



# The Grid: The Decision-making Tool for Every Business (Including Yours)

*Matt Watkinson*

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**This ground-breaking book from award-winning author MATT WATKINSON reveals the fundamental, inseparable elements behind the success of every business.**

*The Grid* provides the mental scaffolding to help you:

- Evaluate and refine product and service ideas
- Reduce risk by considering the broader impact of strategic decisions
- Identify the root causes of business challenges
- Anticipate the impact of changes in the market and turn them to your advantage
- Collaborate more effectively across teams

Combining practical guidance with real-world examples, *The Grid* will bring clarity and confidence to your business decision-making.

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**'The Grid provides you with a simple way to look at the complex system which is your business. With the possible exception of Warren Buffett, everyone needs to read this book.'** RORY SUTHERLAND, VICE CHAIRMAN, OGILVY GROUP

**'The Grid provides a systematic framework for looking at virtually all the critical aspects of your business, and maybe more valuable, at how each affects the others. It'll be a rare reader who doesn't come away with fresh, useful insights into his or her enterprise.'** WALTER KEICHEL III, author of *The Lords of Strategy*

**'Matt Watkinson distils strategic know-how into nine ingenious perspectives and, with the use of clever examples, shows us how to apply this technique of thinking to any business problem or market opportunity. An extraordinarily powerful book.'** DR JULES GODDARD, author of *Uncommon Sense, Common Nonsense*

**'The Grid presents a unique, joined up approach to decision-making, revealing both the holistic nature of business and all the key elements a business must consider. I can safely say that if you only read one business book in your life it should be The Grid.'** PHILIP ROWLEY, Chief Finance Officer, Sony Pictures Entertainment

## The Grid: The Decision-making Tool for Every Business (Including Yours) Details

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Author : Matt Watkinson

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# From Reader Review The Grid: The Decision-making Tool for Every Business (Including Yours) for online ebook

## Olivia Victorius says

Super helpful book. Great way to monitor our company just by using the tools given. Tools also very well positioned makes it even easier to use. Furthermore, The simplicity combine with the clear explanation makes it easy to read and understand.

It also provide a lot of study case from big company. Very practical yet not too basic.

I was doubting this book before purchasing it coz it has only 3 review on. But glad i bought it

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## brian says

Lucid and immensely useful.

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## Saisin says

Great simple way to see how everything is connected. Great for thinker as well as practitioner.

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## Ronald J. says

I'm reading this book because Rory Sutherland (from Ogilvy in the UK) has blurbed it, and I respect Rory's recommendations on books. It was good because it recognizes businesses are interdependent, like a human body. His grid lays out 9 areas. If you affect one, you affect others, and you have to take this into account when making decisions. The author claims not much is written on this, and he's probably right, though Peter Drucker did talk about it, so does Gary Hamel, Stephen Covey, among others. There's some excellent points in the book, though none of the topics are covered in depth (pricing, for example), but he does include a useful suggested reading list for those who want to dive deeper into a particular area. A worthwhile read.

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## Eamonn Edwardo says

Great book, deserves to be widely read

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## Joc Cing Tay says

This is one gem of a business book. It provides the reader with a mental scaffolding to relate together all the

complexities of running an enterprise, big or small, into clear decision points for tradeoffs through the enunciation of a holistic strategy. This i find to be its greatest value, to be able to explain and analyze a strategy, make comparisons, and move towards a decision. Best of all, it provides a trove of recommended books and articles to read and reference. For all entrepreneurs, this is a must read.

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### **Wai Yan says**

Understanding the grid allow you to think more holistically. Always consider the various aspects of the grid before making a decision. Fine tune the grid to suit your needs.

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### **Alfath Rezkia says**

Very helpful and practical for us who need a guidance on handling crucial decisions.

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### **Joan Lockwood says**

Great business book for entrepreneurs. Learn how to attack complex decision-making processes and how to look at the world differently.

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### **Danielle says**

Es un libro que definitivamente cumple su función para una joven inexperta como yo o para un dinosaurio atrasado en busca de buenas ideas o ampliar su educación empresarial. Me atrevo a decir que debido a la carrera que he estudiado fue un libro más complementario con conocimientos que yo ya he adquirido en la carrera y en mi vida laboral y aún así, nunca está de más tener fresco el tema ni mucho menos obtener información extra o desconocida. He logrado sacar muy buenas ideas para la empresa y considerado otras que me parecen fundamentales y por supuesto, voy a aventurarme a realizar la cuadrícula para ciertos temas. Un libro muy gratificante.

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