Review For The Book
“Succeed On Your Own Terms”

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About the Author: Herb Greenberg, Ph.D. is the founder, President and CEO, and Patrick Sweeney is Executive Vice President of Caliper, an international consulting firm. Through the use of its signature personality assessment, Caliper has helped over 25,000 organizations to assess and develop the talents of employees. Greenberg and Sweeney are also co-authors of “How to Hire and Develop Your Next Top Performer” which is available in six languages.

Book Review:
Everybody has a curiosity to reveal what makes top achievers successful? It is a universal fact that everyone has the capability to succeed however only few are able to succeed and retain their success and attain higher levels of success. To find out the recipe of the success, authors of the book Herb Greenberg & Patrick Sweeney spent almost two years, visited twelve countries, took in depth interviews of more than hundred individuals who are successful and identified the qualities of each individual which makes that individual extra-ordinary. Based on their experience they wrote this book which is divided into four distinct parts. They identified the following traits which were common among most of the interviewee which makes them a real success. These nineteen traits are covered as chapters of the book under the second part of the book titled “Profiles of Those Who Have Succeeded on Their Own Terms”

1. Optimism is hopefulness and confidence about future of something.
2. Resilience is how to deal with rejection and recover from difficulty.
3. Empathy is the ability to understand and share the feelings of another.
4. Persuasiveness to influence someone through actions.
5. Courage is to act in accordance with one's belief despite of criticism.
6. Perseverance is persistently doing something despite of difficulty or delay.
7. Willingness to Take Risks is pursing something for positive outcome despite
of dangers involved in it.
8. Creativity is using original ideas to create something new.
9. Competitiveness is competing with others based on inner strengths and capacities.
10. Confidence is having the belief that one can have faith in something.
11. Self-Awareness is being attentive about inherent strengths and weaknesses.
12. Goal-Oriented is clarity of thoughts about what objectives to be achieved.
13. Thriving on Pressure is handling pressures effectively.
14. Patience is the reaction in the face of delay without showing anger in a negative way.
15. Passion is constantly thriving on things in which you wish to excel into.
16. Integrity is having strong moral principles
17. Trust is belief in reliability.
18. Having Fun is making every day's life joyful.
19. Being Open is being transparent with others.

The first part of the book is “Knowing Where You are Going and Defining Success” in which there are total three chapters mainly focusing on knowing oneself thoroughly, Being aware about the strengths and weaknesses; i.e. discovering the self. Defining success based on passion, liking, core value system and core competencies and to continue to passionately follow the set goals.

Third part of the book is “Lessons in Success: What They Discovered About Themselves Along the Way” in this part there are two chapters out of which the first chapter is ‘Knowing yourself’ in this with inclusion of various examples of successful individuals author concludes that these individuals are successful because they know their inner-self thoroughly that is, what are they currently, what they possess, what they were in the past and how they shaped up their future. This is the process of reinventing the self by setting your own challenges and putting whole heart to tackle them in a smart manner. Second chapter is ‘Knowing the World around You’ this means scanning the environment around you, in this, the author has discussed the qualities of the individuals who succeeded by knowing the world around them and had a natural ability to sense the opportunities that came their way.

Part IV of the book is “Defining Moments, Lessons, and Qualities and What They all Mean”. In this part the last chapter is 'How to Discover Your Own Defining Qualities' (p.278) It includes a set of 35 questions and answers which will help the reader to identify the qualities that are unique and differentiates the individuals from others. Once the reader gets insight of it then defining success on your own terms becomes much simple. The best part of this book is that the readers can also take
'Caliper's free online assessment' [ worth $200 ] through the website www.SucceedOnYourOwnTerms.com which also offers the reader a chance to gain further insight into his/her own levels of personal success with the help of Caliper method developed by Caliper consulting firm. The other chapters included in this part are 'Recognizing Your Defining Moment,' that is keeping your consciousness alive and grabbing the opportunity which is make or break situation for an individual. 'Having a Lesson for Your Children' which is mainly building yourself as a role model and what others look for you. Next chapter is 'What does it all mean' thrives on focusing on your strengths, being self aware, taking chances and love what you are doing.

This book is one type of self paced management learning tutorial. Wherein in four distinct parts the author have included how to be self aware and define success, common traits of successful individuals, discover internal and external environment around oneself, recognizing defining moments and discovering the defining qualities. In this book authors interviewed 'not-so-famous' successful individuals, however the author aptly identified and explained total nineteen personality attributes. How these individuals capitalized on their distinct personality attribute completely and became successful. This is explained through stories of their real life experiences which are interesting and inspiring and hence after reading the book this interviewee appears like Celebrity.

After reading the book, I understood that to become successful, a person should be aware about who is he? What are his core value systems? What are his strengths/weaknesses? How they can strengthen their strengths? What are their distinguished qualities that drive them? How they can overcome their limitation? What are their core competencies? How effectively they grab the opportunity and take the advantage of their defining moments? How they define their definition of success and how they draw the roadmap to attain their goals? How the achieving of that particular goal becomes the purpose of life? If one has answer to these questions, he will definitely master the life and will live the life in his own unique way. Hence I will recommend all the readers to read this book which tells real life stories of mediocre individuals that turns into celebrities by capitalizing on their unique personality attributes.