

**Book Review – *The Radical Edge-
Stoke Your Business, Amp Your Life
And Change the World*
By Steve Farber**

Basic Information: It took about 4 hours to read. It's easy to read as he uses the Parable format to convey his message.

Message: The Radical Edge describes that zone of total value, total significance to one's self and to others. It's about achieving simultaneous fulfillment in your business life (to phenomenal success), your personal life (loudest possible volume of joy and meaning) and your effect on the world (your definition of "world").

Lessons from Smitty:

- Cam's first impression of Smitty as a "fleabag" asking what sewer did he sleep in? Steve's response "appearances aren't always what they seem."
- Smitty's job as CIO (Clear Insight Officer) – to keep the company awake, alive and alert to the world...the only way to change the world is to be fully engaged in it.
- If you assume you can learn from anyone and that you must learn from everyone, then everyone becomes a great teacher for you.
- Concept of the "WUP" – Wake Up Pad:
 - **Scan and Eavesdrop** – carry at all times and write down your observations of the world around you, without judgment
 - **Ponder** – reflect on what you've written and ask yourself what are the implications of this? What can I learn from that? Think about the answers.
 - **Talking Points** – talk about your observations and ideas with your team to create new ideas, new ways of serving your customers and new ways of getting more business.
 - When inspiration strikes and a really great idea presents itself – then let audacious action take over and stick your neck out and try something new in your business.
- What if everyone in your company started paying attention like this and comparing notes about what they are seeing?
- Quote from Gary Hamel in *Leading the Revolution*: "Everyday companies get blindsided by the future – yet the future never arrives as a surprise to everyone in the organization. Someone somewhere was paying attention."

Lessons from Agnes:

- How to stoke the fires of your success: “Do what you love in the service of people you love, who in turn, love what you do for them.”
- You may not have the capacity to love everyone, but you do have the capacity to ACT as though you do, and run your business accordingly.
- In order to **Stoke your Business**, there are two things you must be with complete abandon:
 - Be deeply fascinated by the life of every person – customer, employee, colleague – your business touches and you’ll discover how to add value to their lives.
 - Be deeply grateful for who they are and what they do and if you are genuine, you’ll show them in ways that are sincere and meaningful.
- The second element of the Radical Edge is **Amp Your Life**.
 - In order to amplify your life, you’ll have to first know who, exactly, you really are
 - Find your frequency, find your station – the one that clearly expresses who you are at your core because the core of your business is you.
 - Your frequency (in one word) will include all your important values and ideals and try to wrap them altogether. The process is important - you must define them, think them through and understand them.
- The third element – **Change the World**
 - Strive to use what you have – talent, desire, resources, imagination, time – to make a difference.
 - Changing the world should not come at the expense of the other aspects of your life, rather you can do it in such a way that adds value to your business and brings more joy into your life.
 - He suggests four guidelines:
 - First, define what you mean by “world” and get clear on how you want that world to be different from the current reality. “World” may mean your customers, neighborhood, industry, or the world of one person.
 - Second, act as though your every action has a direct impact on the “world”. In other words, you should perform every deed as if it will either improve the world or damage it.
 - Third, don’t judge yourself based on the outcome of your efforts. If you succeed, you don’t take credit. If you fail, you don’t blame yourself. The only thing you take credit for is the fact that you tried.
 - Fourth, never try to do it alone.
- **Action items** – Beginning on page 151, he takes you through a series of steps and asks a series of questions to help you get your “radical edge”