

Common Approach - Uncommon Results: How adoption delivers the results you deserve

By: Ian Gotts

Publisher: Ideas-Warehouse

Amazon.co.uk price: £12.99

ISBN: 0954830903

Reviewed by: Jason Stamper

CBR rating: ★★★★★

Gott's book has a relatively straightforward premise: that a strategy is meaningless unless there is comprehensive adoption of that plan across the business. He uses a simple equation - $R = IA^2$ - to emphasise the fact that 'Results equal Initiatives x Adoption squared'. "What this equation reveals," Gott writes, "is that it doesn't matter how many initiatives you throw at people if no one adopts their results."

Ian Gotts, CEO and co-founder of venture-capital backed consultancy Nimbus, has set out to write a book that is possibly as important for project managers, business managers and, indeed, CEOs as it is for technology decision-makers. Thankfully it doesn't fall between stools, but should instead prove valuable to both technology and business practitioners.

This is a great book. Gott has taken his experience of real-world implementations of his theory on the importance of adoption - and ways of increasing adoption rates - with examples that ensure the book at no time reads like a hollow academic manifesto. For example, he uses Lockheed Martin in the UK as an illustra-

tion, but instead of crass sound bites he features a detailed interview with the company's head of its change programme.

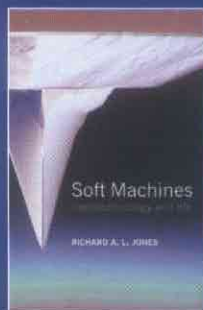
His tone is well-judged and witty enough to make the book a delight rather than a chore to read. We particularly liked some of his notes at the bottom of the page; for example, after describing something as "tongue in cheek*", the note at the bottom of the page reads: "* This book is being translated into American (randomly removing the letter U and replacing S with Z), German and Chinese. I wonder what the translators will make of this?" Great fun; and we wonder what the translators will make not only of "tongue in cheek", but of its accompanying note.

Don't let his light-hearted tone fool you into thinking the book is high on style and low on substance, however. His theory on driving increased adoption is enlightening and logical, and his evidence is compelling.

Our only criticism would be the fact that he writes at times as if companies are starting from scratch with new initiatives, and of course they often are. But more on how to change existing strategy initiatives for the better would not have gone amiss. Also, he waxes lyrical about the importance of a Common Operational Platform (COP) and good process diagramming, but doesn't once mention unified modelling language (UML). UML might not be right for the job, but it would be nice to know why he thinks it is not.

If you have any feedback or review suggestions please email: cbreditorial@computerwire.co.uk

OTHER RECENT LAUNCHES...



Soft Machines: Nanotechnology and Life

By: Richard A.L. Jones

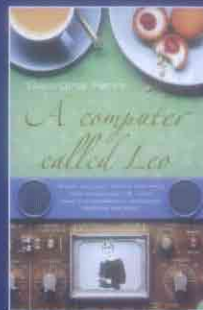
Publisher: Oxford University Press

ISBN: 0198528558

Hardcover: 238 pages (26 Aug 2004)

Amazon.co.uk price: £16.99

Synopsis: "Enthusiasts look forward to a time when tiny machines reassemble matter and process information with unparalleled power and precision. But is their vision realistic? *Soft Machines* explains why the nanoworld is so different to the macro-world that we are all familiar with."



A Computer Called LEO: Lyons Tea Shops and the World's First Office Computer

By: Georgina Ferry

Publisher: Perennial

ISBN: 1841151866

Paperback: 240 pages (16 Aug 2004)

Amazon.co.uk price: £6.39

Synopsis: "The eccentric story of one of the most bizarre marriages in the history of British business: the invention of the world's first office computer and the Lyons Teashop."