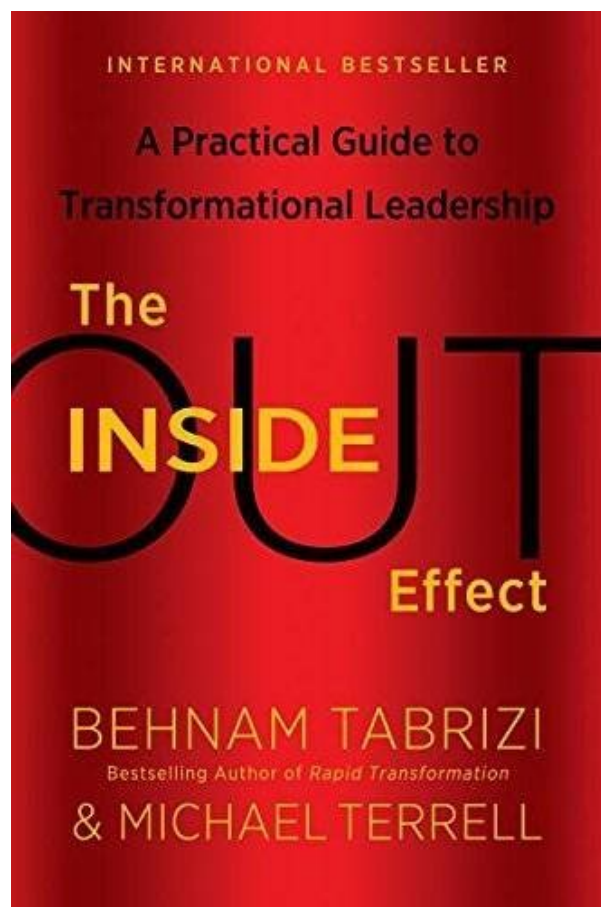
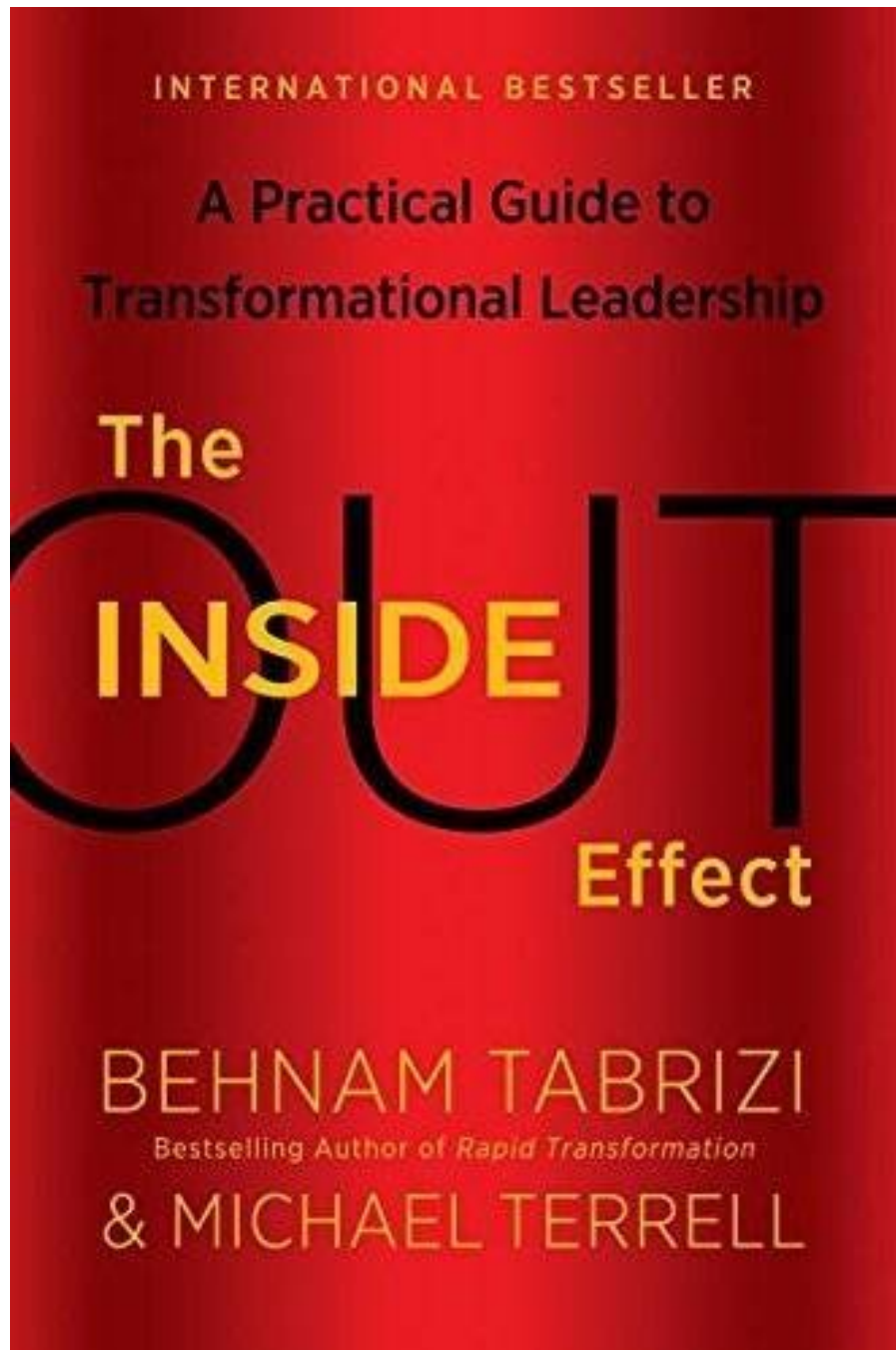


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Review

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"Behnam's work helps you lead by helping you know yourself, what you're about, so that you can lead an effective and balanced life. Being your own leader enables you to lead others. That's key to leadership in a world that's changing all the time. Behnam offers real, effective advice, which can really help you out."

