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the word proactive means more

than merely taking initiative it means that as human beings we are responsible and accountable for the way we live our lives our behavior is a function of our decisions not our conditions we can subordinate feelings to values we have the initiative and the responsibility to make things happen more so becoming extraordinary is a challenge to become responsible responsibility simply means response ability the ability to choose your response highly proactive people recognize that in being responsible they do not blame circumstances conditions or conditioning for their behavior their behavior is a product of their own conscious choices made based on values humans are wired with the ability to become proactive and responsible therefore if conditioning has made us subject to forces and feelings that tend to ruin our lives it is because we have by conscious decision or by default chosen to empower those things to control us if you feel that you've become passive reactive or reclusive perhaps it's time to free yourself through the power of conscious decision making become proactive carry your weather with you and become extraordinary on becoming extraordinary decoding bdo international and

other star professional service firms reveals the strategy of bdo international and the world's best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding blackstone and other star professional service firms reveals the strategy of blackstone and the world's best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding edelman and other star professional service firms reveals the strategy of edelman and the world's best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to

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areas of competence in order to reach the peak of the pyramid

- 1 people development attracting developing and retaining the right people there is no substitute for the best of the best professionals
- 2 client development building and deepening in depth client relationships
- 3 practice development great psfs create enrich and leverage knowledge the lifeblood of the psf through effective practices or centers of excellence i.e. a high quality knowledge support infrastructure
- 4 office management managing professional intellect core principles and values and key stakeholders think of alumni effectively and efficiently through local and or global offices
- 5 reputation management reputation is a vital strategic asset for conveying information about the firm's capabilities to existing and new clients and the community at large
- 6 information logistics management effective management of the flow of information to through and from the psf getting the right information to the right people at the right time is key to a firm's competitive edge
- 7 innovation management the ability to generate and commercialize new and unique value to clients systematically and on a continuing basis
- 8 continuous performance improvement management a relentless focus on improvement means constantly searching for a better or best practice implementing that practice and then searching for another better or best practice

without the emphasis on continuous improvement one time gains are unlikely to lead to further improvements the following research process was used phase 1 338 interviews with senior managers directors and partners of psfs interviewing these people provided invaluable insights into the voice character and personality of the world s best psfs phase 2 366 client executive interviews i e senior officials of client organizations primarily members of management boards supervisory boards and advisory boards client interviewees represented a wide range of public companies as well as state owned enterprises and private family companies in terms of geography size positions nationalities professional backgrounds and sectors phase 3 secondary research and archiving material phase 4 interviews and telephone conversations with 51 knowledgeable outsiders such as industry experts professors academic subject matter experts and experienced journalists the strengths of star psfs and the quality of their people development and client relationships have created a virtual wheel of fortune star psfs capture a disproportionate share of the business of the most interesting clients in the most attractive markets since 2010 the 116 star psfs from nine sectors accounting advertising executive search management consulting investment banking private equity law hr advisory services and it have as a group more

than tripled in overall profitability outperforming most manufacturing and other service firms in everything that truly counts reputation and presence profits and total fee level status and influence pieter klaas jagersma ph d is an independent researcher business professor and supervisory board member his writings have been widely published earlier in his career he worked at mckinsey company on becoming extraordinary decoding kpmg and other star professional service firms reveals the strategy of kpmg and the world s best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding publicis and other star professional service firms reveals the strategy of publicis and the world s best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding capgemini and other star professional service firms reveals the strategy of capgemini and the world s best professional service firms the

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in challenging circumstances such as these transition from ordinary to extraordinary gives us the knowledge to transform our own lives without first suffering trauma be extraordinary reveals a life changing formula that will lead us on the path to being extraordinary even when we encounter setbacks along the way on becoming extraordinary decoding atos and other star professional service firms reveals the strategy of atos and the world s best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding wpp and other star professional service firms reveals the strategy of wpp and the world s best professional service firms the book takes the reader deep inside the workings of the peak of the pyramid pieter klaas jagersma ph d is a researcher professor of business administration and advisor to professional service firms he serves on the supervisory board of various global companies on becoming extraordinary decoding china international capital corporation and other star professional service firms reveals the strategy of china international capital corporation and the world s best professional service firms the book takes the reader deep inside the workings of the peak

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