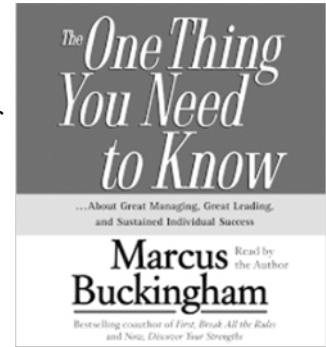


BOOK REVIEW
TITLE: THE ONE THING YOU
NEED TO KNOW - AUTHOR: MARCUS BUCKINGHAM
AUTHOR: Mrs. Archana .N

REVIEW:

This book has truly been an outstanding compilation by Marcus Buckingham, where he has explored all the possibilities and rules of management. He starts on a positive note on leadership where he explains the truth that every leader is a visionary and the leader takes the team forward with an objective which needs to be understood completely by the team. He further says that a leader does not need to be humble, rather an aggressive personality who can challenge his team and make them understand the need to moving forward. He has to tell his people the cravings he has for winning against all odds and make the point of taking objectives with a vision ahead.



In the second chapter he talks about managing people, which he provides a simple path. He says that there are four ways of selecting people:

1. Select good people
2. Set clear objectives
3. Appraise them on early basis
4. Acknowledge them and take care of them.

He emphasizes on the fact that every manager needs to capitalize on the good factors of the people selected and make them realize the potential to the fullest.

In the third chapter he talks about the strength and weakness and also about triggers which make them cling to the organization for a long time. The need to learn with a unique style of working makes it all the more important as people see the future with great importance. There are many triggers that make them to work even better, motivate them to higher orders and achieve greater milestones.



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There are several fear factors that also need to be looked upon which makes the organization more vulnerable. The fear of death or insecurity or financial loss makes the employees more scared which makes them go back on commitment. Sometimes we start feeling that though the organization is great and it has a lot of opportunities to be explored but still we are not getting comfortable with the roles, salary or the boss. So these things need to be looked upon seriously which can make a difference. The most important concept is called the respect factor for the manager who needs to command it from his subordinates because that will help him to gain better control and confidence.

Great leaders try to convert the unknown to known and remove the fear factors all together, so it becomes very easy for the managers to drive home this point and make them understand the growth. There are several questions unanswered from the employee side which makes them to hesitate on taking up greater roles. We find that they are the people who can change the growth dynamics but the question of how to do it and whom to trust makes it even more difficult.

The author also highlights on the fact of points of clarity and reporting stigma which makes this book very interesting. He says that only 20 % of the employees want to report to their bosses and they find meaning in what they do. They believe in success in every single role given to them. The reason behind them is the motivation factor which pulls their ideologies to a higher level. They select their heroes carefully and guide upon the good practices that can put them on the safer and successful ground. Through this book the author has given several examples where he points out the qualities of great leaders who can spell success to the organizations in many different ways.

He also talks about the likes and dislikes which makes the employee select what he exactly wants to do in any given day. When the employees see drained out factors in a day they feel that it is the end of the day. They become reluctant and the productivity comes down. So the organization needs to keep everybody engaged in their work with maximum diversity that can make them feel more energetic and vibrant.

In the concluding paragraph the author beautifully compares management to a set of weaving work. He says that management needs to be carefully weaved like a set of fine silk which sets a beautiful impression in the minds of people. The mark of craftsmanship comes with the deft of skill of handling pressure with achievements which makes the entire picture look exciting. For a customer or an investor every organization is like a treasure house filled with a thought making a fortune out of it. But to understand this every organization needs to build a set of leader who can guide the ship during turbulent times to victory.