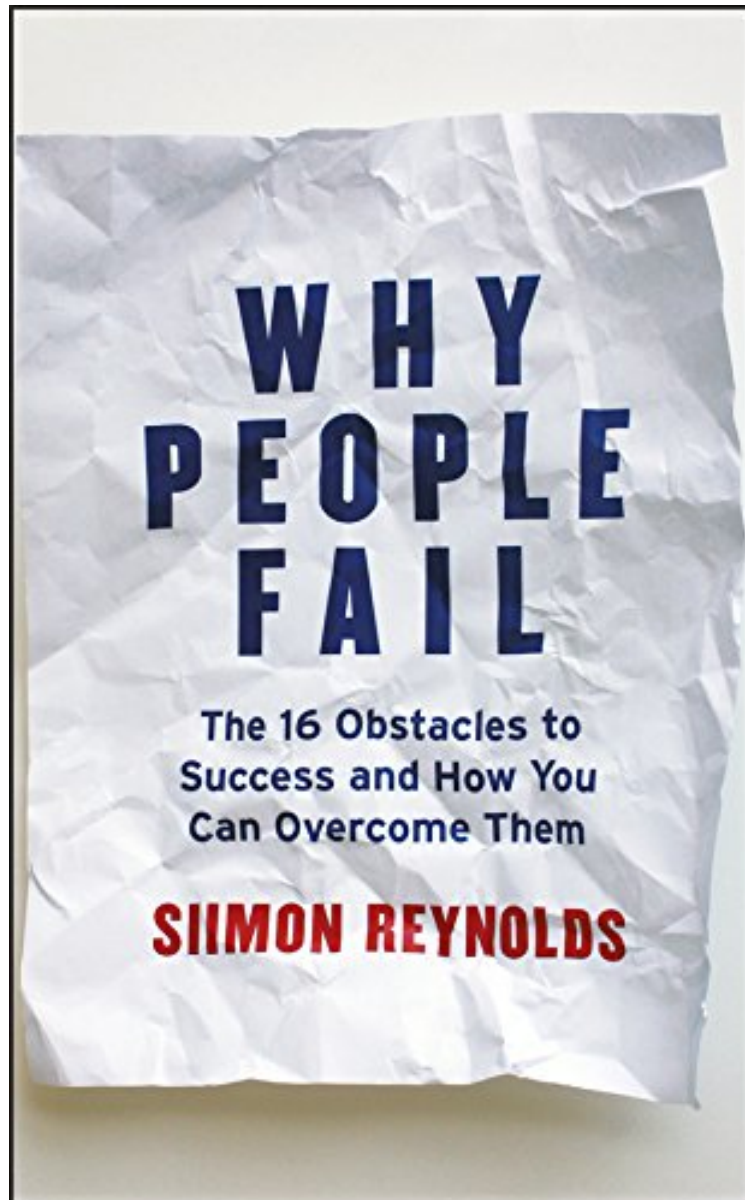


(Mobile book) Why People Fail: The 16 Obstacles to Success and How You Can Overcome Them

Why People Fail: The 16 Obstacles to Success and How You Can Overcome Them

Siimon Reynolds

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Siimon Reynolds : Why People Fail: The 16 Obstacles to Success and How You Can Overcome Them before purchasing it in order to gage whether or not it would be worth my time, and all praised Why People Fail: The 16 Obstacles to Success and How You Can Overcome Them:

0 of 0 people found the following review helpful. Siimon's secret weapon to success isn't what you'd expectBy Joshua

Long Siimon is obviously someone who has achieved levels of success in business that the majority of us can only dream about achieving in our lifetime. Having gotten to know him recently, the not so obvious piece to his success is how much effort he's put into developing a strong and healthy mindset. He covers this in detail in the book and I think it's the biggest differentiator compared to other similar books in the category (like "The One Thing" or "Lean Startup"). The 16 chapters in the book read like mini-books, so you can bounce around, tackling the areas you need the most help with as opposed to plowing through it from cover to cover. In fact, I'd recommend re-reading chapters as you try to master them and get new insights from them as you grow through mastering them.

0 of 0 people found the following review helpful. Outstanding!!! By Krokees Excellent Book!!! Great techniques!!!! All you have to do is be persistent and use the book as your guide and great results will happen!!!

3 of 4 people found the following review helpful. Great focus but a little short on substance

By Elisabeth Forrest Overall I thought this book was quite good. The author's presentation of reasons people fail and how to avoid those pitfalls seems right on the money. I found the concepts to be lucid in their presentation and walk away from the book feeling like there are some specific areas I can pay attention to and ideas for what to do differently. What I found lacking was concrete real life examples - ones that can be verified. So many "business success" books now are filled with vague things that happened to "some guy" or, purportedly, to the author. There were some specific examples about people you have heard of, but they were all stories I had heard before in other books. The ones that were new to me - ones from the author's own life or people he knows - were fuzzy. No names of companies or real specifics that could be verified. Maybe it's just me, but it bothers me. If the topic you are discussing as an example in your book happened, then spell it out with details so the reader knows it is true, not some feel good story you made up for the book. He also followed the boringly predictable pattern of "tell them what you are going to tell them; tell them; tell them what you just told them" for the book's general outline. That's great for a talk to the local rotary, but if you are going to take the time to write a book, perhaps a some more work on the craft of writing is called for.

