



The One thing: by Gary Keller & Jay Papasan | A Concise Summary & Analysis: The Surprisingly Simple Truth Behind Extraordinary Results

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- An overview of the entire book
- Key takeaways from the book
- Easily accessible, easy to remember information
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A preview:

Gary Keller was the CEO of a real estate company which he cofounded. The company began successfully but then stalled, stagnating. Keller finally hired a coach to examine his life and his organization. The coach returned with one recommendation: fire fourteen of his employees. (It was a large company.)

Keller was surprised at the diagnosis but followed it. He even stepped down as CEO to focus on that one task. It worked. He hired fourteen new capable people. The company rebounded then grew at a 40% per year clip over the following ten years. It expanded internationally and is now the largest real estate company in North America. Keller is chairman of the board.

Once the fourteen people were in place, Keller began coaching key people in the company through weekly telephone calls. At first he'd end the calls by summarizing what they'd agreed would be the goals for the coming week.

Disappointed by their follow-through, he narrowed the goal list to three. Then two. It wasn't until they agreed upon just one thing that he began to see results of his coaching.

How do some succeed and others fail? Those who fail try to do too much, have massive to-do lists, work long hours, and ignore their health, families, and friends. And in the end they accomplish a random pile of tasks, much of it not important.

Those who succeed, focus. And their greatest success comes when they focus upon just one thing at a time...

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