



## ‘Share a book’

### Thought Leader Engagement Program

A program for employees, clients, potential clients,  
and friends

Last updated 30 June 2024

This CommonPlace Book will continuously be updated.  
Everybody can contribute.

# Table of Contents

<i>Why does engagement matter?</i> .....	4
<i>What is Thought Leadership and why does it matter?</i> .....	4
<i>The engagement program</i> .....	5
<i>The Global Reading Club's Guiding Principles</i> .....	6
<i>The purpose of a CommonPlace Book*</i> .....	7
<i>Participants developing this CommonPlace Book</i> .....	9
<i>Contact data - Global Reading Club link</i> .....	9
Introduction of the 'Share a book' Program .....	12
The book: How Big Things Get Done .....	13
The book: The Creative Act: A Way of Being.....	16
The book: You Look Like A Thing And I Love You.....	19
The book: R.E.D Marketing .....	21
The book: Alchemy .....	24
The book: The Perennials.....	27
The book: Obvious Adams .....	30
The book: The Illusion of Choice .....	32
The book: Think Again .....	34
The book: Evolutionary Ideas.....	37
The book: The Medici Effect.....	40
The book: Good Power .....	43
The book: Hacking Growth.....	45
The book: The Black Swan .....	48
The book: Where Good Ideas Come From .....	51
The book: ReWork .....	54
The book: let my people go surfing .....	57
The book: The Shift from Image to Impact .....	60
The book: Overthrow II.....	63
The book: 12 Rules for Life.....	66
The book: How to Do Nothing.....	69
The book: The Challenger Sale .....	72

The book: The Laws of Simplicity .....	74
The book: Building Distinctive Brand Assets .....	76
The book: From Cold Case to Gold Case .....	78
The book: Creativity Inc. ....	80
The book: Paid Attention .....	83
The book: Who Owns the Future?.....	85
The book: Creative Confidence .....	87
The book: Unleashed .....	89
The book: Brave New Work.....	93
The book: Empathy.....	95
The book: Originals.....	97
The book: Factfulness .....	99

# Why does engagement matter?

Engagement happens when people experience a bonding moment together. And bonding is essential for building good relationships. It's the same as when a bird builds its nest with straws, feathers and other materials. It takes time to build - and it takes time to maintain.

The 'Share a book' Engagement Program' is about teaching the value of Thought Leadership from books. This is the core activity of the Global Reading Club, making valuable knowledge available of practical learning in bite-size formats. It is a fast-track to fresh knowledge, all the time. With the program you will create an audience of fans, rather than just having employees and clients\*. It works the same way as a personal relationship with friends where bonding continues to strengthen every time you engage with each other. With the learnings from books, you outsmart the client, the competition, and others. Teach on a continuous basis and you will form a stronger bond with people who matter to you.

\*Lessons learned from the book ReWork

# What is Thought Leadership and why does it matter?

Thought leadership is the value of innovative thinking, pushing boundaries of existing thinking. Being a knowledgeable subject-matter expert is at the heart of being a Thought Leader, an authority. A Thought Leader drives the conversation on relevant subjects. It is about pushing boundaries and being ahead of the pack.

David Ogilvy was a Thought Leader by showing the way forward in Advertising. In the 50th, he was pushed forward by relentless curiosity, having a hunger for relevant knowledge. David was always reading. The content of books was his source of inspiration for insights and ideas. He was dedicated to the notion of professional progress all the time. David was driven by Divine Discontent: Never, never, never be satisfied with the status quo.

## The engagement program

Just like *friendships* happening naturally, we must have a plan in business to touch each other on a continuous basis. The idea of a continuous engagement program for *employees, clients, prospective clients, and friends* is based on sharing rich content of professional wisdom. Learning from each other is a great asset in relationship building. One of these global learning sources, with continuous impact, is the Global Reading Club. Learning from books, recommended by Ogilvy and WPP key executives.

## What holds people back from reading books? \*

The number one problem that keeps people from reading books is TIME. Worldwide research\* reveals that the overwhelming amount of information, coupled with the lack of effective tools and standardized formats of information, holds back knowledge workers from reading. Here is a quote from Steven Johnson, author of the book *Where good ideas come from*: *“Reading remains an unsurpassed vehicle for the transformation of interesting new ideas and perspectives.”*

\*Source: Bersin by Deloitte 2015

## No Time to read is history

The Global Reading Club aggregates knowledge, both internal and external, to Ogilvy. It is a completely open learning system and generative platform. A generative platform creates a space where hunches, insights, ideas and serendipitous collisions, adaptations and recycling of knowledge can thrive. The library of books in the Global Reading Club was built over 8 years. Knowledge from books is transformed into: *Summaries, Mindmaps, Elevator Pitches, Podcasts, Guiding Principles, Actions for Impact*, including a *TED Talk or Interviews* with the author. Twelve new books, recommended by Ogilvy and WPP key Executives, will be added annually. Access to the Global reading Club is free of charge - and free of any obligation in terms of sharing personal or company data.

# The Global Reading Club's Guiding Principles

*(Developed over a period of 7 years)*

1. Access is free of charge *and* free of obligation to share any personal or company data for all WPP employees *and* their clients.
2. The main drive is to enable visitors to *apply* new learnings *from* the real world *for* the real world, as knowledge not applied is worthless.
3. The system is unlocking the real value of books, you never suspected to exist.
4. *Only* books recommended by Ogilvy and WPP key people around the world are selected.
5. New books every month.
6. Closing the no-time-to-read and laziness gap.
7. Sustainable economic model. A few-to-many network initiative. Value creation by the network for the network.
8. Knowledge to grow individual and group intellectual value, supporting career development.
9. A decision-reduction-platform, absorbing insights, ideas, inspiration from books, making better decisions, faster.
10. A humanistic digital generative knowledge platform, prevailing equal opportunities for everybody, regardless of level, discipline, or region, resulting in wealth creation at every level.
11. User friendly website with focus on visitors. Nothing else.
12. Voluntary readers/editors from Ogilvy and an array of WPP companies worldwide.
13. Readers/editors are *not* compensated. They act based on the reward of contributing to this network phenomena and benefit from visibility on the global website, joining the elites of value creation.
14. It is a digital learning network platform, facilitating what is remembered and what has been forgotten.
15. A proven long-term knowledge source, as books from the early days of the Global Reading Club are still valid, connecting the known to the unknown.
16. An intellectual property source.
17. The biggest long-term advantage of the Global Reading Club is the continuous refreshed Thought Leadership content.
18. Monthly Newsletter on new books, distributed in the Ogilvy and WPP network.
19. Facilitate local agencies to run their own Thought Leadership Engagement Program for their employees, clients, potential clients. And friends.

## The purpose of a CommonPlace Book\*

A *CommonPlace Book* is a system for writing down and sorting allsorts of titbits: quotes, anecdotes, observations, and information gleaned from books, conversations, movies, song lyrics, social posts, podcasts, life experiences, or anything else that you might want to return to later. A compilation of external knowledge that speaks to us, written down as we come across it. Thus, a *CommonPlace Book* is a collection of thoughts and experiences from a diversity of sources, covering a specific subject that will be driven by content in context. It is about combining connective topics of comparable diversity in one place and in an accessible form. These combined forces encourage serendipity, creating more serendipitous encounters and discoveries. The *CommonPlace Book* tells us the best way to nurture insights, hunches\*\* and ideas. It is an open space, so everybody can contribute. The purpose of all of this is to potentially engage with problems (specifically, business problems), and provide fresh angles and perspectives to find a way to solve those problems. It is an archive of old ideas and insights, and new ideas that have current influence. Each rereading of the *CommonPlace Book* becomes a new kind of revelation. You see the evolutionary paths of all your past hunches: *CommonPlace Books* are an extension of our imperfect memory.

\* In the 17<sup>th</sup> and 18<sup>th</sup> centuries many of the great minds with intellectual ambition were passionate and dedicated believers in the memory-enhancing powers of the *CommonPlace Book*.

\*\*hunch = an idea that is based on a feeling, a guess, an intuition and for which there is no proof, allowing to transform dreams and visions into ideas

## What do you need to execute the Engagement Program?

For each book you can avail of:

- a. Draft letter (which you can personalize)
- b. The Newsletter
- c. Screen poster

To execute the Engagement Program, monthly:

1. For *clients, you* will need an email address database with names of relevant people in the client's organization.
2. For *potential clients* you will need an email address database with the names of relevant people in the prospective client's organization.
3. For *employees* you will need a Group employee email address of your own organization.
4. For *friends* you will need Group email addresses.

Furthermore, you will need an assistant to execute the engagement program monthly, someone who can also maintain a schedule of *who* got *which* Newsletter and *when*.

## How to activate this Engagement Program?

The execution of the Engagement Program is simple.

Go to [www.globalreadingclub.com](http://www.globalreadingclub.com). Click on the book you would like to share, go to 'Share a Book' Engagement Program.' Here you will find the Newsletter, the draft Letter and (screen) posters. The posters can be used in the office to promote the book of the month. All future published books on the Global Reading Club will have these engagement elements. Thus, you have a stock of engagement material instantly available, while every month new books will be added to the Global Reading Club website.

You can download the draft Letter, the Newsletter, and the Screen Posters, covering each book on: [www.globalreadingclub.com](http://www.globalreadingclub.com) . Click on the book you like to share. Scroll down to the bar: Share a Book Engagement Program. There you will find the Letter, the Newsletter, and the screen Posters.



# Participants developing this CommonPlace Book

Wim van Melick, Director Learning & Development

Bridget Christensen, Head of Account Management

Jade Nguyen, Public Relations & Communication Practitioner

## Contact data - Global Reading Club link

Feel free to contact [wim.van.melick@ogilvy.com](mailto:wim.van.melick@ogilvy.com) if you have questions or suggestions.

Go to the Global Reading Club website [www.globalreadingclub.com](http://www.globalreadingclub.com). Click on a book, scroll down, select the bar 'Share a Book' Engagement Program. Here you will find ready to use:

1. The Newsletter
2. The draft cover letter
2. Screen posters

## CommonPlace Books are a Global Reading Club Initiative

*Content in Context*

# List of Books

This is the list of books in the library, having engagement program elements:

- How Big Things Get Done
- The Creative Act: A Way of Being
- You Look Like A Thing And I Love You
- R.E.D Marketing
- Alchemy
- The Perennials
- Obvious Adams
- Think Again
- Evolutionary Ideas
- Medici Effect
- Good Power
- Hacking Growth
- The Black Swan
- Where Good Ideas Come From
- ReWork
- Let my people go surfing
- The Shift from Image to Impact
- Overthrow II
- 12 Rules for Life
- How to do Nothing
- The Challenger Sale
- The Laws of Simplicity
- Building Distinctive Brand Assets
- Paid Attention
- Who Owns the Future
- Factfulness
- Empathy
- Creative Confidence
- Brave New Work
- Unleashed
- The Serendipity Mindset
- Originals
- From Cold Case to Gold Case
- Creativity Inc.
- Where do good ideas come from

*Note: Earlier published books in the Global Reading Club library have the Newsletter.*

*Contact: [wim.van.melick@ogilvy.com](mailto:wim.van.melick@ogilvy.com), if you want to receive the Newsletters from these books.*

## Draft launch letter to introduce the 'Share a Book' Engagement Program

Dear .....,

I would like to share a unique initiative with you - the Ogilvy Global Reading Club.

The Global Reading Club has existed since 2015 and contains over 100 books, which have been read and edited by qualified Ogilvy and WPP employees around the world. The Global Reading Club is not just a website with books, it is a knowledge window to Thought Leadership from the real world. The sources are books, written by Thought Leaders for Thought Leaders. Each book is a masterpiece of Thought Leadership. Books are selected and recommended by Ogilvy and WPP key executives around the world.

The Global Reading Club is a fast-track learning system which enables you to *extract, absorb, refresh, and apply* knowledge. *'No time to read is history'*. New books are added to the website every month.

Here are the six standardized formats the learning system is based on:

- Summary - 30/45 minutes read  
(A multi-page, chapter by chapter summary of the complete content of the book)
- Mindmap - 15/30 minutes read  
(A complete overview of the entire book on one or multi-pages)
- Podcast - 15/20 minutes listen  
(Listen and grab the total story in a nutshell)
- Guiding Principles  
(Guiding Principles are do's and don'ts in our daily life, influencing our thinking, acting, and behaviour, when making decisions or judge things that matter)
- Ted Talks or interview with the author - 15/20 minutes listen  
(The most interesting TED Talks or interviews about the subject of the book)
- Actions for Impact (a recent addition)  
(‘Actions for impact’ sums up how to activate the learnings from the book)

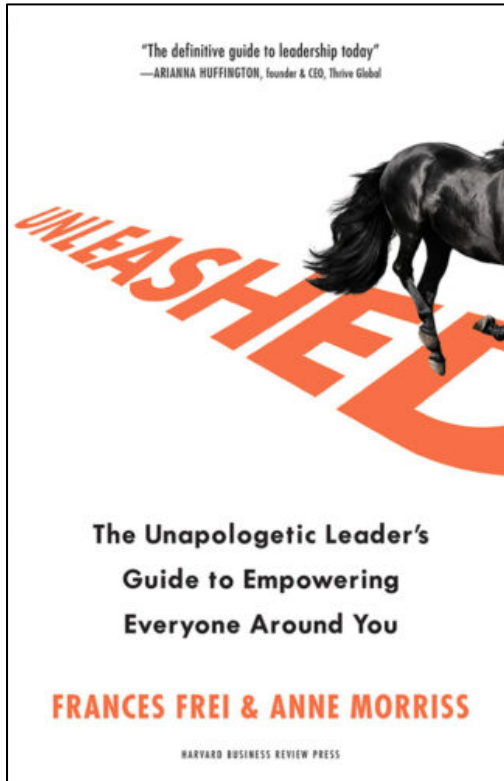
Access is free of charge and free of sharing personal or company information. I will ensure you receive the Newsletter, covering a recently published book. The attached Newsletter covers the book *Unleashed* by Frances Frei and Anne Morrison. One of the best Leadership books at this moment. Here is the link to the: [Global Reading Club](#)

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Unleashed*.

