

Tom Peters/July 2010

Highlights from ... The Little BIG Things: 163 Ways to Pursue Excellence

This is the era of short attention spans. And short business books. And yet The Little BIG Things came in at 538 pages—albeit there were 163 items, averaging about 3 pages each, and additional space consumed by oversized type used for emphasis (hey, that's what I do). I wouldn't cut it by a page—I didn't. Nonetheless, in the interest of getting connected with as many people as possible, I've produced this series of "Highlights" pdfs which capture the "BIG idea" in each of these "little ideas." Missing are (1) the nuances and (2) 90 percent of the "How to's" and the rationale for those "How to's." Eliminating the subtleties and cutting the action part is cutting the heart out of the book—nonetheless, I hope you will be titillated by what follows and moved, perhaps, to purchase the whole shebang.—Tom Peters, July 2010, West Tinmouth VT

Epigraph

*"Courtesies of a small and trivial character
are the ones which strike deepest in the
grateful and appreciating heart."*

—Henry Clay, American Statesman (1777-1852)

Introduction

One executive who was a stalwart admirer of *In Search of Excellence* called that book's innards "a blinding flash of the obvious." Indeed, it focused on people, customers, action-over-analysis-paralysis and values—basics all too frequently short-changed in a world of enterprise dominated by business-school thinking and consultants bent upon creating complex business strategies (that invariably came a cropper upon attempted implementation).

The Little BIG Things might well be called "more of the obvious." It's based on 40+ years living and working in and observing organizations, and five years of Blogging and the "success tips" posted during that time that re-emphasized, mostly, those basic ideas—little big things. Still ignored—and the absence of which are at the root of organizational failures, personal pratfalls and, indeed, the Great Recession of 2007++.

This document is one in a series of highlights from Tom Peters' *The Little BIG Things: 163 Ways to Pursue Excellence* (HarperStudio, 2010). For more information, visit tompeters.com.

