



## How Did You Do It, Truett?

*S. Truett Cathy*

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## **How Did You Do It, Truett?** S. Truett Cathy

How does the man working behind the counter of a mom-and-pop diner for twenty-one years turn a good idea into a restaurant chain worth \$2 billion annual sales? S. Truett Cathy, founder and CEO of Chick-fil-A, shares the answers in *How Did You Do It, Truett?*

The inventor of the chicken sandwich and the founder of Chick-fil-A, Truett Cathy also pioneered quick-service food in shopping malls, and is now one of America's most successful and respected businessmen. His restaurants, which are always closed on Sunday, achieve higher sales per unit than others that remain open seven days a week. Forty years after opening the first Chick-fil-A restaurant, the chain now has more than 1,300 units in thirty-eight states.

*How Did You Do It, Truett?* offers countless nuggets of wisdom. The 86-year-old chief executive officer's keen business sense, his commitment to his principles, and his desire to keep the business simple pours off of every page. His lessons apply not only to business, but family and community life as well.

## **How Did You Do It, Truett? Details**

Date : Published November 6th 2007 by Looking Glass Books, Inc

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Author : S. Truett Cathy

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# **From Reader Review How Did You Do It, Truett? for online ebook**

## **Fabrizio Poli says**

A Great Success Story that isn't 300 Pages Long:

Truett Cathy's business philosophy is simple and so is this book that tells the success story of Chick--fil-A. Unlike many business books this is short and straight to the point. It offers great insight into Mr Cathy's way of doing business. I loved the bit about faith and why he keeps his restaurants shut on a Sunday, respecting the Sabbath-day. A very out-of-the-box idea that is bringing great fruits.

The book is also written well and flows nicely, a must read for anyone in business!

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## **Jonn says**

I enjoyed this book. It mostly about how Truett build and developed his restraints through his work ethic, but touched briefly on what's wrong with a large portion of businesses today, and I have to say I have agreed with his thoughts for a while. Easy quick read, and a good motivator.

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## **Brandon says**

This was a surprisingly good, short book. I really appreciated Truett's business sense and point of view. I don't know how much of it was sugar-coated, but either way, it gave me something to think about and was refreshingly different. What particularly impressed me was Truett's ability to share his religious beliefs without shame or apology. Plus, this book acted as an effective marketing tool, raising my awareness and respect for Chick-Fil-A. Quite impressive for a book that didn't even top 100 pages.

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## **Cheryl says**

Truett Cathy is a great model for business entrepreneurs and current owners, as well. This short read details how Chik-fil-a started out and how it got to where it is today. Emphasizing God's blessings, teamwork, and a good attitude, Cathy retells his business story here. He demonstrates great principles of leadership. I like the extra quotes and comments, but I believe the book could use some work to make the writing and story flow better.

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## **Christopher Lewis Kozoriz says**

**We gradually become a part of those people we associate with, whether good or bad. If you want to be a great preacher, you associate with other great preachers, and something rubs off on you. If you want to be a great businessman, you associate with other great businessmen, and something rubs off on you.**

**For instance, my sons have been associated with me all their lives, and look at them. Both of them are going bald.** (S. Truett Cathy, *How Did You Do It, Truett?*, Page 71.)

The late billionaire S. Truett shares his secrets of success through this book. Also, many of the people who worked with him share some insight into this man. All say good things. There is a chapter at the end of the book that is highly valuable called *Eleven Do's and Don'ts of Proven Success*.

Common sense and partnering is the key ingredients to S. Truett's success. On a side note, a letter from Warren Buffett is at the beginning of this book. You know if the greatest investor in the world is writing you letters you must have something. However, at the time of this writing Chick-Fil-A is a family company and privately owned and not a public company.

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### **Zach Melton says**

Truett Cathy is one of my personal heroes because of his character and the way he built his businesses. *How Did You Do It, Truett?* reads kind of like you'd expect a conversation to go if you sat down and asked Truett about his career. It's not incredibly in-depth, but it does offer an insight into how he thinks and how that shaped the trajectory of Chick fil A.

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### **Stanley Turner says**

A good book by the founder of Chick-fil-A. I enjoyed reading this work on how he founded the restaurant chain. I wish he had included a little more information on the difficulties on founding the first restaurant.

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### **Mika says**

He is a great man and mentor without even meeting him in person.

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### **Clayton Hutchins says**

Picked it up for \$0.50 at Goodwill. I love Chick-fil-A and I wanted to hear Truett tell the story of the growth of his business. Short, enjoyable, sensible, and it made me want to eat a chicken sandwich.

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### **Will says**

A very short, direct, quick, and most of all insightful book. This should be a must read not just for any average worker, but also their employers, and for a guy in his 80's there is so much knowledge in here for teenagers setting the foundations as they get ready to take the first step of their professional careers.

If you know Chick-fil-A, you know the restaurants are closed on Sunday... this is for religious reasons and

there are religious overtones in this book. If that is not your cup of tea (or in this case sweet tea), you may not enjoy it as much. Take it for what it's worth though there is a ton of great business advice in a very short book.

An hour of your time to enjoy this read, may prove dividends for decades to come in your work.

As the book details it really comes down to small things and the person and the people at a job that count, and Mr. Cathy it was my pleasure to get your advice.

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### **Anna says**

In this book, Truett Cathy includes some golden advice for not only businesses, but also for individuals in everyday life. I feel that this book includes very good principles to live by in daily life, as well as in the workspace.

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### **Julie Fishpaugh says**

I had to read this book for one of my marketing courses. At first, I was reluctant to read it. However, part way through I realized how insightful the information truly was to its reader. S. Truett Cathy takes you on a journey on how he built his company from the ground up. Through his writing he shares what worked for his company, and essentially what might help other companies.

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### **Ryan says**

After all of the excitement in the country about comments made by the CEO of CFA I thought I'd try and learn a little more about the organization. This was a really good book and restores a little faith into a business world where integrity is seriously lacking. Good book, quick and simple!

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### **Nicole says**

Truett Cathy came to visit our campus when I was in grad school and I loved listening to his speech. I bought his book and devoured it immediately as it is a very quick read. I later referenced this book again when I used Truett and Chick-fil-A as examples for a paper and presentation in my Paradigms of Leadership class. Loved the book and love Truett's leadership style!

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### **Shin says**

A short book that can be read in an hour. I have a tremendous amount of respect for the Cathys and the biblical principles by which they run their business.