# Introduction of the 'Share a book' Program



The Global Reading Club
Issue 36

One year smarter by next month

Recommended by Yves Bandechon

**Unleashed**

The Unapologetic Leader's Guide to Empowering Everyone Around You

FRANCES FREI & ANNE MORRIS

Read & edited by Jai Kotecha, Ogilvy Social Lab Amsterdam

**Unleashed**  
A Leader's Guide without apologies, to break with the past

The aim of leaders is to unleash the levers of success, by empowering the people around you to unleash their full potential. The starting point of true leadership is discovering the greatness in talented people. The foundation of leadership is trust that's built when leaders reveal empathy, logic and authenticity. A fresh new view on the role of leaders and what makes them successful, based on decades of studying and advising organizations for decades.

"The principle behind Unleashed is empowering the people around you. What could be a better leadership principle for all of us at WPP to unlock the talent of all of our 100,000 people around the world?"

Mark Read, Chief Executive Officer at WPP

Start reading
Listen to Podcast

The Global Reading Club also recommends:

**A better future for everyone**

'Hit Refresh' is a book about transformation – taking place inside people and the company, to make our dreams believable and ultimately achievable. The most successful organizational leaders we know are the ones who put culture at the very centre of what they do. That's exactly the mentality that made CEO Satya Nadella and his leadership team so effective at Microsoft.

Go to book

**One year smarter by next month**

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

How it works

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscriptions is free. Contact Us if you are interested in becoming a reader/author.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

— Ogilvy

# The book: *How Big Things Get Done*

"IMPORTANT, TIMELY, INSTRUCTIVE, AND ENTERTAINING."  
—Daniel Kahneman, Nobel Prize-winning author  
of *Thinking, Fast and Slow*

# HOW BIG THINGS GET DONE

THE SURPRISING FACTORS  
THAT DETERMINE THE FATE OF EVERY PROJECT,  
FROM HOME RENOVATIONS TO SPACE EXPLORATION  
AND EVERYTHING IN BETWEEN

BENT FLYVBJERG  
and DAN GARDNER

A  
MUST  
READ

"IMPORTANT, TIMELY, INSTRUCTIVE, AND ENTERTAINING."  
—Daniel Kahneman, Nobel Prize-winning author  
of *Thinking, Fast and Slow*

# HOW BIG THINGS GET DONE

THE SURPRISING FACTORS  
THAT DETERMINE THE FATE OF EVERY PROJECT,  
FROM HOME RENOVATIONS TO SPACE EXPLORATION  
AND EVERYTHING IN BETWEEN

BENT FLYVBJERG  
and DAN GARDNER

Podcast

**Global Reading Club**  
No time to read is history

The Global Reading Club Issue 67  
No time to read is history

Read and edited by Miriam Cross | Ogilvy North America

### How Big Things Get Done

The surprising factors that determine the fate of every project  
from home renovations to space exploration  
and everything in between

Never in history the data of Big Projects around the world, all continents, were brought together to compare them on budget, timing and the realization of vision or purpose. Never before the authors could conclude, from extensive decennia long research, that only 1 out of 10 projects delivered within the parameters of budget, timing, and purpose. Only 0.5% of projects are completed on time, on budget, and deliver their projected benefits. What goes wrong consistently, why, and how to avoid the traps in complex projects. The key lesson is 'Think slow. Act fast'. Whereas most projects of any type start on the wrong foot by applying 'Think fast. Act slow'. These are the two big differences.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:

**The Black Swan**

The Impact of the highly improbable

The Impact of the highly improbable 'Black Swans' are events we have not been able to predict. 9/11 was such a rare event: completely unpredictable and not expected, with extreme impact and consequences. What can we learn from the characteristics of 'Black Swans' when making our own predictions and plans? And why are our predictions and plans so often failing? We overestimate what we know and underestimate uncertainty. How to become better plan makers, by strengthening our knowledge about predicting...

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.

30:45 min read	15:50 min read	15 min study	20:30 min listen
----------------	----------------	--------------	------------------

**Join as an editor**

Enrich your file by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming next:

EXTREMELY ONLINE  
TAYLOR LORENZ

THE COMING WAVE  
MUSTAFA SULEYMAN

MISBELIEF  
DAN ARIELY

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends. Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

Ogilvy

## Draft letter

Subject: *'Think slow, Act fast' model versus the 'Think fast, Act slow' model*

Dear ..... ,

Why do projects, big or small, fail to be delivered on budget, on time and deliver the projected benefits? Because most projects are complex and start on the wrong foot.

Never in history the data of Big Projects around the world, all continents, were brought together to compare them on budget, timing and the realization of vision or purpose. Never before, it could be concluded that only 0,5% of projects are delivered within these parameters. In other words, average practice is a disaster, and best practice are rare. WHAT is causing these projects to go wrong all the time? WHY does this happen? And HOW to avoid the traps in complex projects.

Projects don't go wrong, they start wrong. There are two distinct stages in any project: The planning stage and the delivery stage. Planning is characterized by creative and careful thinking and is rather cheap compared to the delivery of a project. Delivery is where projects go wrong in a big way, as real money is spent in this stage. Planning is the safe harbor. Delivery is being on a rough sea.

The authors came up with two overriding models. The first model is 'Think slow, Act fast'. Meaning to think through all possible alternatives, paving the way for smooth delivery. This is typically NOT done, considering the disastrous outcome of this research. Most projects, all types, start on the wrong foot by applying the second model 'Think fast, Act slow', which are mostly crashing into disaster. This model is most often based on commitment bias. Jumping into delivery before ready. The planning stage is most often rather cheap compared with the work in the delivery stage, where serious money is spent, and projects gets vulnerable.

The 'Think fast, Act slow' model is based on the 'Need for Speed', by setting severe timelines, start right away with the delivery stage, and demand that everyone involved work at a furious pace. Get the spade in the ground fast now. This thinking is as misguided as it is common. Haste makes waste. The answer is Make Haste – Slowly.

Enthusiasm is having a deep routed commitment. Being deeply optimistic, which is our natural way of being, is a different thing. Optimism makes people overconfident species. We need optimism and a can-do attitude to inspire projects and see them through. Unchecked optimism, however, leads to unrealistic forecasts, poorly defined goals, better options ignored, problems not spotted and dealt with, and no back up plans to counteract the inevitable negative surprises. Commit to have an open mind; that is, commit to not commit.

The foundation of a successful project starts with the conversation with a simple question: "Why are you doing this project?" Few projects start this way. All should. Be aware that projects are not goals in themselves. Projects are how goals are achieved. Developing a clear, informed understanding of what the goal of the project is and why, and never losing sight of it from beginning to end, is the foundation of a successful project.

Experience is invaluable. Experience is what elevates the best project leaders, in both planning and delivery. There is no better asset for a big project than an experienced leader with an experienced team. Highly experienced project leaders overflow with tacit knowledge. Knowledge gained from personal experience about the many facets of projects they have overseen. It improves their judgment profoundly. Only people can be experienced, not things like technology.

Listen to the Podcast, study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights, ideas, and inspiration. Here is the link to the book.

Enjoy reading and listening.

The Global Reading Club exists since 2015 and is now a library of over 100 books - books recommended, read and summarized by employees from Ogilvy and WPP. This gives you quick access to relevant knowledge from books without having to read it from cover to cover. You can pick and choose from: Summary, Mindmap, Podcast and Actions for impact.

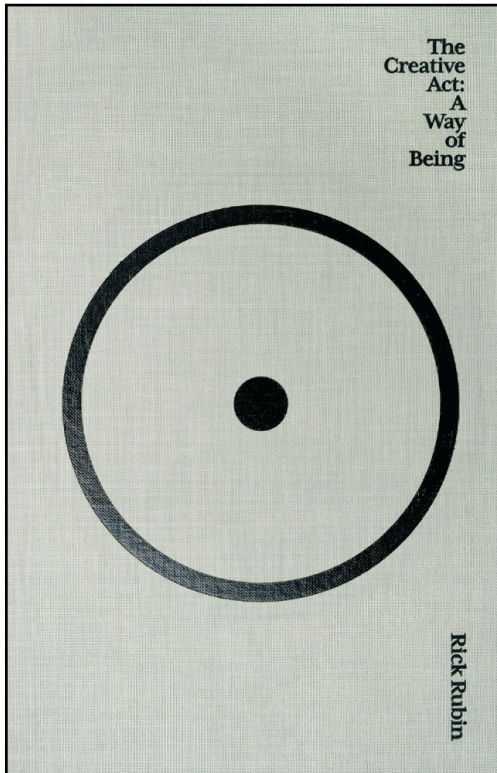
Here is the link that takes you straight to the book How Big Things Get Done: <https://globalreadingclub.com/books/how-big-things-get-done>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book How Big Things Get Done.

# The book: *The Creative Act: A Way of Being*



**A MUST READ**

**Podcast**

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 66  
No time to read is history

Recommended by *Rory Sutherland* and *Henk Nuijenhuis*

Read & edited by: *Victoria Kahveciyan* | Ogilvy Amsterdam

**The Creative Act: A way of belonging**

**Creativity is for everybody**

Rick Rubin, the author of the book, gives us reasons to believe that creativity is for everybody. *The Creative Act* illuminates the path to creativity, as a road we can all travel. Being a creative person isn't about your specific output, it's about your relationship to the world. Creativity is a fundamental aspect of being human. To create is to bring something into existence that wasn't there before. It is a way of being in the world. We must observe the world around us and pick up ideas and bring them to life.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:

**Steal Like an Artist**

**10 Things Nobody Told You About Being Creative**  
The author of *Steal Like an Artist* followed and studied several well-known people and artists how they got their ideas. He asked them or found out where they got their ideas from. The honest answer was "I steal them". Kleon believes that ideas apply to anyone who's trying to inject some creativity into their life and their work. He states that stealing is fine, but only the stuff that is worth stealing. "Steal, but steal from the best" was one of David Ogilvy's advice.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.

30:45 min read	15:00 min read	15 min study	20:30 min listen

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:

*Knowledge not applied is worthless...*  
Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**



## Draft letter

Subject: *Everyone is a creator*

Dear ..... ,

Rick Rubin, the author of the book *The Creative Act*, gives us reasons to believe that creativity is for everybody. *The Creative Act* illuminates the path to creativity, as a road we can all travel. Being a creative person isn't about your specific output, it's about your relationship to the world, exploring insights and ideas. To create is to bring something into existence that wasn't there before. We must observe the world around us and pick up ideas and bring them to life. It is a way of being in the world.

Those who do not engage in the traditional arts often perceive creativity as something extraordinary or beyond their capabilities. They see it as a calling for the special few who are born with these gifts. Fortunately, this is not the case. Creativity is not a rare ability, and it is not difficult to access. Creativity is a fundamental aspect of being human. It's our birthright, and it's for all of us. Creativity doesn't exclusively relate to making art. We all engage in creative acts daily.

If you make a choice of reading classic literature often, rather than reading the news, you will have a more honed sensitivity for recognizing greatness from books, rather than from the media. This applies to every choice we make. Every aspect affects our ability to distinguish good from very good, and very good from great. The objective is not to learn to mimic greatness, but to calibrate our internal meter for greatness. So, we can better make thousands of choices that might ultimately lead to our own great work.

The question is how we get inspired. Inspiration is everywhere. Most of the time we gather information from the world through our five senses. Information that's most often being transmitted on higher frequencies. We receive messages all the time. It is our work to decipher these signals. We might read a book or watch a movie where one line causes us to pause and rewind. The more open you are, the more clues you will find and the less effort you'll need to exert.

The practice of listening helps further to build our mindfulness. An ear has no lid, it takes in what surrounds it. When you practice listening with your whole self, you expand the scope of your consciousness. Listening without prejudice is how we learn and grow. The more perspectives we can learn to see, the greater our understanding becomes. Consider how different your experience of the world would be if you engaged every day with the attention you'd give landing a plane.

The concept known as the Beginner's Mind, can be a fruitful state to embody mindfulness. We must unlearn things, as there is a great power in not-knowing. Innocence brings forth innovation.

What motivates us to work so diligently? We would like to think it's our enthusiasm. No, energy is not generated by us, we are instead caught by it from the outside world around us. A contagious vitality pulls us forward. All things are interconnected, a work of creation is no different, it generates excitement in you. This energy feels like Love.

"All that matters is that you are making something you love, to the best of your ability, here and now".

Listen to the Podcast, study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights, ideas, and inspiration. Here is the link to the book.

Enjoy reading and listening.

The Global Reading Club exists since 2015 and is now a library of over 90 books - books recommended, read and summarized by employees from Ogilvy and WPP. In other words, it gives you quick access to relevant knowledge from books without having to read it from cover to cover. You can pick and choose from: Summary, Mindmap, Podcast and Actions for impact.

Study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights.

Here is the link that takes you straight to the book The Creative Act: <https://globalreadingclub.com/books/the-creative-act>

Enjoy reading and listening.

