

The A - Z of Tom Peters

Confessions on a dance floor:
Lessons in Leadership and Life from
Tom Peters, London 07 Sep 2009



Personal Reflections on Tom's ideas
from Peter Cook, MD, Human Dynamics



HUMAN
DYNAMICS

A is for



ASK, ASK, ASK !



APPRECIATE

Count the times you say 'thank you' daily



APOLOGISE

**Apologising is not the strongest of male skills!
Compare Boeing vs. Airbus for this corporate competence**



B is for



BRUCE SPRINGSTEEN

The Boss who is not 'bossy'

The Boss's 6 P's:



Passion!

Persistence!

Partners!

Performance!

Painstaking!

Presence!

Tom Peters on Bruce Springsteen:

<http://www.tompeters.com/entries.php?note=010549.php>



**HUMAN
DYNAMICS**



C is for



COUNTING

Count the number of times you ask the question "what do you think?"





D is for



DANCING

Edward VII's main skill was dancing and relationship management, which probably saved many lives from war

DANCING >>>>>>>> Strategy !!!

DO THE WORK

"All that matters is work!"

**Lou Reed,
Songs for Drella**





E is for



**EXECUTION
EXECUTION
EXECUTION**

**“Remember to tuck the shower
curtain inside the bathtub”**

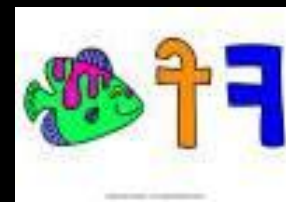
Conrad Hilton’s ‘top strategy tip’



**HUMAN
DYNAMICS**



F is for



FEMALE

FRESHNESS

**Become female friendly if you
want to succeed in business
Don't treat women as 'small
men' like Nike did !!!**



G is for



GERIATRICS

**TP on old people:
"We got money and
no-one wants to sell
to us"**



GENETICS

**TP on male engineers,
scientists, yada, yada:
"We got some genetic
deficiencies" 😊**



**HUMAN
DYNAMICS**

H is for



HOW DO YOU DO THAT?

Ask more questions:

**Put more 'commas' in
conversations rather than
'full stops'**



**HUMAN
DYNAMICS**



I is for



INTERRUPT

It takes on average 18 seconds for a doctor to interrupt a patient.
How long can you wait for?





J is for



ADD YOUR OWN 'J'



L is for



LISTEN!



LISTEN!



LISTEN!

**Listening is a profession.
It can be studied,
practiced, evaluated etc.**



M is for

MBA



"An MBA ain't got a thing, if it ain't got that swing."

i.e. MBA knowledge and skills must be accompanied by attitude!

MBA = Much Bigger Amps (Peter Cook)

MASTERY



MALES



**NEVER MIND
THE THEORY**

**HERE'S
SEX, LEADERSHIP
and
ROCK 'N' ROLL**



**HUMAN
DYNAMICS**



n is for



NOD 3

NOTE TAKING



**HUMAN
DYNAMICS**



O is for



0

ZERO

NONE



P is also for Prince



Symbols, Signs and Sex

Love him or hate him, Prince is a master of improvisation, yet he uses significant elements of structure to achieve a seamless performance. Although his performances look completely rehearsed, many are loosely coupled jams. To achieve this level of performance, Prince leads the band using a series of codes that signal musical changes which the whole band understands.

For example, when he says 'on the one, bass,' the whole band stops playing except the bass player on the first beat of the next bar. This allows the band to change direction at extremely short notice within the piece and yet, to the casual observer it looks completely rehearsed. Leaders need to be adept at developing and utilising shared symbols, signs and codes.

“Sex, Leadership and Rock’n’Roll”

NEVER MIND
THE THEORY

HERE'S

SEX, LEADERSHIP
and
ROCK 'n' ROLL



Q is for



**QUESTIONS
QUESTIONS
QUESTIONS**

**Put more 'commas' in your
business conversations rather
than 'full stops'**



**HUMAN
DYNAMICS**



R is for



R.E.S.P.E.C.T

RESILIENCE

REWARD, AWARD, CELEBRATE

the little **BIG** things

"Courtesies of a small and trivial nature are the ones which strike deepest in the grateful and appreciating heart"
Henry Clay 1777 - 1852

The little big things - Tom Peters - due January 2010



HUMAN DYNAMICS



S is for



STOP !!!!!!! in the name of leadership
"The Supremes"

**WANNA BE STOPPING
SOMETHING?** "Michael Jackson"

SERVICE

IBM made computers that didn't work but overwhelmed customers with excellent service. Digital made computers that worked.





