

# marketer

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Player: The Story of 5+DESIGN

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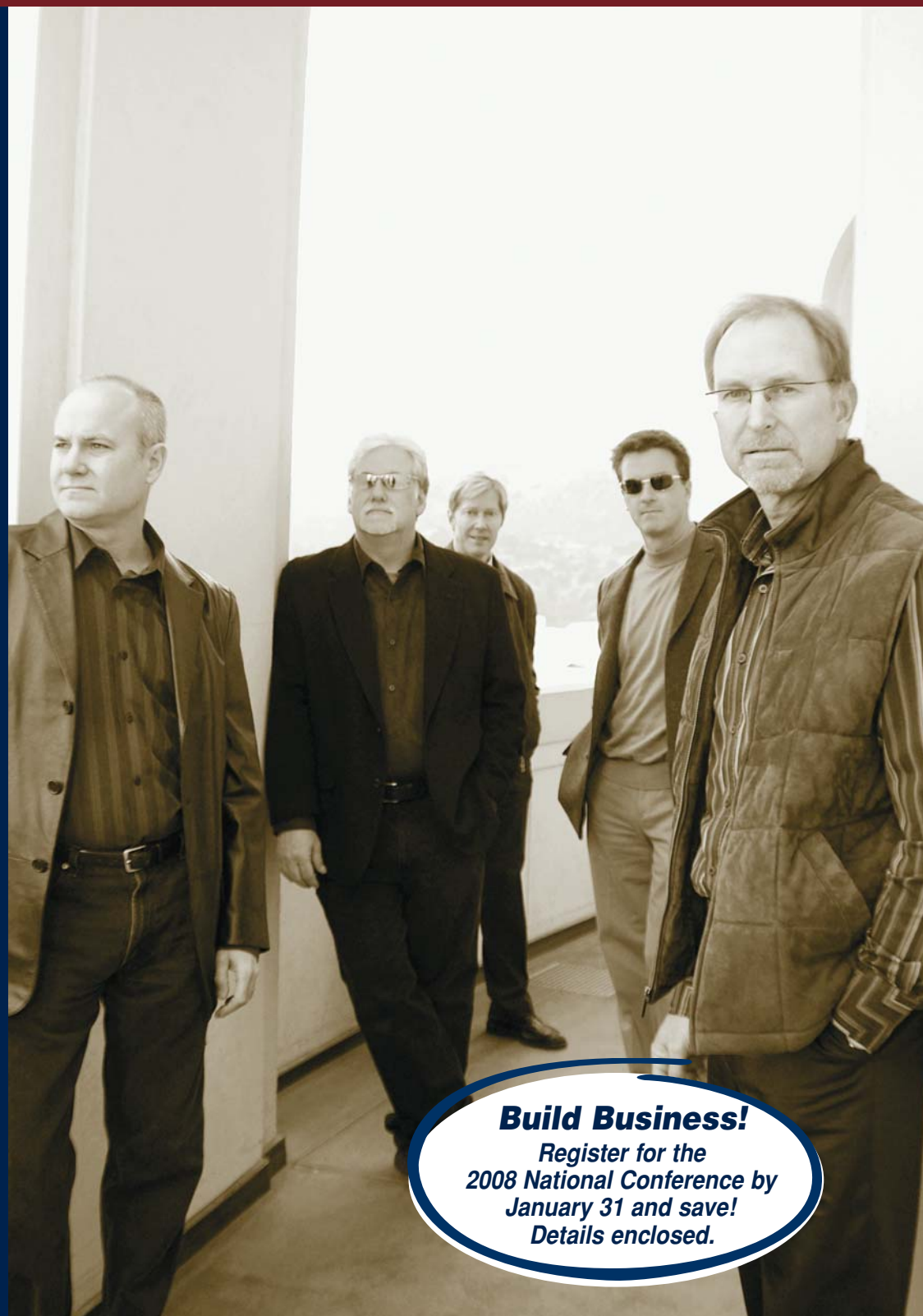
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A Primer for Marketers on  
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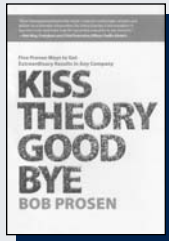
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# bookshelf

## ***Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company***

REVIEWED BY CRAIG PARK, FSMPS, ASSOCIATE AIA



*Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company*

By Bob Prosen

Hardcover, 256 pages; Gold Pen Publishing (August 2006)

Available at [www.amazon.com](http://www.amazon.com)

If you're a knowledge worker, do you understand how your results contribute to your company's success? If you're a manager or C-level leader, do you understand why some of your company's habits may be restraining your performance? *Kiss Theory Good-Bye* will help you understand how superior leadership, sales effectiveness, operational excellence, financial management, and customer loyalty drive profitability, providing you with execution models and measures to achieve desired results.

