



# Outstanding!: 47 Ways to Make Your Organization Exceptional

*John G. Miller , David L. Levin*

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**"Outstanding! hits the nail on the head in every way: Practical content, terrific stories, and an easy read. Miller has provided a road map for organizations to become exceptional--just follow the path laid out. Definitely a must read!"**

**--Dave Ramsey, author of *Total Money Makeover* and host of *The Dave Ramsey Show***

Every day outstanding organizations do things and promote values that ensure they will retain customers, grow revenues, increase market share, and build their reputations. People in these organizations hold values and take actions-- individually and collectively--that are not always easy or obvious but are fundamentally powerful.

Informed by his own commitment to the concept of personal accountability and enlivened by compelling true stories from exceptional organizations, in this insightful and accessible book John Miller identifies the principles and behaviors that distinguish such organizations from the pack and provides readers with ways to integrate them into their own work.

With its pithy entries that carry significant impact, *Outstanding* is by turns a playbook, a guide, and an inspiration. It is filled with practical ideas that can--and should--be used every single day by individuals and teams from the boardroom to the stockroom for creating a distinguished organization with which customers and stakeholders will want to work.

## Outstanding!: 47 Ways to Make Your Organization Exceptional Details

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# From Reader Review Outstanding!: 47 Ways to Make Your Organization Exceptional for online ebook

## Kevin Eikenberry says

I love a couple of things when I pick up a book. I love when the title is clear and promises me something tangible (something of course that I care about). I also love when the book delivers. Plus, when the book is written by a really smart person, who I've had the privilege to work with a bit, it's even better.

This book is all of those things.

- See more at: <http://blog.kevineikenberry.com/leade...>

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## Mike Ncube says

Some outstanding ideas for anyone looking to make their organisation truly outstanding

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## Jackie says

Outstanding! is a fairly easy read and contains some practical content on how to improve your company or professional organization, but at 47 chapters, albeit short ones, it's a lot to plow through in one sitting. I found it most useful to peruse the table of contents and read a chapter that had some appeal for me at the time. And although some of the ideas contained in the book have value and seem fairly easy to put into practice, I wonder if most organizations are introducing these principles into their organizational mindset. For example, one of Miller's points is that good customer service is the foundation of a first-rate company and when everyone makes an effort to please the customer, who is their "real boss," then customer's return business is almost assured. No doubt that statement is absolutely correct, but customer service continues to deteriorate in business rather than improve.

As I mentioned reading this book in spurts worked best for me. Even so, I felt that Miller occasionally went off on unrelated tangents or used too many examples to prove a point, which made even his short chapters seem long. To be honest, I didn't find his writing particularly interesting or his presentation especially clever. And parts of the book seemed drawn out so that at 200 pages the cost of the book, \$21.95, might seem reasonable to most people.

My favorite chapter was entitled "Tend to the Little Things." He briefly describes one of his children who the family called the town crier; as a toddler she would state the obvious, e.g., "Dad, the sun is shining." Miller uses this analogy to articulate the importance of stating the obvious, i.e., organizations need to pay attention to "the little things." He uses the example of a gas station that he prefers to all others and goes out of his way to give them his business. Why? Because it has clean restrooms! The gas station owner understands that everything matters when people have choices where to take their business and a shiny gas station bathroom will bring them back every time.

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**Joel Stockstill says****Great Personal Growth!**

Reading a short chapter each day of this book will really transform your thinking. It is simple and well written. I greatly enjoyed it and recommend it to anyone who wants to be outstanding!

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**Chad Stutzman says**

I enjoyed this book, because it was simple, to the point and filled with real life stories of outstanding service and flat out bad service. If you follow these principles your organization will be outstanding. The key is individuals understanding these principles and putting them into practice. Read this book and start doing it.

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**Don Snyder says**

It's surprising how little effort it actually takes to be considered "outstanding" by your clients in just about any category. What's also surprising is how little effort is taken by companies and individuals to actually BE outstanding. Follow the lessons and learn from the stories in this book, and you'll be well on your way to becoming OUTSTANDING.

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**Eric says**

Very practical.

