

TSW's Must-read Books...

A list of must-read business books to inspire you and your business

This week's must-read recommendation comes from Training Consultant, Andrew Wallbridge. A huge lover of books, Andrew has discovered plenty that could keep him talking for hours! However, he has decided to share with us the one book he refers to most often when dealing with clients, enabling them to achieve their goals. Are you ready to feed your brain with knowledge that will really have an impact on your business and its people? Here goes!

Training Consultant, Andrew Wallbridge recommends...

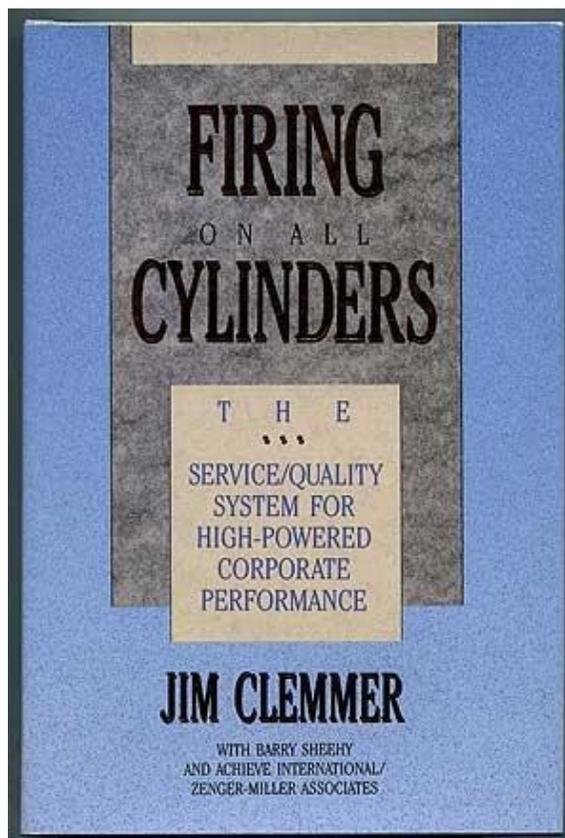
Firing on all Cylinders, by Jim Clemmer and Barry Sheehy

Why did you recommend this book?

I've had this book in my library since 1994! I refer to it so often I am now on my third copy. In fact, I often fill it full of highlighter pen marks and post-it notes. It is based on the experiences of hundreds of public sector and business organisations improving their service quality to master a rapidly changing world. This book brings together three organisational imperatives that have, until now, been distinct and separate.

These organisational imperatives include:

- 1. Customer Service** - developing a true customer focus from an organisational perspective through improved process and system control
- 2. Quality Improvement** - reducing the cost of defects and re-work while increasing productivity through improved process and system control
- 3. Organisational Development** - building skills and aligning and sustaining a purposeful focus on culture and climate



I have applied my learnings from the book to organisations as diverse as Warner Bros, Whitbread, and also VISA Europe. The book ends with your beginning and offers practical tools and techniques for implementing your service quality initiative.

Final Thoughts

This book is a text book and should be treated as such. Reference it, consult it. If only every organisation applied its principles, we'd be living in different times.

At TSW we are constantly looking for ways to improve our knowledge, to continue learning and to grow within our field, whether that's through reading lots of books or talking to industry experts!

We'd love to know what some of your favourite business books are and why they have inspired you too. Please leave your recommendations in the comments below, or email us at hello@tsw.co.uk. **We'd love to hear your thoughts!**