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Paul Orfalea, Ann Marsh

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**Paul Orfalea, Ann Marsh : Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies:

0 of 0 people found the following review helpful. A good intro to Paul Orfalea and Kinko's - but there was so much more...By LeftCoastRiderI enjoyed reading this because I worked for Kinko's for 10 years, and have to say that Paul was a great leader for that company. But I knew that the company was doomed once he decided to sell, and it was very obvious to those of us on the front lines that a great company was going to die once Wall Street got their hands on Kinko's. Unfortunately, the New York corporate types had no blueprint on how to run a business the way Paul ran his company, and it is now just a shell of its former self. But Paul's success was amazing, and this book shows how far he took a little copy shop in southern California. The book is an easy read, full of humor and inspiration.1 of 2 people found the following review helpful. "Our primary objective is to take care of our customer..."By P. SmithBUT..."...you can't take care of your customers unless you take care of your people." (- Paul Orfalea)"Copy This!" is a book that illustrates the enduring idealism and sincerity of Paul Orfalea. Orfalea's enthusiasm is infectious. His optimism and energy vibrate through the narrative as he explains how his values were challenged over the years by various partnerships, a corporate reorganization and the eventual decision to leave the company he built and guided for over

30 years. Those of us who lived the "Kinko's experience" can vouch for the effectiveness of Paul's leadership and his approach to team management. Long ago, I took a job at my local Kinko's working the overnight shift as a machine operator. On my first day of work, my branch manager handed me a wallet-sized, white plastic card with something called "The Kinko's Philosophy" printed on one side. Up to that point in my life, working for a company was all about punching a clock and biding your time until you could punch it again and get on with your real life. I assumed this card, talking about things like "The coworkers are the foundation of our success" and "we trust and care for one another" were just marketing lip service by some faceless corporate human resource office. But my manager took time with me, said that he wanted me to keep the card with me explaining, "We really believe in these things here. I can't force anyone to be anything more than a clock-puncher, but we can do everything we can to support how you want to work out your days with this company. Your only real job here is to take care of the customer." Over the next several years I moved up in the company and dealt with dozens of coworkers. I worked with and for the kind of employees you've encountered or heard about who contribute to a miserable experience as well as those who stopped everything to solve your emergency and save the day for you. Paul's philosophy (his "commitment to communication") made it easier to manage the daily operation of a store of 15-20 people on three non-stop, busy shifts. As Paul pointed out on more than one occasion, each coworker -- regardless of their aspirations, ambition or approach to the job -- deserved to be treated with respect and gratitude ...because their performance was the only true measure of my own success. Discipline was to be bundled with coaching and retraining. Even in an "at-will" employment environment, Paul was dedicated to making sure we did all we could to help every coworker succeed. Understanding and providing for your customer requires understanding your employees and their own needs. While they carry out the necessary tasks to get the job done, your job as a manager is to make that job fun, safe and efficient. The challenge of the organization is to create an environment where managers can do their job. In the case of Kinko's, that meant great opportunities for advancement, solid training programs, profit sharing and excellent wages. Many of those values (and benefits) changed with Paul's departure, but there are still hundreds if not thousands of team members who maintain that positive, supportive attitude toward their most valuable resource on the sales floor. Most businesses treat their employees (human assets, labor force, whatever form they take) like a herd of sheep to be managed as though they have neither the skill nor experience to contribute to the business process. This book explains how each member of your working team is not just a salary on a PL chart, but the REASON your operation is successful. It explains that you can have your heart firmly invested in taking care of your customers, but if you don't have the drive to take care of your own PEOPLE, you will be hard-pressed to achieve that goal consistently or at all. Small business owners, department heads, and CEOs could learn much from Paul's dedication to his team members and perhaps begin to understand that their own success isn't tied to a few lines on a spreadsheet and the demands of a board of MBAs, it begins and ends with the people who run the cash registers, take care of the daily operation and make it possible for executives to spend time pondering "bigger picture" issues for their organization.

0 of 0 people found the following review helpful. Must read for entrepreneurs. By Roger Cusa Pascual. The Kinko's story summarizes all of the challenges that any company has to overcome during its first years. Orfalea recognizes that employees, culture, and being "on the business", not "in the business" are the key success factors.

Bill Moyers said this about Paul Orfalea after reading *Copy This!*: "If I could live my life over again, I would sit at his feet and listen to everything he has to say." And David Brancaccio, host of *NOW* on PBS, wrote: "As the host for a decade of a daily business program, I had to read what seemed like every business book published in the English language. It is, therefore, with authority that I can say Paul Orfalea's book is wonderful, heartbreaking, and profoundly useful." Now in paperback, *Copy This!*, Paul Orfalea's memoir of turning lemons into lemonade, is wise, personal, funny, unflinchingly honest, and filled with wisdom, business lessons, and his inspired Orfalea Aphorisms. It's the story of how a struggling kid who could barely read, write, or sit still managed to grow a 100-square-foot copy shop named Kinko's into a \$1.5 billion empire that *Fortune* named one of the best places in America to work. And it's the story of an individual who saw his learning disabilities—ADHD and dyslexia—as learning opportunities, which molded the homegrown, compassionate culture that allowed Kinko's to thrive, and guided the behavior of a CEO who had no choice but to think different. A terrifically entertaining read from a born storyteller, but with the hardcore guts of true business acumen, *Copy This!* will blow fresh air into the thinking of any manager, entrepreneur, executive, or business owner.

From *Publishers Weekly*: The now-retired founder of Kinko's mixes autobiographical anecdote with large doses of business advice in this candid, conversational account of his entrepreneurial rise. With the help of coauthor Marsh, Orfalea replicates much of the usual business wisdom, like customers come first and keep your co-workers happy and motivated. More original are his autobiographical sections, which explain how a man with dyslexia, an uncontrollable temper and a mistrust of authority managed to grow a tiny California copy shop into a \$2-billion-a-year company. His difficulties gave him "learning opportunities," he explains. "They propelled [him] to think differently," he says, and to develop "an unorthodox, people-centered, big-picture business model" that relied heavily on the intelligence and skill

of his franchise managers. Orfalea's exuberant and irreverent attitude; he freely admits to cheating in school and relying on others to get him through college; will entertain many readers, and his sanguine acceptance of his dyslexia will inspire many others. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From School Library Journal Adult/High School; What's to become of a hyperactive boy with dyslexia who can't sit through a full lesson and who spends more time in the principal's office than in class? If he is Paul Orfalea, he turns potentially overwhelming challenges into strategic opportunities and grows up to nurture a small copying firm into a \$2-billion-a-year operation called Kinko's. This effervescent memoir tells how he did it, not least by making the most of his advantages--including intelligence, imagination, pep, and a close extended family of Lebanese-American origins--and by realizing early on that his reading, writing, and attention problems meant that he needed others to help him achieve his dreams. His unconventional, team-based approach to business and his can-do philosophy for success are explained in 12 entertaining chapters called Lessons. Each one offers numerous cogent tips from the author as well as recollections and comments contributed by longtime colleagues. Written with wit and style, this book offers much to inspire readers with obstacles to overcome or who march to a different drummer. Starr E. Smith, Fairfax County Public Library, VA Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "An effervescent memoir." - School Library Journal (School Library Journal) "As amazing, as ebullient...as its founder, Mr. Orfalea." - Santa Barbara News Press (Santa Barbara News-Press )