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About the Author

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The Inside-Out Effect reveals powerful lessons on leadership and achieving your full potential as taught at Stanford University's Graduate and Executive Education Program. It draws upon cutting-edge neuroscience and research from psychology, sociology, and philosophy to create a comprehensive guide for leaders at any level to reinvigorate their lives and the lives of those they affect by pursuing inner-outer alignment. The Inside-Out Effect is based on a three-part process called KNOW-BE-LEAD. Through this method, the authors offer a series of powerful tools that take you to the brink of experiencing your work and life as a calling. They take you into the heart of greater fulfillment, performance, and leadership. Whereas many leadership development books focus on a series of "quick fix" techniques, this book begins and ends with understanding and cultivating yourself. When you begin to live and lead in alignment with your authentic self, you embark on an incredible journey toward peak performance and peak happiness.

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Made my top 10 list

By BMLAPP48

I finished reading this book a few days ago and I still keep coming back to it for more and more. It's definitely in my top 10 book list - those books I never put away, never put the book jackets back on, the ones I can quote pages number and passages from, the ones I buy for my friends instead of just recommending. A rare find for sure.

As an entrepreneur, I want actionable advice, practical tools, and insights that can really move the needle. This book delivers on all fronts and does so with a humanity that business books always lack. (I wouldn't call this a "business" book though..)

It's introspective but also applicable to both my personal relationships and my business life. I love that it's well structured so I can quickly re-read a section or review a technique. The "Brain Bites" are awesome since I dig cognitive psychology & a little neuroscience. They also show that these guys did their homework when they wrote this book and aren't just making stuff up like all the junky leadership books out there.

I love the Know/Be/Lead paradigm but Part III: Lead was by far the most helpful to me personally. This section probably made me think the most out of any other in the book...I had a ton of ideas for my company, my friends, projects, and other things while reading this... My brain is primed to do some cool things and I've already make some measurable changes in both my personal and professional life.

Bottom Line: This is a killer book that really almost anyone can get a lot out of...a book that you can come back to again and again and learn more from.

4 of 4 people found the following review helpful.

A Powerful Journey

By emily nelson

The Inside Out Effect has challenged me to put my thoughts, beliefs, goals and aspirations into words - one of the most powerful exercises one can ever do. As a verbal processor, writing things down has never been easy for me. I prefer to talk it out - leaving no evidence behind besides my fleeting verbal conclusions. What I have found to be so profound about this book on my journey of self discovery has been that it has left me with answers tucked away in the pages. Tabrizi and Terrel have an incredible way of providing gentle prompts that facilitate real reflection. There is something so incredible about seeing your own scribbles noting some of the most powerful moments of your life and biggest dreams for your future. I truly believe that by writing these things down I am more likely to adhere to the values that are most important to me, aspire for the things that I want most and live my life in a way that gives me joy. Tabrizi and Terrel facilitate this experience in a way that is warm, open and honest. They provide the baby steps that can lead one to their most inspired state of being. They ask all the right questions at just the right time. I actually got excited thinking about all the things I was truly capable of doing when reading this book. I felt as though I had an outlet to articulate my deepest secrets and biggest desires. I would pass this book along to all my friends, but my own words cover most pages. Instead I will buy them all their own copy. I truly believe that this book facilitates self discovery in a way that comes from so deep within.

3 of 3 people found the following review helpful.

As Good As It Gets

By Hunter Pistole

Over the last 18 months, as part of a personal journey, I've read several dozen personal and professional development books (everything from Dale Carnegie's classic 'How to Win Friends & Influence People' to Shawn Achor's 'The Happiness Advantage') and every research study on "happiness" I could get my hands on. I now wish I had saved some time and just read this book.

The Inside-Out Effect is more than another leadership book that you passively read and reflect upon. For me, it served as a workbook, journal, and blank canvas as I dove into the messy work of articulating my values and challenging myself to align the hours in my personal and professional life with them. What struck me was how elegantly the book led me through this process of discovery and execution without ever overwhelming me; the journey was broken into manageable but meaningful steps, which were valuable and practical themselves, but (unknowingly to me at times) all leading to a greater goal.

While I'm now a believer in practices such as mindfulness and meditation, and their relevance in both personal and professional settings, I wasn't always. In fact, I was one of the harshest critics before discovering the compelling science behind it. This book is for those who are not yet convinced. While the authors provide a strong case for their techniques and theories, they also anticipate the reader's suspicions and addresses these issues head on. Instead of presuming the reader will take their word at face value, the authors give a balanced perspective and gently push the reader to temporarily suspend disbelief, try it on, and trust his/her experiences.

I just finished the book and, flipping back, most pages are now soaked in my blue-inked chicken scratch. I plan to take a couple days to let it all marinate, and then read my notes over to reflect on what I learned about myself over the last two weeks of reading. This book gives back as much as you put in, and, for me, was the capstone to my personal journey to find the fulfillment and happiness that has been missing in my outwardly successful, but inwardly empty professional life.

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