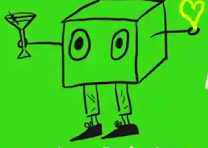
(Your name)

P.S. Attached is the Newsletter, covering the book The Creative Act

# The book: *You Look Like A Thing And I Love You*

How **Artificial Intelligence** Works and Why It's Making the World a Weirder Place

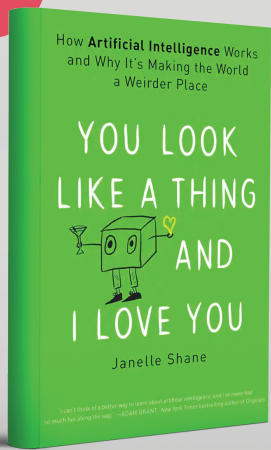
# YOU LOOK LIKE A THING AND I LOVE YOU



Janelle Shane

"I can't think of a better way to learn about artificial intelligence, and I've never had so much fun along the way." —ADAM GRANT, New York Times bestselling author of *Originals*


**A MUST READ**



How **Artificial Intelligence** Works and Why It's Making the World a Weirder Place

# YOU LOOK LIKE A THING AND I LOVE YOU

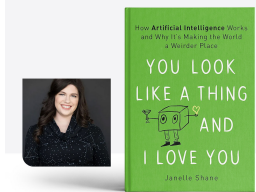
Janelle Shane

Podcast 

**Global Reading Club**  
No time to read is history

**The Global Reading Club**  
No time to read is history

Recommended by Antoni Kuchelak, Global CRO, Ogilvy Advertising



Read & edited by: Tommy Wigley & Toby Evans


**You look like a thing, and I love you**

How Artificial Intelligence works and why it's making the world a weirder place

AI is a new partnership between people and technology, which will have a huge influence on our thinking and doing. Artificial intelligence helps us to think smarter than ever before. However, AI doesn't know what "human" is, while the idea is that AI must help humanity to progress. If we ask AI what to do, it will fit our case, but it might not do what we actually want. If we give AI a goal, it will do exactly what we ask it to do and more. We must all learn how to work with AI. This book is great learning for those who work with AI already and for those who don't yet.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:







**Think again**

The power of knowing what you don't know

Most of us spend too much time on thinking what we know. Those who do rethink their first answers, improve their scores more than those who stay anchored to initial thoughts. Rethinking is about adopting mental flexibility and about succeeding where we failed. It is the path to learn more from others and AI. We need to move into Scientist mode when we are searching for the truth.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.


 30/45 min read	 15/30 min read	 15 min study	 20/30 min listen
--	---	--	--

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe here: [Link](#)

Ogilvy

## Draft letter

Subject: The danger of AI is not that it is too smart, but that it is not smart enough

Dear ..... ,

Artificial intelligence is already everywhere. It shapes our experiences we have with devices we use every day, and it continuous to infuse into more aspects of our lives every waking moment. AI is ubiquitous, seeming to be everywhere and shows no signs of slowing down. No doubt how important is to understand what AI is capable of, and what the best practices are to get it right.

Since ages humans are familiar to teach people to expand their thinking. How we train people is not how we train AI. We now must learn how to teach AI, to think with us about solving problems faster and come up with unexpected solutions. Solutions we have never been dreaming about. AI is a new partnership between people and technology. A partnership which will have a huge influence on our thinking and doing.

However, AI doesn't know what 'human' is. If we ask AI what to do, it will if it can, but it might not do what we want. If we give AI a goal, it will do exactly what we ask it to do. The trick is to set AI on the right foot otherwise we will get the weirdest solutions. We must understand what AI can do and what it cannot. We all must learn how to work with AI to progress humanity.

Data plays a crucial role in our world, especially with AI being as prevalent as it is. AI is typically trained on large datasets. The outcome AI creates comes from data. If the data isn't good or if it's got biased information, AI will be reflecting as it has been trained by humans or machines. The message is, remain critical.

We can argue that AI and humans have a symbiotic relationship as both greatly rely on one another to achieve certain things. An AI won't get the job right without human supervision, and humans need AI to make things easier for us. AI cannot exist nor can it successfully complete tasks without human oversight and maintenance. Training an AI is no easy task, but it is already incredibly accessible and straightforward.

The book *You look like a thing, and I love you* will provide you with a foundational level of understanding of how AI works, and the factors that come into play when designing, developing and deploying an AI, as well as red flags to look out for.

Never forget what the French philosopher, scientist and mathematician Descartes remarked in the 17th century: "I think therefore I am". His fining was based on: I doubt, so I think, which makes me human'. We humans are the only species in the world that can think and judge what solutions AI produces for us, to serve humanity.

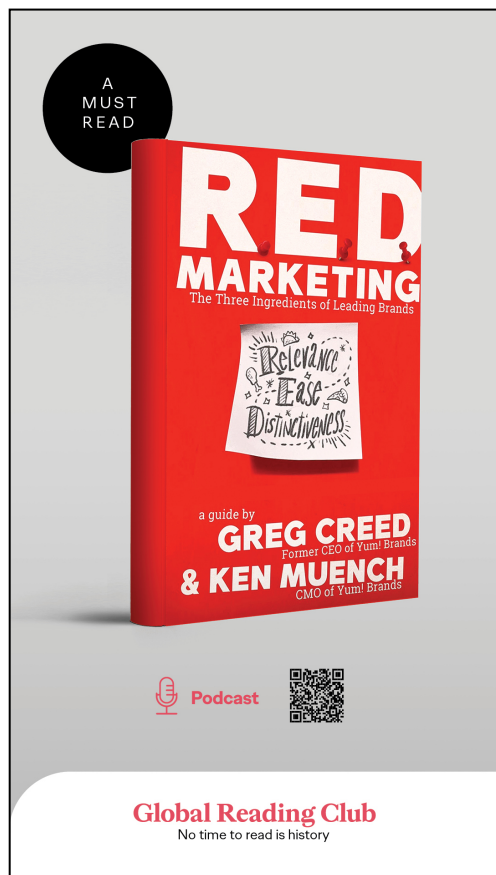
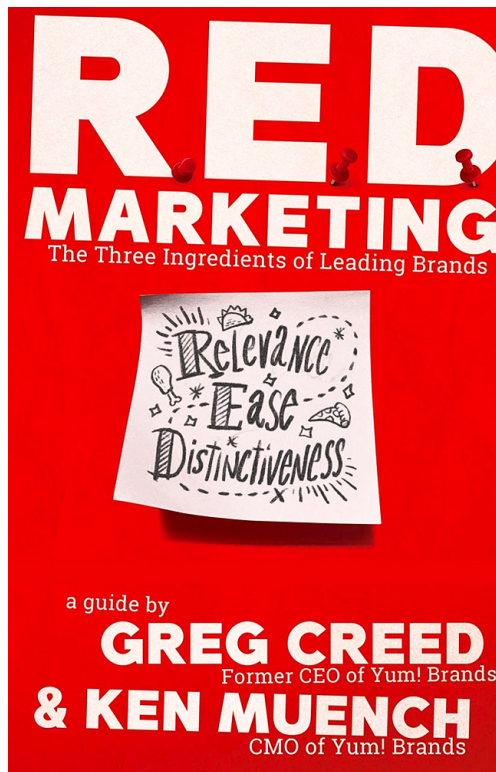
Study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights. Here is the link that takes you straight to the book *You look like a thing, and I love you*: <https://globalreadingclub.com/books/you-look-like-a-thing-and-i-love-you>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *You look like a thing, and I love you*

## The book: *R.E.D Marketing*



**The Global Reading Club** Issue 62  
No time to read is history

---

Recommended by Emma Debus & Endorsed by Stephen Frazer

Read and edited by: Jane Jacob & Emma Debus | Ogilvy, Sydney

**R.E.D Marketing**

The unique learnings from 'what works and what does not work'

The findings illustrated in the book R.E.D. Marketing are based on operating billions of dollars, year after year in over 100 countries, chasing real marketing experiences. 'What works and what does not work'. This has led to create and refine an approach to marketing, we know it works consistently, based on actual buying decision-making of consumers. It is the way CMO's decide to make investments in their brands.

Start reading
Listen to podcast

The Global Reading Club also recommends:

**BUILDING DISTINCTIVE BRAND ASSETS**  
2018 REVISION

**Building distinctive brand assets**

Building Distinctive Brand Assets is a strategic part of the overall brand identity. Brand Assets are the cornerstones of the identity of a brand, making a brand easily recognizable for customers and potential customers. Clear choices of Brand Assets give the brand distinctiveness, which is based on time and uniqueness to stand out to get through the attention filter of the consumer. The central point of the book is to give the brand character.

Go to book

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

30/45 min read
 15/30 min read
 15 min study
 20/30 min listen

Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Covering since:

**EXTREMELY ONLINE**  
HOW TO WIN IN THE DIGITAL AGE  
BY TAYLOR LORENZ

**BIG THINGS GET DONE**  
THE SURVIVAL GUIDE TO SUCCESSFUL PROJECTS  
BY DAN GARDNER

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends. Subscription is free.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

## Draft letter

Subject: *What works and what does not work in real marketing?*

Dear ..... ,

*What works and what does not work in real marketing?*

The unique learning from the book R.E.D. Marketing is, what worked and what did not work in Marketing. The findings are based on spending billions of dollars, year after year in over 150 countries. Through consistent measurement and analysis of actual sales results from marketing actions, has led to create a refined approach to marketing, based on actual consumer's purchase decisions. Findings not based on marketing research only or trying to understand why people buy, but on the actual act of buying.

The earlier published book Evolutionary ideas, written by Sam Tatam, reveals that behavioural science principles, shaping people's culture, ideas and innovations are based on 'Where has it been solved before?' And how can we apply it in our own situation to solve our problems. These solutions to problems are faster, more efficient, more effective and create more impact. This is the great learning from the book R.E.D. Marketing.

The authors also concluded that marketing is half Science, and half Art. Science uncovers human beings' true desires and motivations making decisions. Art figures out how to respond to buyer's impulses in a compelling, original, and memorable way. Marketing is melting expertise's, learning from what is happening in the real world and act on these findings.

Great brands need to embody three brand attributes, and behave, act, and apply these accordingly to three attributes, abbreviated by R.E.D. R. = Relevance fulfils a desire of the consumer. E. = Ease facilitates access, being able to conveniently buy the brand's products. D. = Distinctiveness, to easily recognize the brand, differentiating from the competition. These three key words play a big role together in making a brand flourish.

The authors came to the conclusion not to worry endlessly about every nuance of consumer's motivation for buying a branded product. None of us know what the real motivations are people buy our product. The biggest secret of marketing is to discover the psychological motivation why consumers buy, based on actual sales.

The learnings from the book come from analysing tons of data, resulting from actual spending billions of dollars, to measure sales resulting from paid and unpaid marketing actions. Results from a period of nine years around the world. This is knowledge from the actual world, creating the confidence and skills to adapt to what is sure in marketing in fast-changing environments. The idea is to enable people to make breakthrough work in all its Relevant, Ease, and Distinctive glory.

Note from the editors of the book R.E.D. Marketing: "At Ogilvy Sydney we are guided in our work by the findings from this book for all our clients".

Listen to the Podcast how Rory Sutherland, the author of the book *Alchemy*, gives examples of brands that did crack the code. Study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights.

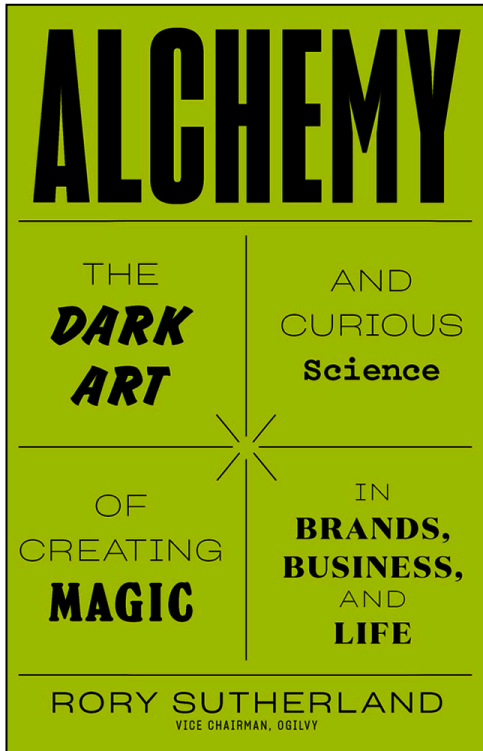
<https://globalreadingclub.com/books/red-marketing>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *R.E.D. Marketing*

# The book: *Alchemy*



**A MUST READ**

Podcast

**Global Reading Club**  
No time to read is history

**The Global Reading Club**  
No time to read is history

Issue 63

---

Recommended by Wim van Middel | Ogilvy, Amsterdam

Read and edited by: Joanna Universal & Fere Van de Kerckhove | Ogilvy Amsterdam

**Alchemy**

**The human mind does not run on logic any more than a horse runs on petrol**

You need to ignore what people say, instead, you need to concentrate on what people feel. Our conscious, logical mind does not influence our behaviour and purchase decisions. Our feelings do. To strike gold in business, you must master the dark art and curious science of conjuring irresistible ideas. Every marketer can sell a product, but to create an emotional bond, you need to be able to give something of value away. It is about decoding human behaviour, finding deep psychological insights, discovering the most compelling secrets to human decision-making.

Start reading
Listen to podcast

---

The Global Reading Club also recommends:

**The Black Swan**

The impact of the highly improbable 'Black Swans' are events we have not been able to predict. 9/11 was such a rare event, completely unpredictable and not expected, with extreme impact and consequences. What can we learn from the characteristics of 'Black Swans' when making our own predictions and plans? And why are our predictions and plans so often falling? We overestimate what we know and underestimate uncertainty. We must realize that our plans can be highly influenced by what we do not know and ignore. How to become better plan makers, by strengthening our knowledge about predicting.

Go to book

---

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

3045 min read

1500 min read

15 min study

2000 min listen

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

---

Clarity icon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.

Subscription is free.

Share this newsletter

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**



## Draft letter

Subject: The way people behave and make purchase decisions

Dear ..... ,

*The human mind does not run on logic any more than  
a horse runs on petrol*

You need to ignore what people say. Instead, you need to concentrate on what people feel. Our conscious, logical mind does not influence people behaviour and purchase decisions. Our feelings do. There are often two reasons behind people's behaviour. First, the supposedly logical reason and the real reason. Human behaviour is mysterious. The human mind does not run on logic any more than a horse runs on petrol. The idea is to master cracking the code how people behave and make decisions in the real world and why they make these decisions.

To strike gold in business, you must master the dark art and curious science to make something by magic, resulting in irresistible ideas. Every marketer can sell a product, but to create an emotional bond, they must give something away of value. Not the value that is in the product, that is what they expect and pay for. But building a bond with the buyer through the recognition that the brand spend time, energy and even money to make this bonding happen. That is the most effective way to let people feel they deserve something in addition. It is about is about decoding human behaviour, finding deep psychological insights, discovering the most compelling secrets to human decision-making.