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**Kelsey Yates says**

I admit I didn't expect anything exciting from this book as I've read his other three books and other similar business books. I would be reading along when suddenly a diamond just lands in my lap. It is an excellent book. I love that his books are not too long and the chapters are short. I recommend all 4 of John Miller's books with QBQ! being the first on the list of to-read.

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**Amy says**

Probably more of a 3.5

It's mostly common sense... the problem is that trainings in organizations often lack common sense.

Sometimes, Miller could have used a stronger illustration to demonstrate a strategy.

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### **David says**

Miller has a very clear and effective communication style. Some of the 47 ways to make an organization exceptional include personal responsibility, clear communication and not forgetting the little things when serving customers.

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### **Brian says**

An easy, okay read. The author provides lots of words of wisdom along with real world examples of companies that do outstanding things for their customers. It's a good book for any entrepreneur or leader who wants to develop a plan for making their business stand out from the crowd. It's even good advice for middle of the road managers already within a big company who want to get their team to the next level. My only wish was for some sort of easier streamline of the ideas or thoughts, like one leading into the other. It was an interesting thought to have introspective questions at the end of each chapter, but personally I would've preferred a bottom-line/summary point for each topic.

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### **Kelli says**

This book is about how to better your professional organization. I heard about it on the radio and it sounded really good. I'm weird. I listened to it and thought of the principles and how they apply to the organization of the family. I found it sort of enlightening in that regard. In the audio - the author talks too fast, though. It's hard to wrap your brain around one point before he's off to the next.

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### **A P says**

Pretty basic stuff.

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### **Queenie says**

Outstanding! has so much content in it, it's a book to be studied by a team. And yet the short chapters make it a delightfully easy read. As a supervisor for a small Customer Service group, I am constantly looking for information that will encourage and motivate my employees to provide the best in service to our customers. With little to no budget in which to meet our training needs, I have made it a personal priority to seek out books, articles, free online training, etc., materials that will benefit my staff members both in their personal lives as well as their professional careers. I had the great fortune to find John G. Miller's book, "Outstanding -- 47 Ways to Make Your Organization Exceptional" in a local bookstore. What a find! Mr. Miller has a fabulous ability to draw the reader into each detailed description of his personal customer service experiences. As a book that is difficult to put down, I feel as a dear friend is recounting each of the

experiences. Many stories are his experiences of the kind of outstanding service someone with the right attitude provides regardless of their circumstances or surroundings. When the entitlement mentality is not weighing people down, they can shine brightly and give us hope that outstanding customer service can and does exist! An absolute joyful reading! I am now reading his QBQ! and Flipping the Switch books on personal accountability and will also share them with my team.

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## **Jacki says**

John Miller's book, OUTSTANDING!: 47 WAYS TO MAKE YOUR ORGANIZATION EXCEPTIONAL, is, well, ... OUTSTANDING! The author of QBQ and Flipping the Switch, may have written his best book ever. Quite often authors put out a book that is little more than a regurgitation of their earlier books. Not so, here.

Each of Miller's 47 points are given a chapter. Each one is valuable in its' own way. In Chapter 3, I realized why some of my training initiatives fail. I don't always put purpose first. If people don't have a good understanding of why it is necessary for them to do things a certain way, they are much less likely to adopt it as their own. This one little piece of knowledge and understanding on my part will totally change how I develop and delivery new initiatives.

In Chapter 5, I learned the true definition of a customer. A customer is anyone who has a legitimate expectation of you. This opens up a whole new realm and an entirely new dynamic on how we view people. Customers are not just people who buy from us, they are our vendors, supervisors, family members, co-workers, etc. If we treat these relationships with the same respect and regard as we give our "paying customers", imagine the results we will see.

Chapter 44 is a refresher course in doing the little things that will make a difference for customers. These are just a few things you'll find here. There are tips of doing a better job of coaching, the importance of encouragement, even ways to hire better people.

As I read Chapter 12, aptly titled "Value Ideas Over Politics", I kept remembering Ronald Reagan when he said, "It's amazing what can be accomplished when we don't care who gets the credit."

This should become required reading for anyone at the corporate level. I'm giving this one my highest recommendation. As always, Miller writes clearly with direct points and succinct summaries. QBQ set a pretty high bar for Miller, but he may have succeeded in surpassing that bar with Outstanding!

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