

SPRINGBOARD: LAUNCHING YOUR PERSONAL SEARCH FOR SUCCESS BY G. RICHARD SHELL



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"A new way to look at success that can transform your life."

—DANIEL PINK, author of *To Sell Is Human* and *Drive*

Springboard

Launching Your
Personal Search for
SUCCESS



G. Richard Shell

Award-Winning Author and Creator of the Wharton School's "Success Course"

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From Publishers Weekly

Shell (*Bargaining for Advantage*) offers a guide to a more fruitful life based on his popular *Success Course* at the Wharton School of Business. In the first part of the book, the reader learns about developing his or her own definition of success—a process that includes determining the ideal life to lead and redefining happiness as something beyond family, friends, and fortune. Citing research on happiness and wealth, as well as anecdotes and spiritual wisdom, Shell concludes that meaningful work—i.e., work that uses your talents, ignites you emotionally, and is financially rewarding, in addition to building health and strong relationships—is the true measure of success. The latter half of the book illustrates the most viable way to pursue this new concept of prosperity: expand your social circle, increase your self-confidence, and focus on your unique skill set. Along the way, Shell incorporates worksheets and exercises, and he shares stories about people at different points in their careers, from Ivy League business school students to would-be retirees, who reinvented themselves to become happy, well-rounded individuals whose work inspires them and benefits larger communities. Shell's nine steps to success are simple enough to follow, and readers may come away believing that a more prosperous life is attainable with a few tweaks and a little soul searching. Agent: Michael Snell, Michael Snell Literary Agency. (Aug.)

From Booklist

Starred Review Shell teaches at the Wharton School of Business, and in addition to his obvious expertise in the specialties of negotiation, persuasion, and interpersonal influence, his outstanding book on achieving success has exactly what this kind of examination needs, common sense and encouragement. The author's honesty is established early on as he posits the basic premise of his presentation, "There is no foolproof system that always leads to success." That said—that admitted to—he nevertheless goes on to unfold a wise program that rests on two factors: one must clarify one's goals (which means, of course, that a personal definition of success must be arrived at), and the resources and initiatives you need to achieve success should be identified. In well-ordered chapters, Shell develops the stages of his program for success, one important feature of which is determining what you do better than most people. Another aspect of his program that raises this book above others of its ilk is his exploration of the "science of impression management," which boils down to this: social skills affect success. For all library patrons, not simply those who browse the business shelves. --Brad Hooper

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Wharton professor Richard Shell created the Success Course to help his world-class MBA students answer two questions that aren't as obvious as they seem: "What, for me, is success?" and "How will I achieve it?"

Based on that acclaimed course, Springboard shows how to assess the hidden influences of family, media, and culture on your beliefs about success. Then it helps you figure out your unique passions and capabilities, so you can focus more on what gives meaning and excitement to your life, and less on what you are "supposed" to want.

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Most helpful customer reviews

33 of 34 people found the following review helpful.

Brilliant and Concise Synthesis of the Best Success and Happiness Literature!

By Donovan

Professor Shell brings together a wealth of information from some of the greatest books on success, happiness, and positive psychology. Not only does he present all of this information in a clear and concise format, but he also does it in a way that actually integrates (ties together) the information so as to make a clearer and more illuminating whole.

Before reading this book, by pure coincidence, I had already read nearly all of the books Professor Shell references. Even though I had already read these books, I didn't have a clear grasp of how the different concepts and ideas fit together. If I could start all over, I would have saved myself a lot of time by starting with Professor Shell's book, and then digging deeper into the books he references based on the extent to which I wanted more answers (the books he references are all really good, too, in their own respects, but they are narrower in scope).

The other important thing that Professor Shell does in this book is bring a cautious and discerning eye to his survey of the best success and happiness literature. Think of him as a gold miner panning through dirt for little nuggets of gold: When the literature or research he cites contains questionable or dubious claims, he points it out, or provides an explanation for why something that sounds utterly preposterous might actually be true for other psychological reasons.

Lastly, he uses great examples of historic figures to illustrate some of the ideas, ones I hadn't come across

before in my own survey of the literature.

This is the first time I have written a review on Amazon before, and I am doing this out of a profound sense of gratitude and respect for Professor Shell, and for my own desire to spread these ideas.

All The Best,

Donovan

12 of 12 people found the following review helpful.

Very helpful book if you're looking for the next act in your professional career or life

By David Alan Tussey

I am now in my 60s, and am looking for what to do next in life. This book is very helpful at helping navigate those tough questions. It attempts to help the reader answer two questions: 1) what is success in your life, and 2) how do you achieve it? It doesn't provide answers, but rather food for thought and some exercises to assist you in answering these questions. I'm getting a lot out of reading this. Well researched and written.

13 of 14 people found the following review helpful.

50+ success books later, this may be my favorite

By Anthony Balduzzi

Over the past 2 years, I've read 52 books in the genre of success/personal development. Roughly one book every two weeks, ranging from classics like Napoleon Hill's Think & Grow Rich to modern works like Gladwell's Outliers. That said, I definitely feel that I have a good grasp on the genre/what's out there.

Here's what you need to know: Springboard is BY FAR one of the best discourses on the topics of personal development & success that I have ever encountered.

STRENGTHS: It's not just about synthesizing what's already out there. Springboard helped provide me with new ways of thinking about my own definition of success far beyond the workplace, and also provided actionable exercises & steps to apply Richard Shell's unique perspectives. I was so inspired that I bought copies for my entire family.

WEAKNESSES: I also grabbed a copy of the audiobook to listen while driving. This book is definitely best as a hardcopy, as you can more easily follow and complete the valuable exercises/thought experiments that Shell proposes.

In my opinion, this book is an absolute **MUST** for any student of life, success, and business. I highly recommend it.

-Anthony Balduzzi

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