Be irrational, because irrational people are much more powerful than rational people. They taking risks, which makes them amuch more convincing. Being slightly 'mad' can be a good negotiating strategy. Being rational means you are predictable. Being predictable makes you weak. Therefore, conventionally rational people are inadequate at predicting human behaviour in the real world.

Most issues, involving human behaviour or decision-making have been solved by market research and economic theories. Those together are supposed to provide a complete view of human actions. Both methodologies (market research and economic theory) are incapable to measure human behaviour or decision-making and distort our views. The author claims: *'Market research (asking people) distorts our views*. As people simply do not have introspective access to their motivations.

Applying a mixture of *luck, experimentation, and instinctive guesswork*, most often, create valuable breakthrough discoveries. Though, they don't make sense at first. Coming up with anything genuinely new, unconscious *instinct, luck, and simple random experimentation* play a far greater part in the problem-solving process.

Value resides not in the product itself, but in the minds of people who value it. The nature of our attention affects the nature of our experience. *Economic logic* suggests that more is better value, while *Psycho logic* often believes that less is more value.

Be unpredictable. It sounds rather un-logical to be unpredictable, versus the opposite of being predictable. However, research reveals that it doesn't pay to be logical if everyone else is being logical. You can't be logical at war because your enemy can predict your moves. Similarly, in business logic will probably lead you to the same place. The same place where everybody else and your competitors go.

One of the simplest ways to solve a problem is to ask a question that no one has asked before. Why has a question not been asked before? It could be that no one has been stupid enough to ask it. Don't walk the path of *'approved conventional reasoning'*. Solutions that involve a greater amount of *instinct, imagination,*

or *luck* will inspire others. Remember, if you never do anything differently you will reduce your chances of enjoying lucky accidents.

The “*single right answer*” mindset is wonderful if you want to keep your job. If you want to have an original idea it is dangerous, but far more likely to create breakthroughs.

Listen to the Podcast how Rory Sutherland, the author of the book *Alchemy*, gives examples of brands that did crack the code. Study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights.

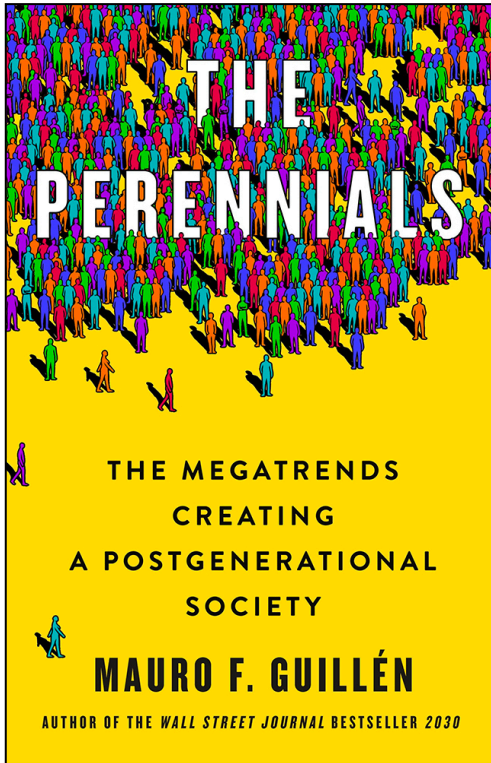
<https://globalreadingclub.com/books/alchemy>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Alchemy*

# The book: *The Perennials*



**A MUST READ**

**THE MEGATRENDS  
CREATING  
A POSTGENERATIONAL  
SOCIETY**  
**MAURO F. GUILLÉN**  
AUTHOR OF THE WALL STREET JOURNAL BESTSELLER 2030

**Podcast**

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 612

No time to read is history

---

Recommended by Rob Allen | Colley Porter Ball, London

Read & edited by Rob Allen | Colley Porter Ball, London

**The Perennials**

**The Megatrends creating a Postgenerational Society**

Forget about the age-group division of Boomers, Gen X, Millennials, Gen Z and retired people. This age driven division of people disappears rapidly, caused by two global Megatrends: technology and the rising of the 60 years old workers, looking at an average 25 years of life expectancy, of which 17 years in good physical and mental health. The traditional sequential model of play - study - work - retire way of life, separated by age groups is rapidly coming to an end. We are entering an era in which people at all ages are liberated from the constraints of the sequential model of life. This new model of living opens a playing field so that everyone has a chance at living a more balanced life in, what the author calls, the Postgenerational Society. A new Postgenerational workforce known as Perennials opens the way to walk life in a more liberated way.

[Start reading](#)

[Listen to podcast](#)

The Global Reading Club also recommends:

**Who owns the future?**

Why we do what we do and how to change

The author, Jaron Lanier, the father of virtual reality and one of the world's most brilliant thinkers shows how the exploitation of big data and the free sharing of information, led our economy to recession, imperiled personal privacy, and hollowed out the middle class". But there is an alternative. In this provocative, poetic, and deeply human book who owns the future, Lanier charts a path toward a brighter future, an information economy that rewards ordinary people for what they do and share on the web.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

20:45 min read

15:30 min read

15 min study

20:30 min listen

**Join as an editor**

Enrich your life by joining the sites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe here.

powered by **Ogilvy**

## Draft letter

Subject: The linear sequential way of living play-school-work-retirement is obsolete

Dear.....

The separation of people by generational age, like Babyboomers, Generation Z, Millennials and others no longer holds. We have entered a *Postgenerational Society*, a new area in which the separation of people by generational age has become obsolete. An era in which the linear sequential way of living *play-school-work-retirement*, inherited from the past, no longer holds.

We must be liberated from this stringent way of making our journey from childhood to retirement. Instead, we must make a more fluid way of living, by embracing a *Perennial* mindset. Perennials, in the meaning of the book are people who flourish during the time they are on this earth, from the early time of childhood to final retirement.

There are two outspoken *Megatrends* that are taking place already. *One*: the influence of technology in the way we study, live and work. *Two*: life expectancy after the age of 60, which is on average 25 years, of which 17 years in good physical and mental health. The retirement age of 65 is therefore not a reason to stop an active working life.

We must move from this linear sequential model of life to a far more diversified model of life. We are entering the *Post-generational Society* in the US, Europe, Asia and other more developed countries. We must learn to see a completely diversified society as one group.

Knowledge becomes antiquated faster. People, all people, are subject to the corrosive effect of technological change, which renders our education obsolete much faster than in the past. Knowledge, thus your knowledge, becomes antiquated at a dizzying rate. What you learned in schools and universities used to last for decades. This will no longer hold true.

For business and organizations, the goal is to develop a multi-generational workplace, where continuous learning new skills and absorbing new knowledge is the norm, regardless of age and function. A workplace where different age-groups cooperate. From a people point of view, the most important skill is a meta-skill, the ability to adapt to change.

Concluding, the sequential model, the rigid classification of people into compartmentalized age groups, is dead. Because this model has caused intergenerational frictions and tensions. Older generations are often defined by their work, while in today's world younger generations are defined by different things, like: *"I'm a certified financial planner, but I am also a cyclist, a coach, a dad, a husband. in short, I'm involved in a range of diversified activities, making my life more interesting, adventures, while I fulfill my duties to family and friends."*

A longer life span creates more opportunities, no matter your age. You must liberate yourself from the tyranny of *age-appropriate* activities. You must become a Perennial, pursuing not just one career but several careers. Finding different kinds of personal fulfilment. Pursuing opportunities for course correcting, for learning new skills, for switching careers.

We should not try to *solve* the sequential model of life but *dissolve* the problem altogether. Simply said; get rid of the problem. Dissolving the problem consists of redefining the situation in such a way that the problem simply vanishes. Meaning, departing from the *sequential model of life*. Plain and simple, replacing the sequential model of life with a fluid and reversible *Post-generational model of life*. This would liberate us from the problem once and for all. You, no matter your age, will need more flexibility when it comes to education and lifelong learning to cope with the enormous changes in the labor market. There is a need

for growth of the professional and technical workforce, triggered by increasing demand for *analytical skills*. But as labor economists have thoroughly documented the demand for *social skills* has grown even faster.

We need real education (not job-focused) and opportunities for people to pursue diverse pathways for career development and lifelong learning. Many people will not only switch jobs, but they will also switch careers, professions, or occupations. Reinventing themselves each time they go back to school. You must avoid becoming a career victim, waiting others will decide your destiny. You must get aware of the chances of losing your current job. Get rid of the undermining traditional inherited practices.

A sure thing, you need to embrace the habit of continuous learning.

The *Post-generational approach* to life will help women to plan getting children under more natural circumstances, not being forced to watch the deterministic concept of the biological clock, enforced by the sequential model of life. Women will be in a much better position to navigate through the constraints imposed on them by biology.

We must move from the sequential model of life to the *Perennial model of life*. We need to embrace the spirit of generations by *living, learning, working* and *consuming* together, creating a better world to live in.

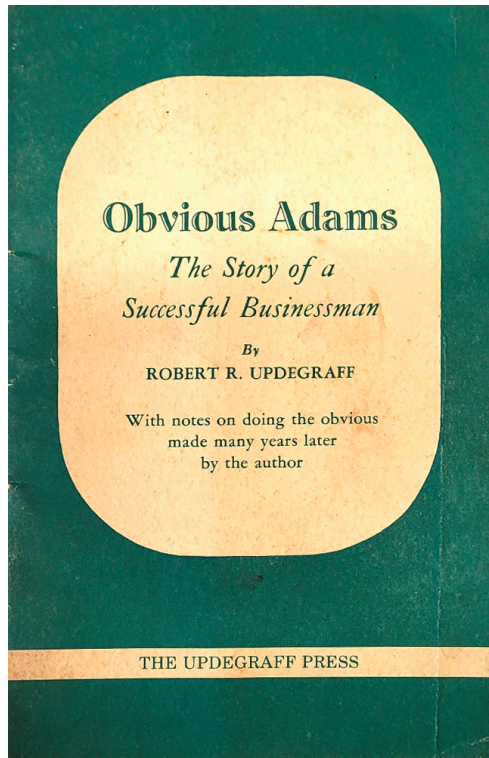
Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insight of this *Megatrends* movement.

<https://globalreadingclub.com/books/the-perennials>

Enjoy reading and listening.  
(Your name)

P.S. Attached is the Newsletter, covering the book *The Perennials*

# The book: *Obvious Adams*



**A MUST READ**

**Obvious Adams**  
*The Story of a Successful Businessman*  
By **ROBERT R. UPDEGRAFF**  
With notes on doing the obvious made many years later by the author

THE UPDEGRAFF PRESS

Podcast

**Global Reading Club**  
No time to read is history

**The Global Reading Club** David 10

No time to read is history

---

David Ogilvy (1901 – 1999)

Photographed by the famous Peter Lindbergh in 1988

**75 years of Ogilvy**

About the cultural legacy of David Ogilvy

How much influence does David Ogilvy's cultural legacy have in today's business world? During his active life, David developed a culture for the agency, not for the sake of having a culture, but as a guide on how to behave and act for maximum impact on the performance of people in the agency and the work we do for our clients, with the purpose of Ogilvy to be "One agency invisible," wherever in the world and in whatever discipline people worked in the agency. Today we interpret this culture as creating an intersection of people with different backgrounds, nationalities, beliefs, and experiences, creating business creativity in everything we do. *Work the work*, based on one of David's famous quotes: "We Sell... or Else."

The book *Obvious Adams*, first published in 1976, was one of David's favorite books. He made it mandatory reading for everybody in the agency and re-reading it every year.

Read about "The Five Books of Obviousness" and "The Five Creative Approaches to the Obvious." David was fascinated by the commonness of obviousness, contrary to obviousness.

Start reading
Listen to podcast

The Global Reading Club also recommends:

Questions of David Ogilvy

**Quotations of David Ogilvy**

A guide to Ogilvy's guiding principles

On the occasion of our agency's 75th anniversary, Ogilvy proudly reissues this collection of David Ogilvy's quotations.

A timeless treasure trove of wit, insight, and audacious candor. A source of perpetual inspiration and a selection of David's lasting impact on the world of advertising and beyond.

Go to Guide

The Global Reading Club summarizes content of books since 2016, in different formats to facilitate optimal learning.

20x4 min read

15:00 min read

15 min study

20:00 min learn

**Join as an editor**

Enrich your life by joining the elites who read and add a book for the Global Reading Club. Your recommendations will introduce the way you learn from books that other personally and professionally. You need to be able to correct some of outdated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is an voluntary basis.

Join as a Reader/Editor

Curbing envy:

Knowledge not applied is worthless...

Please feel free to join using the monthly Reader/Editor to collaborate, create and benefit. Moderation on life.

Share this newsletter

Need to change how you receive this email?

How you would like to receive this newsletter

— Ogilvy

## Draft letter

Subject: About Commonsense and obviousness

Dear ...,

*We need education in the obvious more than investigation of the obscure*

David Ogilvy had a passion for *commonsense* and *obviousness*. In a time with an overdose of information, we are short of *commonsense* thinking, searching for the obvious solution to problems. As a result, we often miss out on opportunities, which are hidden out in the open. We overlook the *obvious*. We must not forget to think inside the box, looking for the obvious solutions and obvious ideas. Keep it simple. Simple strategies and simple solutions can rapidly transform results. There is power and sanity in the obvious. We need to become doers of the *obvious*.

The obvious is apt to be so simple and commonplace, that it does not appeal to the imagination. We all like clever ideas and ingenious plans. There is something about the *obvious*. The *obvious* is —well, so very *obvious*! But the obvious is most likely to work out well and in business proved to be sound and profitable. Logical thinking is the trickiest of mental processes. It is not about rationalization. To recognize the *obvious*, the author worked out in the course of years Five Tests of Obviousness, so we can easily recognize obvious solutions and ideas.

The obvious is nearly always simple. So simple that sometimes a whole generation of men and women have looked at it without even seeing it. Whereas if an idea is clever, ingenious or complicated you should suspect it. It probably is *NOT obvious*.

Human nature makes or breaks any plan or see no value in the solution to the problem you are trying to solve. Human nature is the controlling factor in life and business, in science and in the arts, whether it involves selling things to people, enlisting their support, getting them to follow a particular course of action, or induce them to change a long-time habit. If it does not conform to human nature, you will waste your time, money, and energy.

