



Must-Win Battles: How to Win Them, Again and Again

Peter Killing, Thomas Malnight, Tracey Keys

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Must-Win Battles shows leaders exactly how to identify the 3 to 5 critical challenges most likely to make or break their businesses -- and then mobilize people and resources to successfully execute on them. This book draws on the authors' exceptional experience as world-class consultants and leading-edge business researchers, and builds on the highly successful executive program they created for IMD, one of the world's best business schools. The authors show leaders how to cut through uncoordinated initiatives, create a short list of true "must-wins," focus relentlessly on them, and infuse their organizations with renewed energy and effectiveness. Along the way, discover how to recognize which victories will make the greatest difference, avoid unwinnable battles, drive consensus when somebody's ox is inevitably being gored, make sure must-win battles are specific and measurable, and change the behavior of your top management team to lock in this laser-sharp focus for future battles.

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