T is for



THOUGHTFULNESS

**TEN THOUSAND HOURS OF
LEARNING**

T.REX



U is for

U2

ULTIMATE CHARACTER
TEST





V is for



VITALITY

**VIRTUOUS CIRCLE OF
APOLOGY : RELATIONSHIP**

**Spend 1 hour making 3 minute
phone calls to maintain
relationships**

**NEVER MIND
THE THEORY**

HERE'S

**SEX, LEADERSHIP
and
ROCK 'N' ROLL**



**HUMAN
DYNAMICS**



W is for



WHAT DO YOU THINK?

WOMEN

“Until recently Nike treated women as small men”



HUMAN DYNAMICS



X is for



THE X FACTOR:

XECUTION

**Suicide kills organisations,
NOT competitors**

The issue is execution!





Y is for



THE Y FACTOR - WHY³

YOU = YOUR CALNENDAR

**What you spend time on is
what leads to success (or failure)**



Z is for



ZANDER

"I am a dispenser of enthusiasm"

**Benjamin Zander,
Orchestra Leader**



COOK

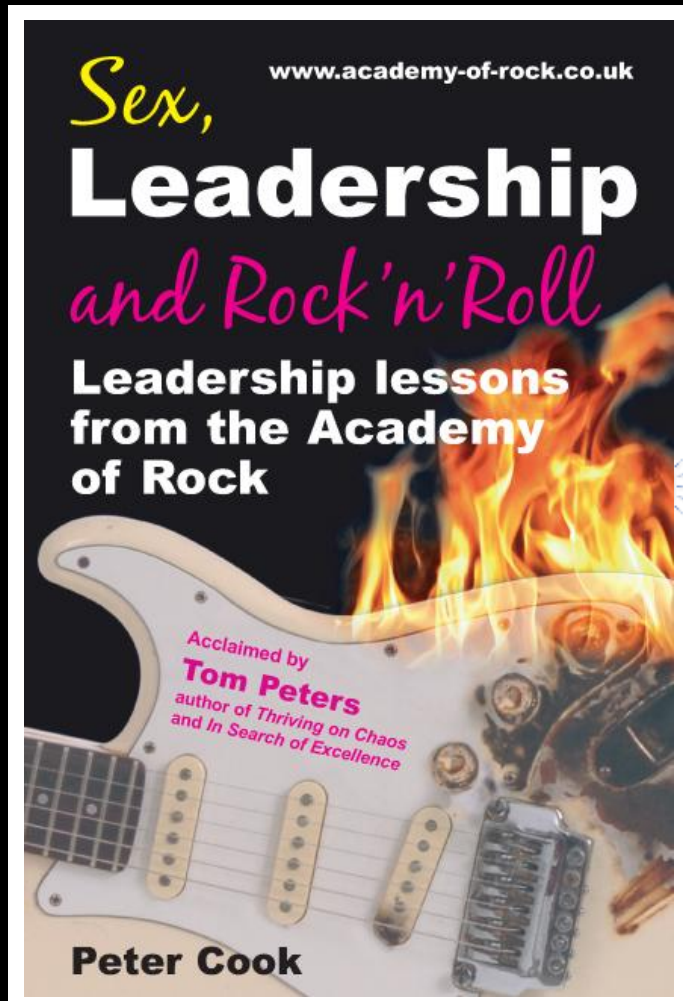
"I do much the same thing without a carrot, stick or baton"

**Peter Cook,
The Academy of Rock**
www.academy-of-rock.co.uk



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DYNAMICS**

Inspired by Tom Peters



‘Sex, Leadership and Rock'n'Roll is a marvelous book, which closes the door on the tidy, hierarchical, know-your-place 'Orchestral Age.' Hooray!’

Tom Peters



LOOK INSIDE ON AMAZON



**HUMAN
DYNAMICS**

The academy of



ROCK



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