Write out your idea. Project your idea in words, as though you were explaining it to a child. Write about your idea in two or three short paragraphs, so it makes sense. If the explanation becomes long, involved and ingenious then very likely the idea is not obvious. It must be understood and worked out by people of average intelligence.

"*Why didn't we think of this solution before?*" You can feel encouraged for obvious ideas are very apt to produce this explosive mental reaction in many instances. It is usually wise to delay the final decision to go ahead for a day to cope with hidden weaknesses which only shows up after a night's sleep.

Watch the timing. Many ideas and plans can be *out of time*. Sometimes the time may have passed, then forget your idea. The idea may be ahead of time, which calls for patience and alertness.

The selling of an obvious solution may be difficult, just because the idea is so completely *obvious* - to us. You cannot expect others to accept obvious ideas or plans immediately. Give others time to think it through for themselves, to digest it mentally, which is their right. Do not be carried away by your own enthusiasm for an idea or plan on the easy assumption that it is obvious. Doing the obvious is not always as simple as it sounds.

Listen to the engaging conversation in the [Podcast](#), study the [Mindmap](#) and the [Actions for Impact](#), then read the [Summary](#).

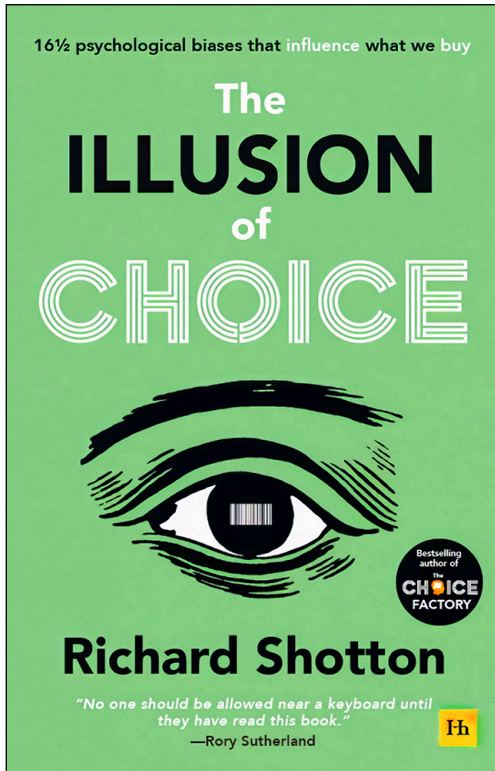
<https://globalreadingclub.com/books/obvious-adams>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Obvious Adams*.

# The book: *The Illusion of Choice*



**The Global Reading Club** Issue 60  
No time to read is history

---

Recommended by **Twan Wertz** | Ogilvy Amsterdam

Read & edited by **Twan Wertz** | Ogilvy Amsterdam

**The Illusion of Choice**

**The Power of Behavioral Science for personal and business growth**

It is an illusion we make choices consciously. Most of the choices are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices repeatedly, is based on saving our thinking energy and time. But our biases can get 'rusted' over time, blocking our mind to walk new paths. Behavioral Science stimulates us to rethink our existing beliefs and habits. We must reevaluate and rethink our beliefs and behavior to open doors to new eras of behavior.

Start reading
Listen to podcast

The Global Reading Club also recommends:

**The Power of Habits**

**Why we do what we do and how to change**

Habits emerge in corporations and business, across societies and in people's lives. Most choices we make may feel like well-considered decisions, but they're not. They're habits. Each habit means relatively little on its own, but habits can have enormous impact on our health, productivity, financial security, and happiness. The central argument about habits is that habits can be changed, if we understand how they work.

Go to book

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

30-45 min read

15-30 min read

15 min study

20-30 min listen

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy



## Draft letter

Subject: The Power of Behavioral Science for personal and business growth

Dear ...,

### *It is an illusion we and consumer make choices consciously*

Most choices we and consumers make are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices over and over again, is based on saving our thinking energy and time. You could say we make choices on the automatic pilot. This is the case with most of our own routine choices and those made by consumers.

In Behavioral Science this habit of making 'automatic pilot' decisions is referred to as *Cognitive biases*. These are systematic patterns of thinking and decision-making are influenced by our strongly held beliefs and habitual thought processes. These biases serve as mental shortcuts that help us understand and navigate the world around us in a way that is convenient and meaningful to us. Essentially, they shape our perception of reality and guide our actions. It is important to recognize that these beliefs and behavior can become *outdated* or *less relevant*, because our interests and priorities evolve through different phases of life.

The problem with these 'automatic choices' is that our biases can get 'rusted' over time, blocking our mind to walk 'new paths'. We can walk into the 'unknown' areas of life, if we are stimulating our mind to actively look for new ideas, Especially in making important decisions or gaining inspiration from new insights. We must, by times, rethink our existing beliefs and habits. Biases block walking *unknown paths*, which is essential finding new solutions to existing problems.

In marketing, consumers make, consequently, most often buying decisions based on their existing biases. In other words, they stay with their earlier choices. Existing biases of consumers, however, can be influenced. If you know how. Based on research and experimentation the author discovered 16 ½ psychological biases in purchases consumers make. He explains how to approach these biases based on real life experimental testing.

This is what *Behavioral Science* is all about, recognizing how people's beliefs and behavior are shifting over time due to changing needs and desires, Business and organizations must meet the shifting needs and preferences of their audience, by addressing *cognitive biases*. *Behavioral Science* is crucial for personal growth and successful business practices alike.

In *Behavioral Science* nothing is argued from authority or gut feel point of view alone. *Behavioral Science* is based on carrying out experiments through solid testing or research. *Behavioral Science* is purely based on a scientific way of thinking. The ideas in the book, how to solve problems with existing biases, are based on robust findings from the real world. The idea of changing existing biases is to take the insights from the book into human nature and apply them personally and to marketing.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*. <https://globalreadingclub.com/books/think-again>

Enjoy reading and listening.

(Your name)


P.S. Attached is the Newsletter, covering the book *The Illusion of Choice*

## The book: *Think Again*

"A must-read." —Bill and Melinda Gates

The Power of Knowing What You Don't Know

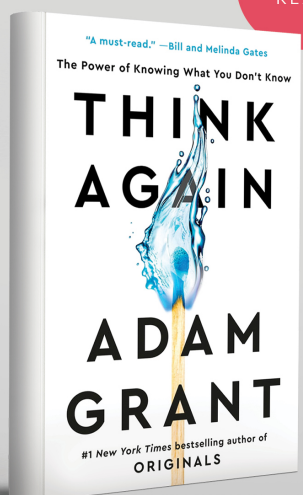
# THINK AGAIN



# ADAM GRANT

#1 New York Times bestselling author of ORIGINALS

A MUST READ




"A must-read." —Bill and Melinda Gates

The Power of Knowing What You Don't Know

# THINK AGAIN

# ADAM GRANT

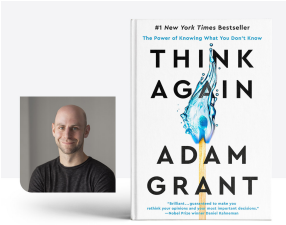
#1 New York Times bestselling author of ORIGINALS

Podcast 

**Global Reading Club**  
No time to read is history

The Global Reading Club Issue 39  
No time to read is history

Recommended by Wim van Melick | Ogilvy Amsterdam



Tommy Wigley & Victoria Kahveciya | Ogilvy Amsterdam

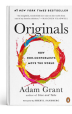
### Think Again

Developing the power of knowing what you don't know

Most of us spend too much time on thinking what we know. Rethinking our assumptions, opinions and our most important decisions is what we learn from the book Think Again. Those who do rethink their first answers, improve their scores more than those who stay anchored to their initial thoughts. Rethinking is about adopting mental flexibility and about succeeding where we failed. It is the path to learn more from the people around you. We need to move into a Scientist mode when we are searching for the truth. It is a path of consistently rethinking, as a regular habit.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:







### Originals

Originals embrace the uphill battle, striving to make the world what it could be

Adam Grant, the author of the book Originals, demonstrates that any of us can enhance our creativity. He reveals how we can identify ideas that are truly original and predict which ones will work. It is about encouraging diversity of thought instead of conformity. This book proves that any one of us can champion ideas that improve the world around us. But trying to change deep-seated beliefs and behaviors is daunting.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.


 30:45 min read
  15:00 min read
  15 min study
  20:30 min listen

### Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:



Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from here.

Ogilvy

## Draft letter

Subject: The power of knowing what you do not know

Dear .....,

### *The power of knowing what you do not know*

The book *Think Again* is about walking the path of thinking and rethinking, developing the power of knowing what you do not know. *Rethinking* is about adopting mental flexibility and about succeeding where you failed in the past. We need to spend as much time rethinking as we do thinking. Decisiveness thinking is overrated, we must learn to think like a *Scientist*. As a result, most effective people score high in both, *confidence* and *humility* by rethinking, resulting in important characteristic traits.

The smarter you are, the more complex the problems you can solve and the faster you can solve them. Intelligence is traditionally viewed as the ability to think and learn. What now matters more in this world is the ability to *rethink* and *unlearn*. Those who do *rethink* their first answers improve their scores more, than those who stay anchored to initial thoughts. We often prefer the ease of hanging on to old views over the difficulty of fighting for new views. We hesitate at the very idea of *rethinking*.

*Rethinking* is about adopting *mental flexibility*. It's about succeeding where we failed in the past. Don't rely only on things you know, assumptions you make, or opinions you hold. Open your mind in *flexibility* rather than *consistency*. If you cannot change your minds, you cannot change anything. *Rethinking* is a skill set and a mindset.

There is a lesson to learn how you can think and rethink like *Scientists* do. When you are searching for the truth, you need to shift in the face of sharper logic and stronger data. You run experiments to test hypotheses and discover new knowledge. Then hypotheses take a place in your lives, as they do in a laboratory and you start thinking more like a Scientist. And if you do, you will end up making smarter choices. This is how to learn *scientific thinking*. Have the flexibility to change your mind. Start testing alternative hypotheses.

*Rethinking* starts with intellectual humility, knowing what we don't know. Recognizing your shortcomings, opening the door to doubt. As you question your current understanding of things, you become curious about what information you are missing. In this way you can see gaps in your knowledge. Never fall victim to the fat-cat syndrome by resting on your laurels, instead of pressure-testing your beliefs. Avoid being trapped in an overconfidence cycle. You need to learn to recognize your cognitive blind spots and revise your thinking accordingly.

Humility is not a matter of having low self-confidence. Confidence is a measure of how much you believe in yourself. People with *confidence* and *humility* have faith in their strengths, but they're also keenly aware of their weaknesses. They do have their doubts. Their strength is to unlock the joy of being wrong, detaching their present from their past and detaching their opinions from their identity. Who you are, is a question of what you value, not what you believe. Values are your core principles in life. You will care more about improving yourself than proving yourself. You must create a specific kind of accountability. Accountability that leads you to *think again*. Make *rethinking* a routine, a habit.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

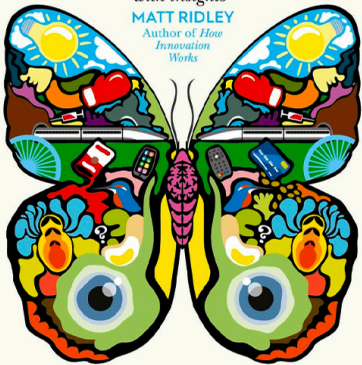
<https://globalreadingclub.com/books/think-again>

Enjoy reading and listening.  
(Your name)

P.S. Attached is the Newsletter, covering the book Think Again

# The book: *Evolutionary Ideas*

"Fascinating, teeming with insights"  
**MATT RIDLEY**  
*Author of How Innovations Works*




## EVOLUTIONARY IDEAS

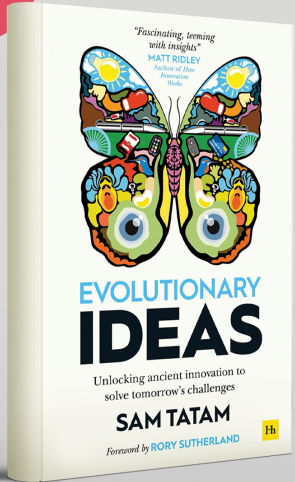
Unlocking ancient innovation to solve tomorrow's challenges

**SAM TATAM**

Foreword by **RORY SUTHERLAND**



**A MUST READ**




"Fascinating, teeming with insights"  
**MATT RIDLEY**  
*Author of How Innovations Works*



## EVOLUTIONARY IDEAS

Unlocking ancient innovation to solve tomorrow's challenges

**SAM TATAM**

Foreword by **RORY SUTHERLAND**



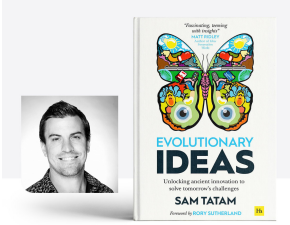
 **Podcast** 

**Global Reading Club**  
 No time to read is history

**The Global Reading Club** Issue 28  
 No time to read is history

---

*Recommended by Rory Sutherland | Ogilvy London*



Read & edited by Ming 'Van Wan' | Design Bridge and Partners, Singapore

### Evolutionary Ideas

"Where has a problem been solved before?"

Developing evolutionary ideas is based on "Where has a problem been solved before?" And how can we apply this solution in our own situation. Solving problems in this way is faster, more efficient, more effective and creating more impact. Evolutionary Ideas offer a more human-centric and efficient approach to creativity and innovation, compared to revolutionary thinking, which is (can be) an expensive and high-risk strategy. Evolutionary ideas are easier to accept by people.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:





**Empathy**

Stepping into other people's shoes

Empathy is an ideal that has the power to transform our own and other people's lives. To develop empathic behaviour, the author determined six habits, enabling a conscious effort to step into other people's shoes. We must learn how to travel imaginably into other people's minds. Living an empathic life enriches you and others, what money cannot buy. Empathy is at the core of being human.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.


 3045 min read	 15:00 min read	 15 min study	 20:00 min listen
---	--	--	--

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Curating assets:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
 Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
 You can update your preferences or unsubscribe from this list.