The book was good, but it could have been great if the author had put more work into it and had given more fleshed out responses to how to change your behavior so you don't fall into the same traps of failure. Surely there has been research done that could actually be cited. Basically, it seems to me that the author is no writer and was a little lazy in his rush to press. I liked the book. I think it has very valid ideas that I can and will use, but this could have been so much more. A little more Michael Pollen (exhaustively researched with footnotes, resources and a bibliography) and a little less Tony Robbins ("I have made it my life's work to study success"...blah, blah, blah...) would have allowed me to give it 5 stars.

Silver Medal Winner, Success and Motivation, 2012 Axiom Business Book Awards

An essential guide for mastering failure in order to achieve your goals

Success is often just a moment--a goal fulfilled, soon to be replaced with new goals. But failure is the ambitious person's constant companion, often dogging us for months, years or even decades before we finally reach our aim. In the groundbreaking book *Why People Fail*, Siimon Reynolds, one of the world's most successful entrepreneurs, explores the main causes of failure, in any field, and reveals solutions for overcoming them and creating a successful personal and professional life. *Why People Fail* offers strategies and ideas for defeating the sixteen most common failure habits such as destructive thinking, low productivity, stress, fixed mindset, lack of daily rituals, and more. Outlines the common habits that lead to failure and shows how to overcome them

Features dozens of tips and exercises to help increase business and personal success

Written by Siimon Reynolds, an internationally recognized expert on high performance and business excellence

Many people have changed their lives by mastering just one of the timeless principles in this book. Master five or ten and your life will rocket to a totally new level.

"This is a book on success disguised as a book on failure. A little like real life. Straightforward, clear, and actionable."

—Seth Godin, author, *Poke the Box*

"*Why People Fail* is a wonderful gem of a book. Reynolds has done all of us an extraordinary service by reading and listening to everything there is on self-improvement, testing it in his life, discovering what works, and then pulling it all together for us to use. It is a stunning collection of practical tips, proven techniques, and useful advice on how to make your life more meaningful and fulfilling. Buy this book and put it to use today, and tomorrow you'll be on your way to turning your failures into successes."

—Jim Kouzes, bestselling author, *The Leadership Challenge and Credibility*, and *The Dean's Executive Fellow of Leadership*, Leavey School of Business, Santa Clara University

"Reynolds has done it again! In *Why People Fail*, the successful entrepreneur and internationally-recognized expert on achievement shows business leaders, educators, coaches, and anyone who's struggled to succeed, how to incorporate a handful of simple ideas into a powerful plan for triumph."

—Marshall Goldsmith, bestselling author, *MOJO* and *What Got You Here Won't Get You There*

From the Inside Flap

Success is often just a moment--a goal fulfilled, soon to be replaced with new goals. But failure is the ambitious person's constant companion, often dogging us for months, years or even decades before we finally reach our aim. Siimon Reynolds transformed himself from a directionless twenty-something (in his own words, "one of the most disorganized people I've ever known") into the founder of one of the largest marketing services firms in the world by identifying the habits that lead people down the wrong path and then

by consciously avoiding them. In *Why People Fail*, he draws on that experience to explore the main causes of failure and presents proven strategies and tips for defeating the sixteen most common behaviors that lead to failure such as destructive thinking, low productivity, not asking the right questions, holding on to a fixed mindset, not following daily rituals, and more. Surprising, entertaining, and inspiring, *Why People Fail* will help you drop the behaviors that hold you back and reach your full potential for success in your professional and personal life.

From the Back Cover
WHY PEOPLE FAIL Success is often just a moment—a goal fulfilled, soon to be replaced with new goals. But failure is the ambitious person's constant companion, often dogging us for months, years or even decades before we finally reach our aim. Siimon Reynolds transformed himself from a directionless twenty-something (in his own words, "one of the most disorganized people I've ever known") into the founder of one of the largest marketing services firms in the world by identifying the habits that lead people down the wrong path and then by consciously avoiding them. In *Why People Fail*, he draws on that experience to explore the main causes of failure and presents proven strategies and tips for defeating the sixteen most common behaviors that lead to failure such as destructive thinking, low productivity, not asking the right questions, holding on to a fixed mindset, not following daily rituals, and more. Surprising, entertaining, and inspiring, *Why People Fail* will help you drop the behaviors that hold you back and reach your full potential for success in your professional and personal life.