



Cell: 078 742 6873  
Fax: 086 689 7393

P.O. Box 32834  
Fichardt Park  
9317

Email: [hendrik@craffiescoaching.co.za](mailto:hendrik@craffiescoaching.co.za)  
Website: [www.craffiescoaching.co.za](http://www.craffiescoaching.co.za)

## BOOK REVIEW

### THE LEADER WHO HAD NO TITLE by Robin Sharma

Personally I enjoy reading Robin Sharma's books, The Leader who had no title and The monk who sold his Ferrari is the books that stand up above the rest for me.

The book is written in a Story Telling fashion that make it an easy read and in a way for the wisdom to resonate so much easier with the reader.

The bases are that all of us are leaders in the different roles that we take up in life and that we do not need a title to lead. The four key messages in the book are the following:

#### 1. You Need No Title to be a Leader

This part of the book focus on the fact that human beings has choice to act either pro-actively or reactively on situations in life and the question is how do you take up this leadership role in your life?

The acronym associated with this part of the book is, IMAGE:

- Innovation, we need to create growth daily through innovation.
- Mastery, committing to mastery through constant improvement.
- Authenticity, being trustworthy to yourself and other.
- Guts, having the courage to do things other fear to do.
- Ethics, doing what is right and staying true to your values.

#### 2. Turbulent Times Build Great Leaders

This part of the book focus on chaos and change and how do each of take up our role in these turbulent times?

The acronym associated with turbulent times is, SPARK:

- Speak the naked truth and rather over communicate.
- Prioritise, Focus on the best and neglect all the rest.
- Adversity creates opportunity.
- Response, do we act or react on events in our life?
- Kudas, stand for recognition for everybody, for doing things right.

#### 3. The Deeper Your Relationship, the Stronger your Leadership

This part of the book focuses on relationships and the importance of surrounding us with strong people to make us as leaders strong. The

question is also asked how much heart and contribution do we put into our relationships. The acronym associated with relationships is, HUMAN:

- Helpfulness. What is your contribution and value add?
- Understanding through using your ears to really listen.
- Mingle. Network and engage with people at all levels.
- Amuse people through fun to get engagement.
- Nurture, people that they feel valued after each engagement.

#### 4. To Be a Great Leader, First Become a Great Person.

This part of the book brings balance to remind us that we need to grow as individuals to be able to contribute to other and the world. The acronym associated with this part is then also very appropriate, SHINE:

- See clearly. The question that we need to ask frequently is what our reality is and what is actual reality? The way we look at the world.
- Health is important to ensure we have energy to create wealth.
- Inspiration. As leader you need to ensure daily interaction with activities that inspire you, so that you can inspire other.
- Neglect not your family and friends.
- Elevate your lifestyle, meaning that as great leaders we must also enjoy the journey.

In summary:

Great read as a self-help guide to all readers interested in leadership and self-development. For the experienced coach or HR Professionals I enjoyed the book as a good revision for all those principals that are commonsense but not common practice.

A wealth of online resources has also been created by the writer to support the reader in implementing the principals.

Overall Rating: 4/5