, Storybrand does for marketing.

Think of it as "marketing by worksheet."

It uses the same Hero's Journey (think Star Wars) that resonates with everyone.

Then turns that into highly effective marketing.

#1 *Wall Street Journal* Bestseller

DONALD MILLER

New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

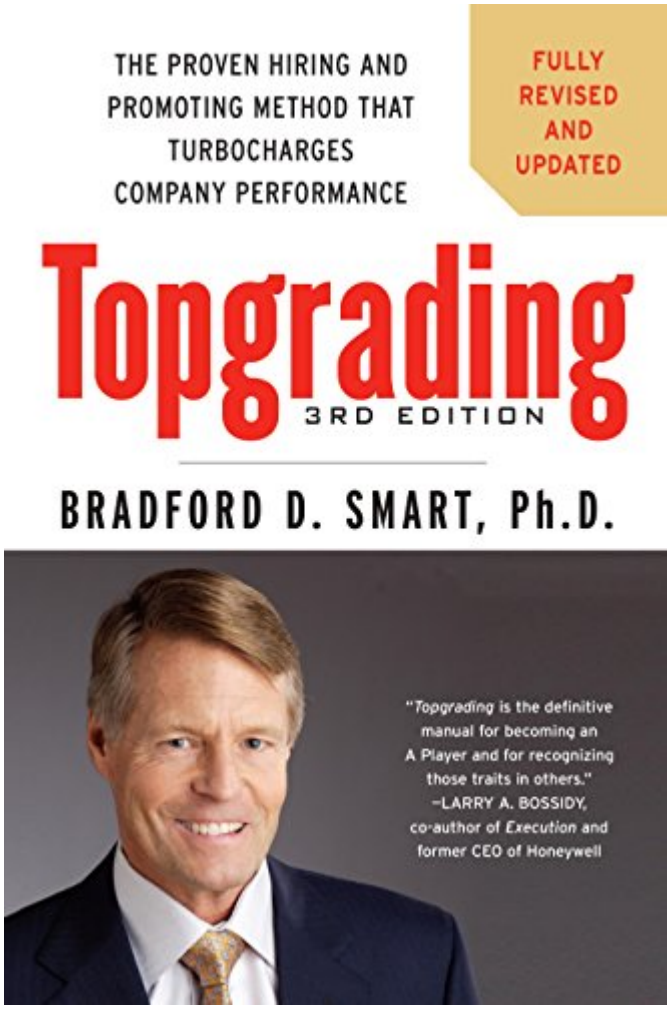
HIRING TOP TALENT
-Topgrading
-Cost: $14.99 book.

This is the "contrarian's hiring methodology".

It takes all the common, broken ideas in hiring and does the opposite.

You get a process that only high performers get through.

(Caveat: great ideas but some a bit dated.)



PERSONALITY ASSESSMENTS
-Culture Index
-Cost: Thousands/yr (sorry)

Unlike Meyers-Briggs, DISC, etc -- it's scientifically backed.

So you can use it in hiring.

It's also valuable as you try to "meet your employees where they are."

We're all unique special flowers after all :-)

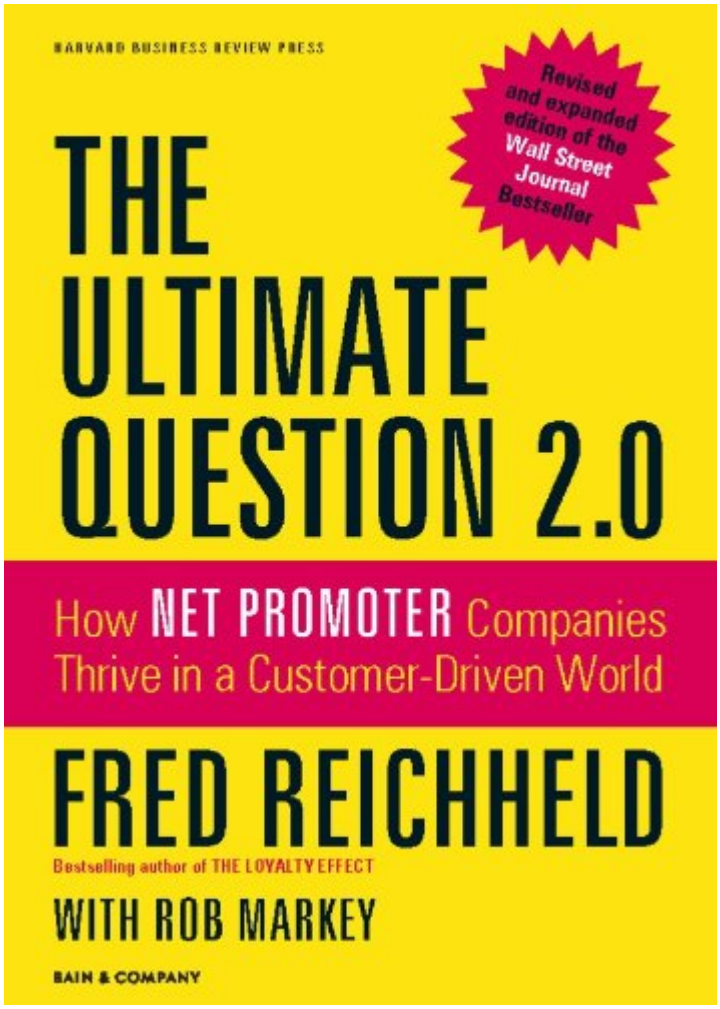


CUSTOMER SATISFACTION MEASUREMENT
-Net Promoter Score
-Cost: $16.57 book

All the customer satisfaction systems are broken.

NPS is just the least broken one.

The good news it's gotten really easy to implement with all of the Saas systems out there.



MANAGEMENT
-First, Break All the Rules is a timeless classic.
-Cost: $18.26 a book

This is the contrarian's guide to being a manager.

Based on studies of productive managers, they developed best practices.

Ex: should a manager spend more time with a-players or the weak ones?

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FIRST, BREAK ALL THE RULES

WHAT THE WORLD'S GREATEST MANAGERS DO DIFFERENTLY

BASED ON IN-DEPTH INTERVIEWS BY THE GALLUP ORGANIZATION OF OVER 80,000 MANAGERS IN OVER 400 COMPANIES—THE LARGEST STUDY OF ITS KIND EVER UNDERTAKEN

MARCUS BUCKINGHAM
& CURT COFFMAN



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