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BOOK REVIEW

"Self leadership and the one minute Manager"

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To become an effective manager without reading this book will be like an incomplete corporate effort one makes to pursue a corporate dream. This book deeply engrosses readers in a complex situation that any Senior marketing executive would experience and then advocates the embellishment of self leadership in real life scenarios. A simple message that one should never give up and constantly attempt directed efforts with full focus can turn any adverse situation favorable.

The book revolves around the story of a young marketing Manager (Steve) who after months of project preparation in drafting an advertisement campaign for a Multinational bank fails to impress the President of the client bank and receives poor remarks for his efforts. In the stress, that his position was also a newly elevated appointment he decides to quit, when suddenly he comes across a café owner Cayla who with her simple magic and logical mentorship changed Steve's dilemma to his strength and supported Steve to retrospect and apply self leadership exercises under various circumstances, This resulted into a profound learning for Steve where he reinvented his communication skills and presented the problem in a positive manner to his boss (Rhonda), while continuing with the job and eventually impressing him to get further new projects in future.

The book is an eye opener for all business executives as it is not just a business degree that constructs competency but also small learning from everyday life and committed social lifestyle that can teach you to solve any complex situation successfully.

Review Message 1:

Believing in the magic of self leadership:

The book constantly guides readers to believe in the magic of self leadership which is to initiate the keenness to learn and flexibly adopt self leadership learning in every day work.

As the café owner Cayla guides Steve to regain self confidence after the disastrous meeting, she asks him to suspend the disbelief of being unsuccessful and turn the serious problem upside down so that Steve comes on top of the problem feeling responsible again in a positive manner. Cayla stresses Steve the need to start taking the lead to get what you need.

Review Message 2:

People are not mind readers:

While feeling dejected after the bank refusal and not catering up to bosses expectation Steve is consoled by Cayla that how can one decide on staff comments and feel crestfallen especially when people cannot read your mind how can you read their mind and adjudicate their decision making. In understanding this process Steve was amazed that even senior Executives could not exactly understand their employee's motivation as they only thought that they all work for money when in fact many employees of his company were motivated to work for other reasons too

Review Message 3:

Elephant Thinking:

This is one of the best lessons any business executive can learn, Cayla guides Steve that it's a man's assumed constraints that forces them towards elephant thinking. By assume constraints the author meant negative beliefs one accumulates based on past experiences that limit one's current and future experiences, consequently leading humans to elephant thinking, Explaining the elephant thinking the author explains that in circus training baby

elephants are bought and tied to pole with heavy chains for years, hence when they grow up to be an adult the un tied chains to the pole still makes them believe that they cannot run away and they still behave like a tied baby hence an emaciated chain on their neck makes them behave in the same manner, consequently to be a good self leader one should always challenge assumed constraints, which author claims to be the first trick of becoming a self leader. Cayla here mentions the art of Origami which hardly any of Steve employees could understand except Peter and this helps Steve to rebuild confidence in his office marketing team again.

Review Message 4:

Cycles of power:

How to motivate your organizations work force and make your employees cheerful to eradicate negativity is remarkably narrated here by the author when Cayla controllably steers out Steve from the intricacies of confusion prevailing in his mind just to regain confidence and again deal with the situation. Quoting Henry Miller Cayla introduced Steve to the various points of power in an organization that make employees feel positive and energetic How a small spark plug can stop an expensive Harley Davidson ? she narrated and expressed that all of us are powerful in life it is only that we look at money and position power. A floor Manager holds knowledge power, the service reps hold personal power to make people feel confident, the head of sales hold relationship power, while the Accountant holds the Task power and finally the owner of the business holds position power.

The author here claims the second trick of Self leadership which is to celebrate your points of power when undertaking important career task

Review Message 5:

The Development Continuum

Cayla mentions here the significance of development continuum in diagnosing a career task and points to Steve as to which level he belongs to, she convinces Steve to belief that even with a high commitment, one cannot accomplish a given task as competence is developed only through experience the four stages of the continuum help Steve to analyze his competence and commitment level as Cayla also provides valuable inputs to build on those levels. The author states that one should analyze levels of competence and commitment on a given specific task and when your competence is low you need direction while when your commitment is low you need support.

Review Message 6;

The Needs Model:

Discussing the leadership style Cayla emphasizes upon the needs model, she claims that the words "I need "can work as a magic when exhibiting responsibility in a corporate meeting, she further exclaims that as an enthusiastic beginner one needs proper Direction, as a disillusioned learner in stage two one needs proper coaching, at the third stage of Cautious performer one needs proper support and at the final stage of high achiever one needs to delegate task efficiently

Review Message 6 :

Collaborate For Success:

Explaining the third trick of self leadership the author directs readers toward collaborative effort and open communication. Steve when discussing the office imbroglio with his girlfriend Blair also eased out his stress and did spend quality time at the marathon event before heading to the crucial corporate meeting. Steve when participating in Marathon did mention about the famous Italian proverb that things get harder before they get easier and he needed to heed the adage himself as that was a normal part of his learning curve. Cayla also mentions in the book that putting questions with obvious answers can hurtle your persona in meetings and playing jeopardy can put you in jeopardy so put intelligent questions when conversing with your boss. (Rhonda)

The book is an excellent story from the corporate world also providing an insight to the employers that any failures on the part of employees also teaches employees to regain confidence through field learning, which is much more than a mere business degree