



It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

Roy M. Spence

Download now

[Click here](#) if your download doesn't start automatically

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

Roy M. Spence

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose Roy M. Spence

Who is Roy Spence and what makes him the "Pied Piper of Purpose"?

Over the last thirty-five years, Roy Spence has helped organizations such as Southwest Airlines, BMW, the University of Texas, Walmart, the Clinton Global Initiative, and many others achieve greatness by getting them to obsess about one big idea: purpose. With purpose as the North Star, employee engagement is higher, competition is less threatening, customers are more loyal, and innovation flows. It's the secret to developing a more fulfilling work life as well as a healthier bottom line.

Simply put, *purpose* is a definitive statement about the difference you are trying to make in the world. As Spence writes, "It's your reason for being that goes beyond making money—and it almost always results in making more money than you ever thought possible." It's not "soft stuff," as some might scoff. Especially during times of great economic uncertainty, purpose is the key to creating and maintaining a high-performing organization. It deserves just as much attention as strategy, execution, and innovation.

A real purpose can't just be words on a piece of paper. It has to get under the skin of every member of your organization—like Southwest's purpose of "democratizing the skies" or Walmart's of "saving people money so they can live better." If you get it right, your people will feel great about what they're doing, clear about their goals, and excited to get to work every morning. No organization is too big or too small, too niche or too mundane, to benefit from a clearly defined purpose.

Spence and coauthor Haley Rushing share their insider insights and case studies to help you discover your organization's purpose, proclaim it to the world, and apply it to everything you do. This book will force you to address some tough and profound questions:

- *What difference do we want to make in the world?
- *What do we really stand for?
- *Do we have purpose-based leaders in key roles?
- *Do our employees feel like what they do matters?
- *Would our customers miss us if we ceased to exist?
- *Do we bring our purpose to life everywhere we can—both internally and externally?

Spence's hard-won lessons will change the way you view your job, your business model, your leadership style, and your marketing. They will help you make money, make a difference, and—with a little luck—make history.

 [Download It's Not What You Sell, It's What You Stand For: W ...pdf](#)

 [Read Online It's Not What You Sell, It's What You Stand For: ...pdf](#)

Download and Read Free Online It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose Roy M. Spence

From reader reviews:

Ciara Wolfe:

Have you spare time for a day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a move, shopping, or went to the Mall. How about open or even read a book called It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose? Maybe it is being best activity for you. You already know beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with their opinion or you have other opinion?

Patricia Oyler:

The book It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose can give more knowledge and information about everything you want. So why must we leave the great thing like a book It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose? A number of you have a different opinion about e-book. But one aim in which book can give many data for us. It is absolutely proper. Right now, try to closer along with your book. Knowledge or data that you take for that, you may give for each other; you can share all of these. Book It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose has simple shape nevertheless, you know: it has great and massive function for you. You can appearance the enormous world by wide open and read a publication. So it is very wonderful.

Rodney Richardson:

Nowadays reading books be a little more than want or need but also be a life style. This reading practice give you lot of advantages. Associate programs you got of course the knowledge the actual information inside the book this improve your knowledge and information. The information you get based on what kind of reserve you read, if you want have more knowledge just go with schooling books but if you want feel happy read one having theme for entertaining for example comic or novel. The It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose is kind of book which is giving the reader unstable experience.

Ruth Ford:

E-book is one of source of understanding. We can add our information from it. Not only for students and also native or citizen will need book to know the up-date information of year to help year. As we know those publications have many advantages. Beside all of us add our knowledge, can also bring us to around the world. Through the book It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose we can get more advantage. Don't someone to be creative people? To be creative person must prefer to read a book. Merely choose the best book that acceptable with your aim. Don't always be doubt to change your life at this book It's Not What You Sell, It's What You Stand For: Why

Every Extraordinary Business Is Driven by Purpose. You can more pleasing than now.

Download and Read Online It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose Roy M. Spence #R7MID0B9ENV

Read It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence for online ebook

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence books to read online.

Online It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence ebook PDF download

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence Doc

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence Mobipocket

It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence EPub