Ogilvy

## Draft letter

Subject: Developing evolutionary ideas

Dear .....,

‘Where has a problem been solved before?’

Developing evolutionary ideas is based on ‘Where has a problem been solved before?’ And how can we apply this solution in our own situation. Solving problems in this way is faster, more efficient, more effective and creating more impact. Evolutionary ideas offer a more human-centric and efficient approach to creativity and innovation, compared to revolutionary thinking, which is (can be) an expensive and high-risk strategy. Evolutionary ideas are easier accepted by people.

This book is for problem solvers. A philosophy more than a mechanical rulebook, considering the role of evolutionary processes in shaping our culture, our ideas and our innovations. Opposed to revolutionary thinking which can be an expensive and high-risk strategy. Therefore, the majority of people feel more comfortable with evolutionary ideas rather than with revolutionary ideas. Simply, because people need less energy and time to understand and accept ideas that evolve.

Behavioral science utilizes specific models. One of a well-known model used, is called T.R.I.Z. which stands for Theory of Inventive Problem Solving. An international system of creativity. It is a powerful methodology for creative problem solving. The model has 4 facets on which a solution must be based:

1. A clear purpose of the solution
2. Contradictions, being the conflict between opposing forces
3. Idealistically products should strive for perfection
4. Functionality, components of the solution must be effective

Utilizing T.R.I.Z. increase the chances that your problem has been solved before. The idea is to borrow from these existing solutions.

With the power of psychology, problems can be solved in a human way. Psychology studies how people think and feel and why and how they react and act. People’s psychology and decision making is a product of evolutionary processes. The role of a good psychologist is not to generate the answers to problems, but to enable the real experts, those closest to the actual experience, to find answers for themselves by creating checklists and templates.

Brands compete for richer and abundant psychological outcomes, like satisfaction, preference, joy and experiences, creating value at far lower cost than time, money and material. Here is the way to think:

1. Reinforce trust without altering the truth
2. Aid decisions without limiting choice
3. Trigger action without forcing a response
4. Boost loyalty without increasing rewards
5. Improve experience without changing duration

While it’s tempting to feel the need to start from scratch when faced with a new challenge, remember that thousands of people have already addressed the same problems you are facing right now. By classifying patterns of evolved psychological solutions, behavioral science has handed us a new set of keys to systematically innovate on basis of psychological principles.

*‘The forces of evolution take over,’* the author of the book proposes.

Listen to the engaging conversation with the author in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

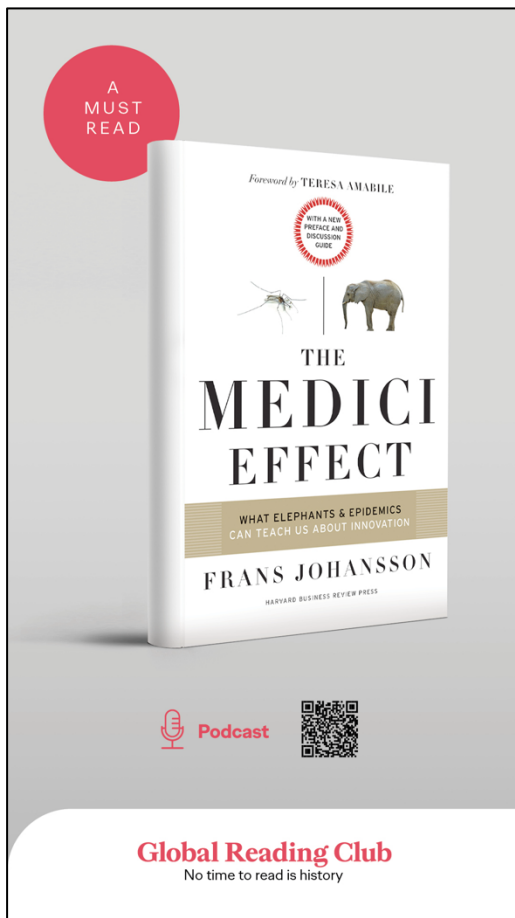
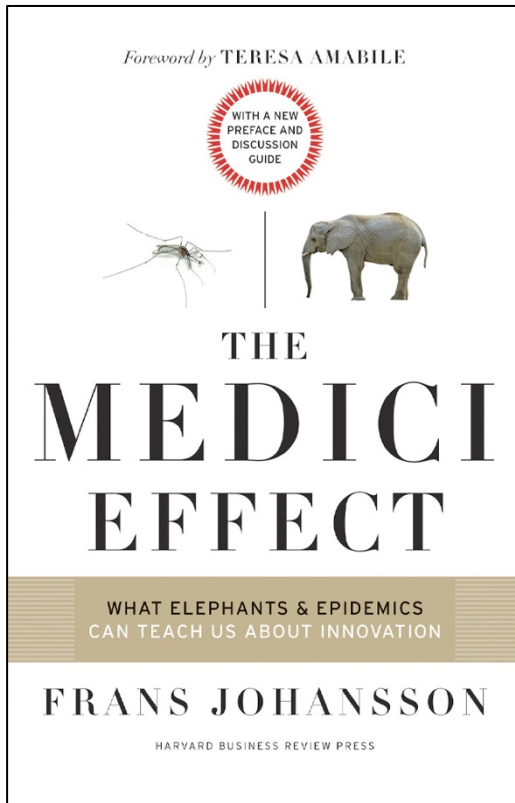
<https://globalreadingclub.com/books/evolutionary-ideas>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Evolutionary Ideas

# The book: *The Medici Effect*



**The Global Reading Club**  
No time to read is history Issue 57

Recommended by Ed Sumner | Ogilvy New York

Read & edited by Ed Sumner | Ogilvy New York

**The Medici Effect**

**Creating an explosion of new ideas and innovations happens at the Intersection**

It is at the Intersection where unexpected groundbreaking new ideas and innovations happen. The Intersection is a place where diverse industries, cultures and disciplines collide and mix. The author argues that when you step into the Intersection, innovation results because you can combine concepts between multiple fields, generating ideas that leap in new directions. Not only is the Intersection the best place to find groundbreaking ideas, it's also the place to generate MANY ideas. The explosion of ideas and innovations coming from the Intersection is what the author calls 'The Medici Effect.'

[Start reading](#) [Listen to podcast](#)

"The Medici Effect brings to life the power of creativity to drive change and the role of different people, from different backgrounds and experiences in the explosion of ideas that led to the reformation. Such a collision of cultures is what will drive the best work today in WPP's business and creative industries everywhere."

**Mark Read, Chief Executive Officer at WPP**

The Global Reading Club also recommends:

**Where Good Ideas come from**

The natural history of innovation

Good ideas emerge best in environments that contain a certain amount of noise and error. A space where ideas are shared and where minds collide and neurons fire together. These spaces seem to breed new ideas effortlessly, in which we can experience new visions, resulting from walking unpredictable paths.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning

30/45 min read
 15/30 min read
 15 min study
 20/30 min listen

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends. Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#) from this list.

Ogilvy



## Draft letter

Subject: Creating an explosion of new ideas and innovations

Dear ..... ,

*Creating an explosion of new ideas and innovations  
happens at the Intersection*

It is at the *Intersection* where unexpected groundbreaking new ideas and innovations happen. The intersection is a place where diverse industries, cultures and disciplines collide and mix. When you step into the *Intersection*, you can combine concepts between multiple fields, generating ideas that leap in new directions. Not only is the *intersection* the best place to find groundbreaking ideas, it's also the place to generate MANY ideas. The explosion of ideas and innovations coming from the *Intersection* is what the author calls The Medici Effect.

The origin of finding the *intersection* as the best place to discover groundbreaking ideas and innovations, dates to the 16<sup>th</sup> century in Florence, Italy. The Medici, a banker's family, created the Renaissance by breaking down discipline barriers, which ignited and created an explosion of extraordinary ideas. Thanks to this family, sculptors, scientists, poets, philosophers, financiers, painters, and architects converged upon the city of Florence. There they found each other, learned from one another, and broke down barriers between disciplines and cultures. Together they forged a new world based on new ideas what became known as the *Renaissance*.

An *Intersection* is a place where different cultures, domains, and disciplines stream together toward a single point. They connect, allowing for established concepts to clash and combine, ultimately forming a multitude of new, groundbreaking ideas. This place, where different fields meet and where an explosion of remarkable innovations happens.

We, too, can create the *Medici Effect*. We can ignite this explosion of extraordinary ideas and take advantage of it as individuals, as teams, and as organizations. We can do it by bringing together different disciplines and cultures and search for the places where they connect. There are many opportunities to create *Intersection* places. The most important place is our mind, where ideas and innovations are found.

Creative ideas are *new* and *valuable*. Something unique. Something nobody has done before. Which is clearly a key characteristic of a creative idea. But, for an idea to be truly creative, it must have some measure of relevance. It must be valuable. If a creative idea exists solely in someone's head, it cannot yet be considered innovative. A creative idea must be "sold" to others, like peers, clients, customers, readers, society.

Expose yourself to a range of cultures. Cultural diversity does not imply geographically separated cultures only. It often includes ethnic, class, professional, or organizational cultures. They work more open and divergent. Perhaps even be rebellious in their thinking. Such a person is more prone to question traditions, rules, and boundaries. In search for answers where others may not think of.

Expect the unexpected. If you do, you will start seeing the world from new perspectives. Suddenly you will find intersections everywhere. Random conversations, meetings, or projects will begin to flow together in strange, but intriguing ways, seemingly unrelated concepts will connect, in ways you did not think were possible. But when an idea hits you—be ready for it.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

<https://globalreadingclub.com/books/the-medici-effect>

Enjoy reading and listening.  
(Your name)

P.S. Attached is the Newsletter, covering the book *The Medici Effect*

## The book: *Good Power*

A MUST READ

GINNI ROMETTY  
Former Chairman and CEO, IBM

**Good Power**  
Leading Positive Change in  
Our Lives, Work, and World

Podcast

**Global Reading Club**  
No time to read is history

GINNI ROMETTY  
Former Chairman and CEO, IBM

**Good Power**  
Leading Positive Change in  
Our Lives, Work, and World

**The Global Reading Club**  
No time to read is history Issue 58

Recommended by Brad Pagel | Ogilvy Amsterdam

Read & edited by Judy Maarschak & Eus Umerjeer | Ogilvy Amsterdam

**Good power**

**'Leading Positive Change in our Lives, Work, and World'**

With heart, humility, and conviction, Ginni Rometty offers us an inspiring, compelling guide to create meaningful change in our lives. Ginni helps us going forward in whatever role we are active in. She illustrates how she moved from being in a challenging childhood situation to one of the most iconic and influential leaders in the world. She shares her weaknesses and how she addressed these in a serious way. Ginni's memoir with purpose combines stories with actionable advice to highlight lessons for how we can all advance our careers, inspire our teams, improve our companies, and create healthier societies. Her honesty will help to build your talent and character.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:

**Hit Refresh**

The pursuit to bring empathy together with Big Ideas. To produce something useful for people in their life and work, making a real difference.

The purpose of leadership is driven by a sense of empathy and a desire to empower others. Creating an environment to get the best work out of everybody. 'Hit Refresh' is a book about transformation – taking place inside people and a company. Concepts are better and capabilities more comprehensive when the culture invites partners to the table. We need to make our dreams believable and ultimately achievable.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

30/45 min read	15/30 min read	15 min study	20/30 min listen

**Join as an editor**

Enrich your life by joining the editors who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.  
Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy

## Draft letter

Subject: The book Good Power

Dear .....,

### *Leading Positive Change in our Lives, Work, and World*

We each have power within us to create positive change in our own lives, the lives of others, in the work environment, in society and even the world. The question is how to effect change to stimulate growth?

There's such a thing as 'Good Power'. Power can be good when wielded with respect. When it unites people for a shared purpose. Motivates people to be the best version of themselves. Stimulates growth for individuals and business. Power can be good when it's inclusive, shared, and distributed. 'Good Power' solves complex problems. For power to be of any real value, it must enable tangible progress. Something or someone must benefit. Intention without making headway is fruitless. This is true for people, organizations, and countries.

Be aware that growth and change can make you feel uncomfortable by times. That is OK. Moving from 'A' to 'B' in whatever way comes with uncomfortable feelings. Persevere. Never, never give up. Embarking on risks can be healthy. Leaving the known for the unknown, using your brain in new ways every day. *Growth, change and comfort never coexist.*

The author of the book *Good Power*, Ginni Rometty developed during decades 5 principles, which lead her through change and growth. In retrospect she saw that each principle became her guiding principles in everything she did. These 5 principles functioned as a galvanizing lens through which she tried to work and lead. Here they are:

- *Being in service of*
- *Building belief*
- *Knowing what must change, what must endure*
- *Stewarding good tech and inclusion*
- *Being resilient*

In the *Summary* and the *Mindmap* of the book *Good Power*, these principles are explained in detail.

So many of us hunger to make a meaningful difference in society, but how do we create positive change in a world where so many problems seem unsolvable? Scaling Good Power is the ambition. Lessons and insights the author shares come from her multi-decade journey. She called her solution the SkillsFirst hiring and training movement. Societies that value lifelong learning and skills over just degrees, opening the workforce to millions of underrepresented people. This is a huge mindset shift for individuals, businesses, educators, and governments. It is opportunities, supporting themselves. This is the ultimate use of Good Power, which she calls the *Power of Us*.

