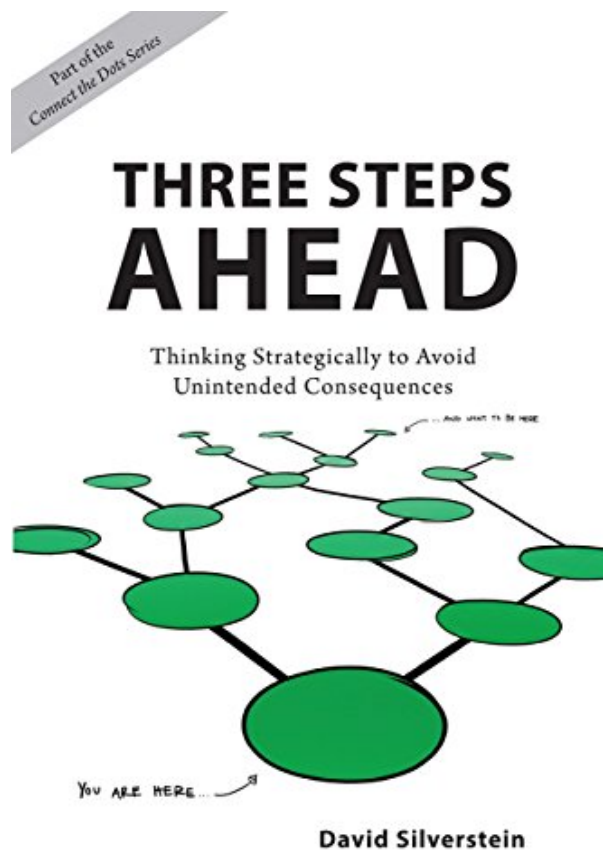


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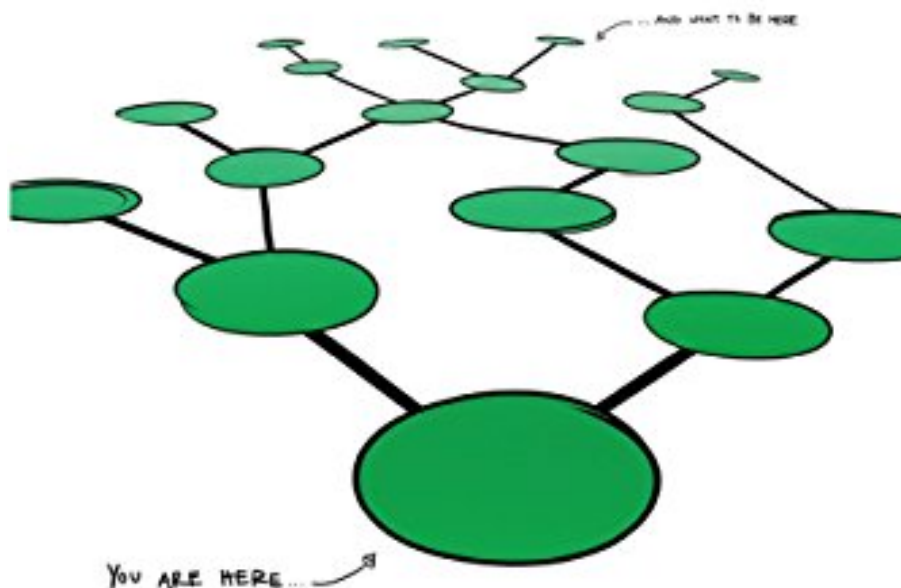
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THREE STEPS AHEAD

Thinking Strategically to Avoid
Unintended Consequences



David Silverstein

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Review

Beautifully written and makes the adventure of life and business more fun with simple, but meaningful advice. --Malcolm Bricklin, CEO, Visionary Vehicles

