



# Why Simple Wins: Escape the Complexity Trap and Get to Work That Matters

*Lisa Bodell*

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*Imagine what you could do with the time you spend writing emails every day.*


Complexity is killing companies' ability to innovate and adapt, and simplicity is fast becoming the competitive advantage of our time. *Why Simple Wins* helps leaders and their teams move beyond the feelings of frustration and futility that come with so much unproductive work in today's corporate world to create a corporate culture where valuable, essential, meaningful work is the norm. By learning how to eliminate redundancies, communicate with clarity, and make simplification a habit, individuals and companies can begin to recognize which activities are time-sucks and which create lasting value.

Lisa Bodell's simplification method has several unique principles:

- Simplification is a skill that's available to us all, yet very few leaders use it.
- Simplification is the right thing to do—for our customers, for our company, and for each other. Operating with simplification as our core business model will make it easier to be respectful of each other's time.
- Simplification drives culture, and culture in turn drives employee engagement, customer relations, and overall productivity.

This book is inspired by Bodell's passion for eliminating barriers to innovation and productivity. In it, she explains why change and innovation are so hard to achieve—and it's not what you might expect. The reality is this: we spend our days drowning in mundane tasks like meetings, emails, and reports. These are often self-created complexities that prevent us from getting to the meaningful work that truly matters.

Using simple stories and techniques, *Why Simple Wins* shows that by using simplicity as an operating principle, we can eliminate the busy work that puts a chokehold on us every day, and instead spend time on the work that we value.

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