Listen to the engaging conversation in the Podcast, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

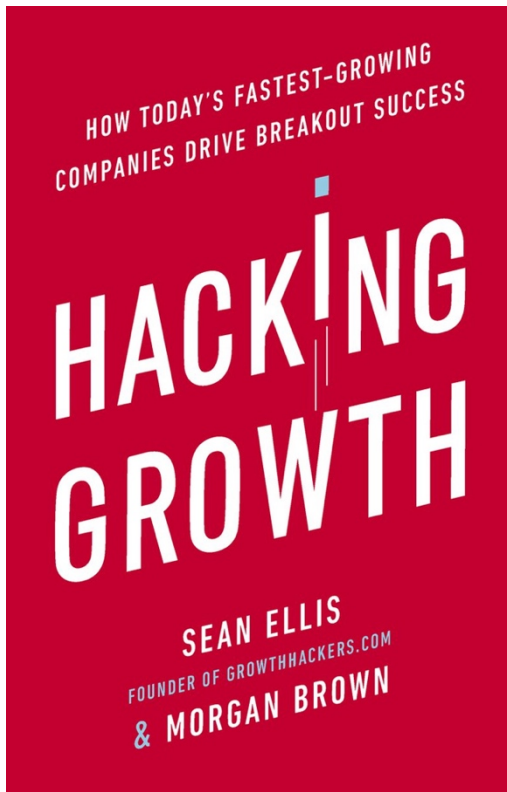
<https://globalreadingclub.com/books/good-power>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Good Power*

# The book: *Hacking Growth*



**A MUST READ**

**Podcast**

**Global Reading Club**  
No time to read is history

**The Global Reading Club**  
No time to read is history Issue 04

Recommended by Ebba Højman | Ogilvy Social Lab Amsterdam

Read & edited by Ebba Højman | Ogilvy Social Lab Amsterdam

**Hacking Growth**

**A philosophy to create unstoppable growth**

A philosophy of understanding the behavior of customers at scale, by identifying and capturing customer behavioral data. Discovering the "Must-have" and "AHA" moments of customers. Every company needs to grow their base of customers in value and size to survive and thrive. It is the way Tesla, Google, Uber, but also many start-ups run their business to ensure growth. Stalled growth is one of the most damaging and pressing problems of today's business. The idea is to make your company an unstoppable growth machine by focusing on customers.

Start reading

Listen to podcast

The Global Reading Club also recommends:

**Sexy Little Numbers**

**How to Grow Your Business Using the Data You Already Have** - Understanding the practical side of data takes out the subjectivity, opinions and guesswork of marketing decision-making. No decisions on gut feel, but actual facts from customer behavior of customers. These findings show the exact way to potential revenue you are missing. Predicting where the next pot of gold is. The question is "How"? You must understand which data has value. And how to learn to read and apply the results of data analysis. The universal factors to consider are:

- Emotional loyalty (bonding)
- Share of wallet
- Lifetime value
- What to communicate
- How to find customers
- How much should we spend?
- Testing
- How to measure

It is all about optimizing marketing to increase effectiveness in growing the business.

Go to book

**The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.**

30/40 min read

15/20 min read

15 min study

20/30 min lecture

Join as an editor

Enrich your life by joining the allies who read and edit a book for the Global Reading Club. Your involvement will enrich the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly newsletter to colleagues, clients and friends. Subscription is free.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences in [your account page](#).

Ogilvy

## Draft letter

Subject: The book *Hacking Growth*

Dear .....,

*Stalled growth is one of the most damaging and pressing problems of today's business*

Growth hacking is mining customer data, which must result into insights (facts why customers buy and keep buying). Not presuming or predicting how customers behave, but actually discover how customers behavior at scale. Data is the central source for finding the right solutions. Giving insights how the company must act. No guessing, but knowing which direction to go, avoiding the danger of judgements, made on basis of incomplete data, data not shared between departments or worse on basis of gut feel. The greatest asset in business is customers.

The book *Hacking Growth* is a practical guide to exploit the value of customers. The authors propose that prioritizing growth over all other business corners proves incredible success. The secret of this route is to have a strategic approach to understand the value of customers and their potential at scale. And understanding the customer's needs and shifts in needs. The dual objective is to grow value for customers and for the company.

Growth hacking is basically built on the idea of 'Data mining'. Customer data mining becomes gold mining. Every company needs to grow their base of customers to survive and thrive. The idea is to stimulate customers keep coming back for more. All the time.

The method of Growth Hacking starts with the formation of a *Growth Team*. A *Growth Team* has been instrumental to the success of many businesses. A *Growth Team* does not replace traditional departments, but complement and connects departments, helping people to optimize their approaches. Important is to cover the entire company. A Growth Team exists of people with specific expertise, qualifications and experience. There is no function description for members of a *Growth Team*, but they must be selected on basis of a track record of performance in business.

One of the key activities of a *Growth Team* is to break down the traditional silos of marketing and product development. Findings from qualitative research and quantitative data analysis of customer's needs, gaining deep insights into user behavior and preferences of customers. Followed by generating and testing ideas. A Growth Teams should be involved in all stages and all levers of growth. From attaining product, market fit to customer, user acquisition, activation, retention, and how to drive profit. A Growth Team should bring together talents. Talents, that have a deep understanding of the business strategy and goals, influencing the growth of sales, revenue and profit.

Are your products and services 'Must-Haves'? Ask yourself, why are your product/service a 'Must-Have' and to whom is the 'Must-Have' important? In other words: "What is the product/service core value to which customers, and why is that so?" Another key facet of growth is called the 'AHA' moment. The moment that the utility of the product/service really clicks for the users, experiencing the core value of the product. Once you have discovered a market of enthusiastic users and their 'Must-Have' and 'AHA'

moments are clear, you can begin to build systematically the foundation of growth hacking, creating a high-powered, high-tempo growth machine.

But, watch the idea of the '*North Star*'. The '*North Star*' is narrowing your focus, by choosing *one key metric* of your ultimate success, geared toward all growth activities. It's this one metric that matters which is called the '*North Star*'. This metric becomes the guiding light to keep the *Growth Team's* eyes on the ultimate goal. The goal of a continued growth hacking process, to avoid becoming too fixated on a short-term growth hack activity. The '*North Star*' accurately captures the core value created for your customers. The '*North Star*' is always leading.

The book *Hacking Growth* contains a *Playbook* offering a detailed set of strategies and tactics, how to implement the *Hacking Growth* method. A practical, accessible, step-by-step *Playbook* to hacking growth. Growth hacking is much more than a business strategy, it is a philosophy, a way of thinking, adoptable in any company, big or small. Growth hacking is the way to unstoppable growth.

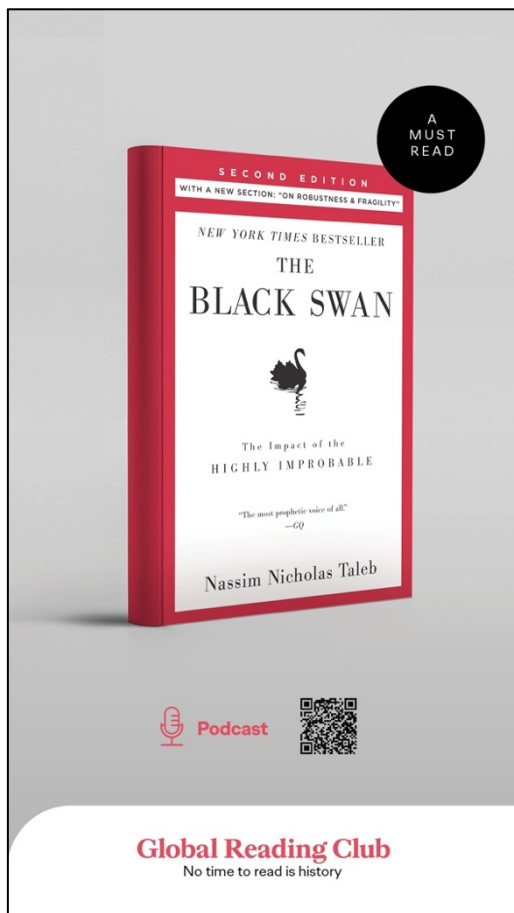
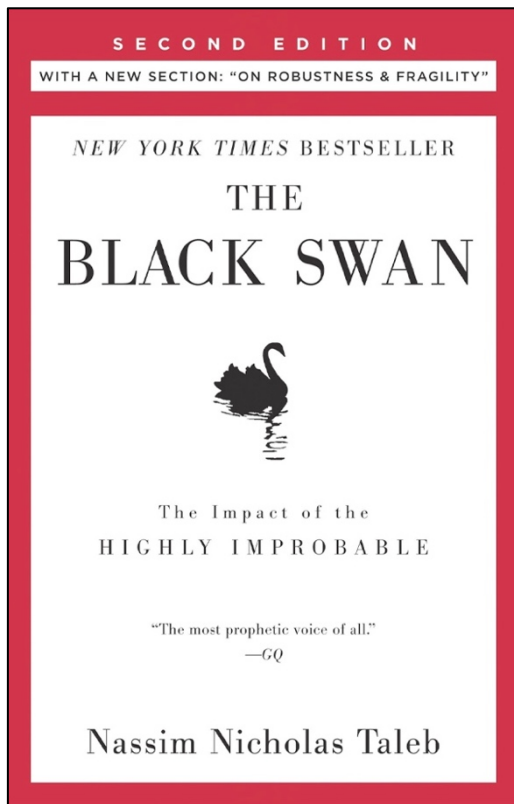
Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

<https://globalreadingclub.com/books/growth-hacking>

Enjoy reading and listening.  
(Your name)

P.S. Attached is the Newsletter, covering the book *Hacking Growth*

# The book: *The Black Swan*



**The Global Reading Club**  
No time to read is history
Issue 53

Recommended by Miriam Cross | Ogilvy Consulting, Denver, USA

Read & edited by Miriam Cross | Ogilvy Consulting, Denver, USA

### The Black Swan

**The Impact of the Highly Improbable**

'Black Swans' are events we have not been able to predict. 9/11 was such a rare event, completely unpredictable and not expected, with extreme impact and consequences. What can we learn from the characteristics of 'Black Swans' when making our own predictions and plans? And why are our predictions and plans so often failing? The cause of failing is what the author calls: Knowledge arrogance. We overestimate what we know and underestimate uncertainty. We must realize that our plans can be highly influenced by what we do not know and ignore. We can learn from the book *The Black Swan* how to become better plan makers, by strengthening our knowledge about predicting.

Start reading
Listen to podcast

The Global Reading Club also recommends:

#### Who Owns the Future

We accept access to free information voluntarily, which looks like a great bargain at first, but the price we pay is giving up our freedom. Selling our freedom to accept free information is an illusion. We accept this violent attack on our own free will. Lanier argues that to make tech into something that empowers people, people must be willing to pay. Don't forget that 'free' means others will decide how we live.

30/45 min read
 15/00 min read
 15 min study
 20/30 min listen

Go to book

#### Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends. Subscription is free.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy



## Draft letter

Subject: *The book The Black Swan*

Dear .....,

### *The impact of the highly improbable*

Planning is guessing, as it often has no relationship with the reality. And that is exactly why our predictions and plans often fail. *We overestimate what we know and underestimate uncertainty.* The author of the book *The Black Swan* calls this *Knowledge arrogance*.

'Black Swans' are events we have not been able to predict. 9/11 was such a *rare* event, *unpredictable, not expected*, with *extreme impact* and *consequences*. What can we learn from the characteristics of 'Black Swans' when making our own predictions and plans? We must realize that our plans can be highly influenced by what we *do not know* and *ignore*. We can learn from the book *The Black Swan* how to become better plan makers, by strengthening our knowledge about predicting.

Why many plans fail? We learn the wrong lessons from history, past events, and plans. We fall prey to our need for anecdotes and stories about predictions and plans. Stories we believe, whereas we don't know the soundness of content of the story. It is the *confidence* of what is right in the story and what is wrong. Many stories lack knowledge of the *uncertainty*. Many stories have false beliefs, created by ignorance, by fragility of knowledge or by manipulation.

Spotting the *unexpected* and the *unforeseen* is where our focus must be. Success of ideas, religions, dynamics of historical events, elements of our own personal lives, trends, financial plans and fashion, all follow 'Black Swan' dynamics. Misinterpretation of predictions and plans are caused by our blindness to *randomness*. Things that happen by chance, not planned or foreseen. One final point on predictability: tools cannot measure unpredictable events. 'Black Swan' observations are well outside of the expected range of values, dealing with the unexpected. 'Black Swan' logic makes what you *don't know* far more relevant, than *what you do know*. This extends to all businesses.

The '*secret recipe*' to success is not known by others and not obvious by others. Otherwise, everyone would be doing it. The more unexpected the success, limits the number of competitors to the benefit to any kind of entrepreneurship. If you want to get an idea right, you need to look at it under the tests of severe circumstances. Not under the regular rosy glow of daily life. Getting the idea right, requires a lot more imagination. Be aware of the lack of imagination and repressed imagination in others. Careful examination of the past does not teach you much about history of affairs but gives you the illusion of understanding the history of affairs. Humans are great at fooling themselves.

We fool ourselves with stories that cater to our thirst for distinct patterns. This is called: *The error of confirmation*. We behave as if the 'Black Swans' do not exist. What we see is not necessarily all there is. History hides 'Black Swans' from us and gives us a mistaken idea. We focus on a few well-defined sources of uncertainty at the expense of other possibilities that do not easily come to mind.

The world is far more complicated than we think. This is not a problem, except most of us don't know it. We are arrogant about what we think we know. We know a lot, but we think we know more than we do. That overconfidence occasionally gets us into serious trouble. Why on earth do we predict so much? Worse, why don't we talk about our poor record in predicting? *We overestimate what we know, and underestimate uncertainty.*

Plans fail because of what we can call *tunneling*. *Tunneling* is the neglect of sources of uncertainty, outside the plan itself. We cannot truly plan if we do not understand the future. But this is not necessarily bad news. We could plan while bearing in mind such limitations. It just takes guts. It is often said that “*is wise he who can see things coming*”. Perhaps the wise one is the one who knows that he cannot see things far away.

The author does not recommend forcing to avoid making a judgment. Why? Because we must deal with humans as humans. We cannot teach people to withhold judgment. Judgments are embedded in the way we view the world. Accept that being human involves some sort of arrogance in running our affairs. Don't try to stop being a fool—just be a fool in the right places. Avoid unnecessary dependence on large-scale harmful predictions. Avoid the big subjects that may hurt your future. Be fooled in small matters, not in large matters.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*. The bottom line: *be prepared for all relevant possible outcomes*, when it comes to judging predictions and plans.

<https://globalreadingclub.com/books/the-black-swan>

Enjoy listen and reading.