Edwin H. Stuart said, 'Every time you open your mouth to talk, your mind walks out and parades up and down your words.' Well, David Silverstein's strategic mind parades up and down the pages of his new book *Three Steps Ahead*. His premise is, 'If you train yourself to think ahead, you will most likely come out ahead.' Easier said than done, right? But the author shows exactly HOW to think ahead in a variety of high-stakes situations with compelling examples and step-by-step instructions. Brilliant. --Sam Horn, Speaker, Executive Coach and Best Selling Author of *Tongue Fu!* and *POP!*

A valuable reminder that every strategic decision needs to be considered with a short view, a long view and a birds-eye view. --Curt Thornton, CEO, Provision Interactive Technologies

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When we don't think three steps ahead, we're forfeiting the opportunity to manage the future.

How can you anticipate something unintended or unprecedented? How can you expect the thing that no one ever expected to happen? How can you navigate the law of unintended consequences? The answer is simple: You have to think three steps ahead. In Three Steps Ahead, you'll explore:

- Why unintended consequences happen
- Ways of estimating the likelihood of what can go awry
- Tools and techniques for anticipating and managing unintended consequences

Author David Silverstein is a highly regarded speaker, author and entrepreneur. He is the founder and CEO of BMGI, a global strategy consultant that is changing the way business leaders think.

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Most helpful customer reviews

0 of 0 people found the following review helpful.

simple but invaluable information for everyone

By carey cravens

I like the simplicity of the book. Silverstein does not reveal any groundbreaking must hear news. This was a book that was very simple and easy to understand, yet filled with very valuable information everyone can use. He gives examples of how people made decisions to solve issues only to later have terrible consequences that made situations even worse off. Silverstein teaches you how to look at all angles before making any disastrous moves.

He sprinkles personal and government stories to bring his points home. He shows how important it is to think steps ahead, and consequences for not doing so. (which are called unintended consequences) he describes unintended consequences like chess playing. When you play chess you have to think ahead and anticipate your opponent's next move or should I say next moves. In plain and simple terms people need to strategize. The book is catered to business people but anyone can benefit from the importance of thinking in steps and dodging dilemmas in future.

I was given a free copy of the book in exchange for a honest review.

2 of 2 people found the following review helpful.

A Useful Quick Read You'll Want to Keep Around

By PK

I loved this book. It is basically a primer on successful decision-making, with some pretty great stories thrown in to help make salient points. There aren't any shocking revelations here -- but there are clear, succinct, thoughtful chapters which outline the kinds of decision-making traps that provoke unintended consequences as well as guidelines on how to avoid them. I intend to keep it on my desk until some of the thought processes Silverstein suggests become second nature.

0 of 0 people found the following review helpful.

Not as bad as one feared

By Autamme_dot_com

Strategic thinking and the art of planning ahead is the focus of this book. The author sets out to help the reader understand and master the objectives at hand, attempting to seize the law of unintended consequences and take advantage of all that it may offer.

That's the theory; the execution is a little different. This is a book that may be hard to overly warm to, yet it is not something to equally dislike. It sits between two stools and might benefit from the literary focus knob being tightened a little. Or maybe the book's publicity material created the wrong impression or set up an unreasonable expectation. The further you dug into the book the better it became – or is it that your

expectations are overtaken by what you has received and the actuality was the better of the two!

Written in a fairly open, informal style the book is capable of providing a lot of information and knowledge in a relative general sense. It touches on a lot more than just positive, proactive plan-ahead thinking and strategy, running all around the business world with its insights, examples and take-out points. The reader will be engaged through humour, interesting insight and sheer diversity: a lot of good basic principles, concepts and themes may be learned through osmosis. It is a great lightweight read, yet the actual content should not be dismissed as being lightweight or just a “humour book”. Far from it.

The book’s price is unbelievably low – the cost of a couple of magazines from a newsstand – to make it one of those potentially advisable “on spec” purchases. It is a short but sweet book in other words. A complex “fast food” takeaway of knowledge and opinion that surprisingly can fill quite a gap.

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