



Stick with It: Mastering the Art of Adherence

Lee J. Colan, Julie Davis-Colan

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This groundbreaking book includes Winning Insights from...JPMorgan * The Container Store * Fossil * KidKraft * National Motor Club * Sears * Southwest Airlines * The Hartford * UCLA Health Center * and more!

There is no such thing as a one-size-fits-all strategy, especially in today's highly complex and competitive world of business. But there is such a thing as a one-size-fits-all approach to business success . . . it's called the Art of Adherence.

A good strategy gets you in the game, but adhering to your strategy gets you into the winner's circle. With today's microwave mentality, business leaders often abandon strategies quickly because they don't yield immediate results.

Learn how world-class leaders and organizations master the Art of Adherence. *Stick with It* reveals a time-tested, real-world validated formula for winning:

FOCUS X COMPETENCE X PASSION = ADHERENCE

When you consistently sharpen Focus, build Competence, and ignite Passion, you plant the seeds of victory. Initially, you may not see tangible results, but rest assured growth is occurring under the surface. As individuals and teams stick with it, momentum builds, creating a self-reinforcing cycle of victory.

The authors, including leadership guru Lee J. Colan, draw upon 25 years of corporate leadership, field research, executive consulting, and training with many of the world's leading organizations. They combine real-world stories with cut-through-the-clutter tools so you can convert this rapid-read book into fast results.

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