



Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees

Wayne C. Burkan

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Praise for Wide Angle Vision

"In this book, Wayne Burkan shows us that the vantage points from which we view and act can earn us critical advantages if we are willing to stretch our thoughts and practices beyond the edge of conventional thinking." - Robert W. Galvin Chairman of the Executive Committee and former CEO of Motorola

"Wayne Burkan's Wide-Angle Vision is a very pragmatic and useful guide to dealing with and implementing change. His concept of 'edge' as it relates to customers, employees, and competitors should help many organizations struggling with the rapidly changing marketplace and the endless panaceas being promoted." - David R. Stamper Vice President and General Manager, Hitachi Data Systems, Latin American Division

"At Southwest Airlines, we redefined air transportation by utilizing 'edge thinking.' Wayne Burkan is offering a 'flight plan' that if studied, understood, and followed, will improve your bottom line for the long term. If you really want to be on the 'leading edge' for your product or service, this is the place to begin." - Howard Putnam Speaker, author, and former CEO of Southwest Airlines

"Wayne Burkan has brought our attention to a great source of potential opportunities for profitable growth if we take his advice and really listen to those challenging customers, potential customers, small competitors, and unhappy employees whom we often want to dismiss as difficult." - D. H. Davis President and Chief Operating Officer, Rockwell International Corporation

"Strategically thought-provoking! It's just what busy leaders need to ensure they are focused on gaining a competitive edge. An easy-to-read wake up call for organizations and managers. Wayne Burkan challenges us to confront the perils of tunnel vision and the promise of a wider perspective. So simple, so clear, so right!" - Donald Himelfarb

President, Thrifty Rent-A-Car System, Inc.

Conventional business wisdom says to get close to your best customers, watch your biggest competitors, and reward your model employees. This controversial book offers a contrarian viewpoint and introduces a dynamic new way to compete-by broadening your focus beyond mainstream thinking to spot the critical opportunities at the edge of your core business. Wide-Angle Vision opens your eyes to the "edge," from "little guy" competitors preparing to take over the market to disgruntled customers and maverick employees whose complaints can lead to great ideas for change.

Listening to complaining employees pays off. That's where the idea for Java(r) , Sun Microsystems' successful Internet programming system, came from. With Wide-Angle Vision, now you can learn how to use "edge" groups to sharpen your competitiveness by reducing surprise, increasing innovation, and satisfying customers.

Filled with compelling examples from a range of industries and drawing on Wayne Burkan's extensive consulting experience with IBM, Ford, and others, Wide-Angle Vision equips you with specific action techniques that can enable you to:

- * Anticipate crises before they occur by using "splatter vision," scenarios, and benchmarking
- * Find breakthrough solutions to difficult problems by looking outside your field
- * Create powerful, flexible teams that work—from "edge" teams to ideal teams
- * Reduce resistance to organizational change through skillful timing, finding perfect change agents, and more
- * Reengineer with lower risk and greater efficiency, using an effective seven-step plan for change
- * Avoid tunnel vision by broadening your perspective—to the edges of what's happening in the mainstream

In today's rapidly changing marketplace, opportunities are all around you. Wide-Angle Vision gives you the power to look them in the eye and develop the daring skills you



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Avery Thomas:

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