

THE MILKSHAKE MOMENT:

Overcoming Stupid Systems, Pointless Policies and Muddled Management to Realize Real Growth

by Steven Little

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There is barely a business around that doesn't put "growth" at the top of its list of goals, but few ever realize sustainable growth, and even fewer figure out what's holding them back. Growth expert and widely acclaimed speaker Steven S. Little sheds new light on the problem with his cogent, crisp and irresistibly appealing new book, **THE MILKSHAKE MOMENT**.

When on the road for business, Little began to experiment with business systems by ordering a vanilla milkshake in hotels. More than half didn't have the item on their room service menu, but, when asked, could send up a bowl of ice cream, half a glass of milk and a long spoon -- or everything it takes to make the treat. So, why couldn't they just deliver a Milkshake Moment? Because the organization's processes, systems, and rules didn't allow for it, and therefore the milkshake simply doesn't exist.

These "Milkshake Moments" are the point in time when an organization recognizes that their own systems are holding them back and realizes they can change them. Leaders must communicate their company's true purpose and grant their people the power to do whatever it takes to ethically achieve it. Little identifies five key ingredients to creating milkshake moments in organizations of all sizes and shapes, and offers up a profile of the true growth leader today.

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