



How: Why How We Do Anything Means Everything...in Business (and in Life)

Dov Seidman

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The flood of information and unprecedented transparency reshaping today's business world has dramatically changed the rules of the game. It's no longer what you do that sets you apart from others, but how you do what you do. Whats are commodities, easily duplicated or reverse-engineered. Sustainable advantage and enduring success-for both companies and the people who work for them-now lie in the realm of how, the new frontier of conduct. For more than a decade, Dov Seidman's pioneering organization, LRN, has helped some of the world's most respected companies build "do it right," winning cultures. Seidman's distinct vision of the world, business, and human endeavor has enabled more than ten million people doing business in over 100 countries to outbehave the competition. In HOW: Why How We Do Anything Means Everything ...in Business (and in Life), Dov Seidman shares his unique approach with you. Through entertaining anecdotes, surprising case studies, cutting-edge research in a wide range of fields, and revealing interviews with a diverse group of business leaders, experts, and everyday people on the front lines, this book explores how we think, how we behave, and how we govern ourselves to uncover the values-driven "hows" of 21st-century success. Divided into four comprehensive parts, this insightful guide: * Exposes the forces and factors that have fundamentally changed the world in which business operates, placing a new focus on the hows with which we conduct ourselves * Provides frameworks to help you understand these hows and implement them in powerful and productive ways * Helps you channel your actions and decisions to thrive uniquely within today's new business realities * Sheds light on the systems of how-the dynamics between people that shape organizational culture-and introduces a bold new vision for winning through self-governance The qualities that many once thought of as "soft"-trust, integrity, values, and reputation-are now the hard currency of business success and the ultimate drivers of efficiency, productivity, and profitability. With in-depth insights and practical advice, HOW will help you bring excellence and significance to your business endeavors-and your life-and refocus your efforts in powerful new ways. If you want to stand out, to thrive in our fast changing, hyperconnected, and hypertransparent world, open this book and discover HOW. Dov Seidman's professional career has focused on how companies and their people can operate in both a principled and profitable way. He is the Founder, Chairman, and CEO of LRN. Leading companies such as Disney, Dow Chemical, eBay, Johnson & Johnson, Procter & Gamble, Raytheon, and 3M turn to LRN to help management govern more effectively and workers do the right things the right way, even in the most challenging of situations. Dov is a Harvard Law School graduate who also earned a bachelor's and master's degree in philosophy from UCLA, and a BA with honors in philosophy, politics, and economics from Oxford University. For more on this book, visit www.HowsMatter.com.

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