

180

Roel de Graaf

Business Hacks

**Inspirational insights to
get a slightly different
perspective at work**

Boom

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Introduction

Sometimes you need some inspiration. Help you to get away from the daily grind. To see things differently. This book gives you hacks to encourage you to take a different perspective and to challenge you to another way of perceiving matters. Hacks that are easy to read, have proven their value in practice and hopefully gives you a smile once and a while. Big, sweeping readings often don't work. The stickiest ideas are small and, like tiny cracks, they eventually give way to the larger changes.

I have used these hacks for years with great pleasure and success.

The hacks are organized into themed chapters so that you can find them quickly if you need them at some point in time. Most enjoyable however, is simply flipping through the hacks. Or you might prefer a random opening on a date, to be surprised and to see how it applies to your daily routine.

I'd like to thank Alice de Graaf, Bob van Graft and Mark Hofland for their proof reading of the first draft and their helpful feedback. Laurens Molegraaf and Wieke Oosthoek made a great of the hacks and together with designer Justus Bottenheft did a great job in the design.

We have added the possibility in the final section of the book for you to share your favorite business hack with us. Maybe you will find your hack in the next version of the book and/or on our website 180hacks.com. We tried to add a source reference for every business hack. Sometimes this we were unable to find the source, if you have tips for that, please let us know and we will add it in the next version.

Have fun reading and applying the hacks!!

Regards, *Roel de Graaf*

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The Martini Principle



Anytime, Anyplace, Anywhere

1.1

Notes

Martini had an advertisement in the distant past with the slogan 'Anytime, Anyplace, Anywhere'. I call this the **'The Martini Principle'**, a great paradigm for innovation. Any product, service, or process that does not meet the Martini Principle can (and will) be improved. Can I purchase the product or service at any time, at any location, in any manner? If not, you as an organization need to step up. With the Martini Principle in mind, examine your provision of services. And improve it. Otherwise, others will.

The Amazon Way



Notes



The Amazon Way. Start with the press release before you start developing something — a new product, a new service, a new process, start by writing the press release that you would like to use to introduce your product. After that, write the Q&A. Once you’ve finished that and the stakeholders are enthusiastic, start the development process. It will greatly increase your chances of success. Working backwards. Amazon benefits from it a lot.

MOMENT OF TRUTH



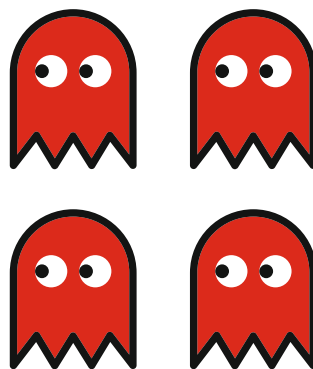
Notes



Moment of Truth. The moment the customer is at your place. Then it has to happen, then everything has to be right. All the information should be available and the deal can be made. Online, by phone, at the front desk. Do the employees in your organization have all the information they need to be able to help the customer at the moment that it really matters, to close the deal? The moment of truth!

Nightmare

Create your own nightmare competitor



1.4

Notes

Nice exercise in the context of planning and strategy formation: create your own **'nightmare'**. What could a competitor do to really challenge your organization. By doing this exercise with your team, an interesting scenario emerges. It reveals the weaknesses of your organization. It pinpoints areas where you need to improve and become much better as an organization. How does your **'nightmare competitor'** look like?

E.S.S.A.

Eliminate

Simplify

Standardize

Automate



1.5

Notes

How do you reduce complexity? By applying the **ESSA** sequence according to De Bono. Eliminate, simplify, standardize and automate. But please note: do so in this particular sequence! You'll be surprised how often elimination is the solution!

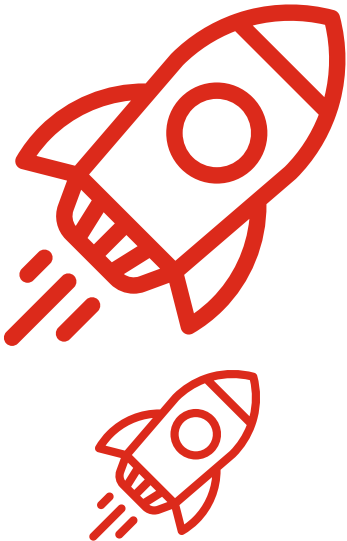
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Look back

When planning
3 years ahead,

first look
3 years back



Are you familiar with those forward looking plans? Those fancy strategy documents describing how everything is going to change. Overflowing with ambition. Magnificent visions for the future. But to guard the level of realism in the plans for the coming years, it is a nice thought exercise to also have a moment to **reflect on the past**. What has been achieved in the same period of time to date? With no radical measures (more money, more people, better quality), this is what you can accomplish as well in the upcoming time frame. Taking this perspective into account for your plan, do you have to make some adjustments? Do the reality check!

Notes



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Walking around

Management by walking around

- 1 Do it daily
- 2 Watch and listen
- 3 Be responsive
- 4 Have fun



4.2

Notes



Management by **walking around**.
 Management that walks the shop floor at least two days a week. You don't see that happening today. When I suggested this to a management team, one of the managers replied: 'But when will I have to do my normal work?' That person had not quite grasped the concept of being a manager yet. This is the real work: to be there for your team, to be there for your people. They appreciate it that you are available for them, and don't just sit in meetings all day. Besides, you gain some knowledge from it as well!

Hiring



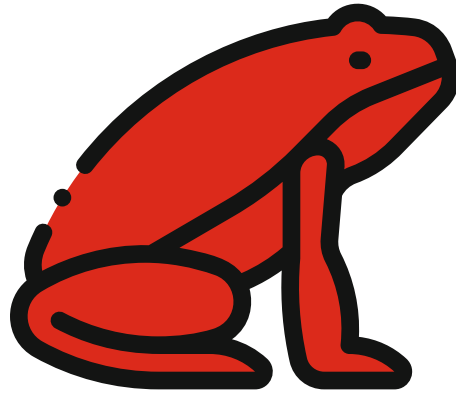
4.3

Notes



To be honest, I had never heard of Howard Wilkinson. It seems to be an English footballer and coach. He made a great quote, "If you **hire** people who are smarter than you, you might show that you are a little bit smarter than they are." Hire people on your team who are better than you. Surround yourself with people who are above your level. That will make the outcome, your outcome, better. Do you dare to bring people on your team who are better than you are yourself?

Eat that frog



Notes



As Mark Twain once said “If it’s your job to **eat a frog**, it’s best to do it first thing in the morning.” The frog is that one thing you have on your to-do list that you have absolutely no motivation to do and that you’re most likely to procrastinate on. Eating the frog means you just have to do it, otherwise the frog will eat you. You’re going to be hovering against it all day long. Once that one task is done, the rest of the day will be an easier ride and you will get both momentum and a sense of accomplishment at the beginning of your day.

Flip the org chart and put the customer on top. Write the press release before you start development. Give someone busy more work to do. In **180 business hacks** you will find these and 177 other suprising, razor sharp and inspiring ways to just have a different perspective on your day to day routine.

Are you stuck in an assignment, puzzled by a different task? Everyone needs some inspiration. Help you to get away from the daily grind. To see things differently. This book gives you hacks to encourage you to take a different perspective and to challenge you to another way of perceiving matters. Hacks that are easy to read, have proven their value in practice and hopefully gives you a smile once and a while. Big, sweeping readings often don't work. The stickiest ideas are small and, like tiny cracks, they eventually give way to the larger changes.

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