Bob Prosen, director of The Prosen Center for Business Advancement, sets out with a premise that he can show business leaders "how" to rapidly increase performance, productivity, and profits by using proven tools and tactics immediately to produce positive bottom-line results.

Big promise, but can he deliver? Six pages of testimonials from business leaders across the country preface the book, so there is third-party validation. He further postulates he can replace all

**“At the beginning of the day it's all about possibilities and the end of the day it's all about results.”**

—Bob Prosen

management theory with step-by-step instructions that show you how to:

- achieve extraordinary results, quarter after quarter
- increase accountability so you get the results you need
- attract and retain top talent
- align your entire workforce to meet the organization's top objectives
- react less and have more time to plan

As Peter Drucker said, “There is surely nothing quite so useless as doing with great efficiency what should not be done at all.” In *Kiss Theory Good Bye*, Prosen takes a practical and pragmatic approach to laying out tactical approaches to well-established best practice strategies. His directives are clear, concise, and straightforward.

Organized into 3 parts and 11 chapters, Prosen addresses the key issues of firm leaders. Each example of a habit or a goal is substantiated with his own experiences and made measurable with a list of “what matters.” He concludes each chapter with an activity box entitled “Actions to Take Right Now.” Nothing earth shattering, but great advice to heed and follow.

The first part explains the five crippling habits that attack from within:

1. absence of clear directives
2. lack of accountability
3. rationalizing inferior performance
4. planning in lieu of action
5. aversion to risk and change

We will all recognize examples in our own firms that match these habits, and thankfully Prosen suggested directives to address them. The second part is about the five attributes of highly profitable companies:


1. superior leadership
2. sales effectiveness
3. operational excellence
4. financial management
5. customer loyalty

The third part is dedicated to executing for results. He concludes it is not enough that we are all busy—it is our level of

focus that needs sharpening. He begins this section saying, “At the beginning of the day it’s all about possibilities and the end of the day it’s all about results.”

Throughout the book, Prosen focuses his attention on what to do and how to do it, rather than on delineation of theories, hypotheses, etc. For small businesses, like most architecture and engineering firms, this checklist approach will be greatly appreciated. His recommendations are sound, though sometimes simplistic, but explained very clearly. The tone of his writing is at once conversational and advisory, but often cautionary, and Prosen establishes a direct connection with his reader by providing examples and metrics that can be applied to almost any business.

On a personal level, I had the opportunity to see Prosen put his “theories” into action. In the spring of 2007, we retained him for a Leadership Symposium for the senior management of Leo A Daly, and for one day we went to school to learn to apply his approach to our business. Polling those who attended, we agreed we all learned (or re-learned) practices that we can (and have) put to use and that have yielded (measurable) results. The impact of his serious but friendly approach was such that, by overwhelming consensus, he’s coming back this fall to work with our business development leaders in a one-day sales effectiveness program.

While he might not agree with the use of the term, his “theory” is that all organizations that achieve and then sustain success have effective leadership in all areas and at all levels; manage resources prudently; offer substantial value to each client or customer; accomplish more and better results in less time and at a lower cost; constantly improve; and treat their people so well that those who work for competitors would much prefer to work for them. If you are looking for a business model that works, read Prosen’s book and you’ll learn how to apply it and maintain it. 



#### ABOUT THE REVIEWER

**Contributing Editor Craig Park, FSMPS, Associate AIA**, is chief marketing officer for Leo A Daly ([www.leoadaly.com](http://www.leoadaly.com)). Based in Omaha, Craig is an accomplished business writer in his own right. He tries to read a business book a month and regularly recommends new reading at [www.craigpark.com](http://www.craigpark.com). The 2007 recipient of the SMPS Marketing Achievement Award and a Past National President, Craig can be reached at [craig@craigpark.com](mailto:craig@craigpark.com).



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