

Video: Simple Rules to Thrive in a Complex World



Simple rules are powerful because they give us “shortcut strategies” to cut through complexity. Whether you are struggling with information overload, pursuing opportunities with limited resources or trying to change a bad habit or unblock a personal bottleneck, simple rules can help you achieve better and faster results. In

Simple Rules: How to Thrive in a Complex World, strategy and execution experts Sull and Eisenhardt take us on a tour of what simple rules are, where they come from and why they work.

How can you learn more about simple rules and shortcut strategies? A good way to start is by watching this 2-minute video book summary of Simple Rules. [CLICK here](#) for the 2-minute video

Gratitude to Donald Sull and Kathleen M. Eisenhardt for their great book, and The Business Source for this excellent video summary.



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