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First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth

Stuart Cross

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First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth

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First and Fast: Outpace Your Competitors, Lead Your Markets, and Accelerate Growth Stuart Cross For the past 30 years, business leaders have been exhorted to move faster and adopt a ready, fire, aim approach to the growth of their business. As the level of change and turbulence increases in all markets, all organizations must adaptquickly!or risk decline and decay. But what are the real behaviors, processes, and techniques that are critical to lead your organization at pace without creating confusion, frustration, and unnecessary risk? First and Fast provides business leaders with a comprehensive and pragmatic set of tools and ideas to enable them to increase pace, build momentum, and accelerate growth in a systematic way. This book is written for business owners, chief executives, other senior executives and managers, consultants, and business advisors.

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