(Your name)


P.S. Attached is the Newsletter, covering the book *The Black Swan*

# The book: *Where Good Ideas Come From*

**STEVEN JOHNSON**  
 "A FIRST-RATE STORYTELLER." —THE NEW YORK TIMES  
**WHERE GOOD IDEAS COME FROM**  
 A NEW YORK TIMES BESTSELLER  
**THE NATURAL HISTORY OF INNOVATION**  
 "ENTERTAINING AND SMART."  
 —LOS ANGELES TIMES  
 FROM THE BESTSELLING AUTHOR OF *EVERYTHING BAD IS GOOD FOR YOU* AND *THE INVENTION OF AIR*

**STEVEN JOHNSON**  
 "A FIRST-RATE STORYTELLER." —THE NEW YORK TIMES  
**WHERE GOOD IDEAS COME FROM**  
 A NEW YORK TIMES BESTSELLER  
**THE NATURAL HISTORY OF INNOVATION**  
 "ENTERTAINING AND SMART."  
 —LOS ANGELES TIMES  
 FROM THE BESTSELLING AUTHOR OF *EVERYTHING BAD IS GOOD FOR YOU* AND *THE INVENTION OF AIR*


**A MUST READ**

Podcast 

**Global Reading Club**  
 No time to read is history

**The Global Reading Club** Issue 52  
 No time to read is history

Recommended by Chris Graves | President & Founder Ogilvy Center for Behavioral Science



Read & edited by Tolga Buyukdoganay, Carolina Rabeleharizoa & Arthur Lacroix  
 Ogilvy | Social Lab Amsterdam

**Where Good Ideas Come From**

**The natural history of innovation**

Good ideas emerge best in environments that contain a certain amount of noise and error. A space where ideas are shared and where minds collide and neurons fire together. These spaces seem to breed new ideas effortlessly, in which we can experience new visions, resulting from walking unpredictable paths. We must imagine ideas rising above their surroundings, which are powerfully suited for the creation, spreading and adoption of good ideas. To solve problems of all sorts, all the time.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:

**The Serendipity Mindset**

The art and science of creating Good Luck - In everybody's life unexpected encounters happen. They come by chance. They are not planned. Unexpected moments put you on a crossroad. See the unexpected collision of minds as an opportunity and act on it. Serendipity basically means, finding interesting or valuable things by chance. This is the central part of developing our serendipity mindset.


[Go to book](#)

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:



Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends. Subscription is free.

[Share this newsletter](#)

Want to change how you receive these emails?  
 You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: Where Good Ideas Come From

Dear .....,

Everybody has ideas and everybody can have ideas. The question is if these ideas are powerful to solve specific problems. Finding and developing good ideas are inevitably constrained. Constrained by the parts and skills that surround good ideas. We must imagine ideas rising above their surroundings. Ideas result from the combination of old and new created ideas. Then the idea can be transformed into some new shape. Or new definitions of what creates the problem in the first place.

Some environments seem to breed new ideas effortlessly. Some environments stop new ideas. The right environment must be powerfully suited for the creation, spreading, and adoption of good ideas. There is a place with a suggestive name Adjacent Possible where good ideas flourish. This is an imaginative bordered space where innovative, transformed, new ideas are found and processed. This space captures both the limits and the creative potential of change and innovation.

The Adjacent Possible space represents a kind of shadow future, floating on the edges of the present state of things. It is a bordered space. The strange and beautiful truth about this space is that its boundaries grow as you explore those boundaries. And that is exactly what we must do: explore the borders and find new ways to solutions by creating good ideas. Each found new combination of the old and the new idea guides us to new combinations. Each combination opens new paths to explore in the Adjacent Possible space. We must realize that at every moment there are doors that can and cannot be unlocked yet. The trick is to figure out ways to explore the edges of possibility that surround us. A 'new idea' is a network of brain cells exploring the Adjacent Possible space making connections in our mind. But this network needs to be densely populated by an abundance of diversified knowledge.

How to push your brain toward those more creative networks? Your brain has delightfully never-ending patterns to make your mind more innovative. Good ideas can more readily find their way into other brains. When you share, good ideas tend to flow from mind to mind.

The act of creation is something that happens exclusively in the mind. But those minds are invariably connected to external networks. Networks that shape the flow of information and inspiration, out of which great ideas are fashioned. As good ideas flow from mind to mind, it is of essential importance that a diversified group of people get together in a place where minds meet minds. A space where they comfortably meet each other and speak their mind, sharing their often, half-baked ideas, with the chance that somebody else connects it to another idea, creating the eureka moment of finding a breakthrough idea. People in isolation rarely create the breakthrough change. Minds must collide.

How to fire your neurons at the right time? One way is, to go for a walk. The history of innovation is filled with stories of good ideas that occurred to people while they were out on a stroll. The shower or stroll removes you from the task-based focus of modern life, like paying bills, answering e-mail, helping kids with homework. Creative walks can produce new combinations. Combinations of existing ideas in our heads.

It is in the nature of good ideas to stand on the shoulders of the giants who came before us. Every important innovation is fundamentally a network affair, but for the sake of clarity, let's not blur the line between 'individual' and 'network'. There are good ideas, and then there are good ideas that make it easier to have other good ideas. Reading remains an unsurpassed vehicle for the transmission of interesting new ideas and perspectives. Reading is the way we populate our minds with an abundance of diversified knowledge.

Go for more inspiration to:

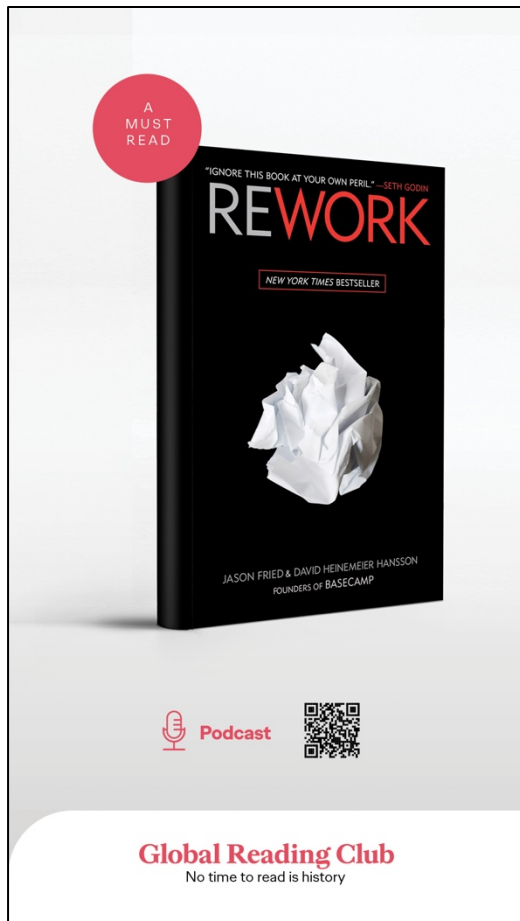
<https://globalreadingclub.com/books/where-good-ideas-come-from>

Enjoy listen and reading.

(Your name)

P.S. Attached is the Newsletter, covering the book Where Good Ideas come from

# The book: *ReWork*



**The Global Reading Club** Issue 51  
No time to read is history

*Recommended by Kari Jackson-Kloenther | TwentyFive/Mediacom, Düsseldorf*

Read & edited by Kari Jackson-Kloenther | TwentyFive/Mediacom, Düsseldorf

**ReWork**

**Change the Way You Work Forever**

BOLD thinking about conventional business wisdom and how to destruct this wisdom are the Guiding Principles of this book. Turning bad habits and working practices into BOLD advises how to behave and operate in today's working environment. At work and at home. The authors, entrepreneurs by heart, champion a simpler, cheaper, and less labor-intensive way to run a business by consistently rejecting old-school business thinking. They identified 10 operating themes and come up with BOLD advises, like 'Make decisions – don't sit on them!'

[Start reading](#)

*The Global Reading Club also recommends:*

**The way we work and the future of work**

Human beings can't thrive in a work culture that uses burnout and "being always on" as proxies for dedication and success. Workplaces that empower people to take care of themselves are far more likely to deliver sustainable performance and happiness. Traditional companies are falling us and should encourage to break free of barriers to work in a more freedom way.

[Go to book](#)

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

*Coming soon:*

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: Change the way you work forever

Dear .....,

Learning from mistakes is overrated, learning is always built upon what worked. The authors (founders and owners of Basecamp), real entrepreneurs, champion a simpler, cheaper, and less labor-intensive way to run a business. Since they began their entrepreneurial journey, they consistently rejected old-school business thinking. They deconstructed conventional business wisdom, advice, and behavior, rewriting the rules according to today's working circumstances.

They identified 8 operating themes and came up with BOLD advice, like: *'Make decisions – don't sit on them'. 'Realize that planning is guessing, as it often has no relationship with reality.'* *'Working more doesn't mean you care more or get more done; it just means you work more.'* These are some of the business philosophies on how to move forward in today's working environment. The authors encourage people to try new, potentially unconventional, approaches to business challenges.

Here we go. Do not waste time fixating on inconsequential details, instead of moving on to the next task. Make other people's lives better. You want people to say: *"This makes my life better."* If you are solving someone else's problem, you are constantly stabbing in the dark. When you solve your own problem, the light comes on. You know exactly what the right answer is.

No time is no excuse. There's always enough time if you spend it right. When you want something bad enough, you make the time—regardless of your other obligations. The truth is most people just do not want it bad enough. It is entirely your responsibility to make your dreams come true. When you do not know what you believe, everything becomes an argument and is debatable. Decisions are obvious when you stand for something. Standing for something is about believing it and living it.

Progress never comes easy. Embrace constraints. Constraints are advantages in disguise. Limited resources force you to make do with what you have got. There is no room for waste and that forces you to be creative. Lots of things get better as they get shorter. Always start at the epicenter of your assignment. Swap thinking and talking for making decisions. Commit to making decisions. Whenever you can, swap *"Let's think about it"* for *"Let's decide on it."* Do not wait for the perfect solution. Decide and move forward. Be a curator. It is the stuff you leave out that matters. So, constantly look for things to remove, simplify, and streamline. Stick to what's absolutely essential.

Ensure you are doing work that matters. Here are a few questions which will help you to move forward with what you're busy with:

1. Why are you doing this?
2. What problem are you solving?
3. Is this actually useful?
4. Are you adding value?
5. Will this change behavior?
6. Is there an easier way?
7. What could you be doing instead?

## 8. Is it really worth it?

Your day is under siege by interruptions. It is on you to fight back interruptions. You are most productive in long stretches of *alone time*. Phone calls and face-to-face meetings are interruptive comms tools. Use mail or What's App instead. Interruptive comms tools interrupt your flow. Meetings are the worst interruptions of all. Here are some simple rules for productive meetings:

1. Set a timer. When it rings, the meeting is over. Period.
2. Invite as few people as possible.
3. Always have a clear agenda.
4. Begin with a specific problem.
5. Meet at the site of the problem instead of a conference room.
6. Point to real things and suggest real changes.
7. End with a solution

These are just a few of the many examples of how the authors share their experiences in the book *ReWork*. One more important learning: Have the courage to say 'NO'. You rarely regret saying 'NO', but you often wind-up regretting saying 'YES'. Deal with the brief discomfort of confrontation up front. Avoid the long-term regret of saying 'YES'.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary* and you will change the way you will work far more efficiently and effectively. Forever.

Link: <https://globalreadingclub.com/books/rework>

Enjoy listen and reading.

(Your name)

P.S. Attached is the Newsletter, covering the book *ReWork*



# The book: *let my people go surfing*

Including 10 More Years of Business Unusual

## let my people go surfing

The Education of a Reluctant Businessman

Yvon Chouinard

patagonia

**A MUST READ**

Including 10 More Years of Business Unusual

## let my people go surfing

The Education of a Reluctant Businessman

Yvon Chouinard

patagonia

Podcast

**Global Reading Club**  
No time to read is history

**The Global Reading Club**  
the year reshaped by great books

Issue 50

Recommended by Brad Page | Ogilvy Social Lab, Amsterdam

Read & edited by Ming Yan Wan | Design Bridge, Singapore

### let my people go surfing

**The Education of a Reluctant Businessman**

Yvon Chouinard, the founder and owner of Patagonia developed over the period of decades a very distinctive culture in his company. A culture how people can lead a rich and rounded life, attracting people with a collective single-minded mission: Saving the earth, while running a company to compete in the marketplace and make money. A company that will exist a hundred years from now. Recently Yvon, his wife and two adult children decided to transfer the ownership of Patagonia, valued at about 3 billion dollars, to a specially designed nonprofit trust, to combat climate change and protect undeveloped land around the globe. He said: "We are going to give away the maximum amount of money to people who are actively working on saving this planet. The earth is now our only shareholder."

[Start reading](#)

The Global Reading Club also recommends:

**WHO OWNS THE FUTURE?**  
Jaron Lanier

**Who owns the future**

"We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide."

A quote from Jaron Lanier, the father of virtual reality and one of the world's most brilliant thinkers. His vision on the most urgent economic and social trend of our age is: "The poisonous concentration of money and power in our digital networks."

But there is an alternative. Lanier charts a path toward a brighter future, an information economy that rewards ordinary people for what they do and share on the web.

[Go to book](#)

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly reminder to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a member.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe here: [http://bit.ly/2...](#)

Ogilvy

## Draft letter

Subject: The education of a reluctant Businessman

Dear .....,

Patagonia is without any doubt one of the most challenging Brands that exists. Patagonia is a Brand many Brands can learn from. In the book let my people go surfing the founder and owner of the company shared his business strategy. He arguments that creating an image for a Brand is not sufficient anymore. A Brand must create image and impact. Creating impact is the driving force behind Brands these days. Brands with a purpose that do what they promise. A Brand that exists because of you, the community and a Brand that protects the planet. Creating impact is what Brands make memorable, believable, and thus popular. There are lessons to be learned from the book let my people go surfing.

Over decades Patagonia developed clear business philosophies. Philosophies for each major activity in the company. Other Brands can learn from these philosophies. Here we go:

- Product Design Philosophy. Every design in Patagonia begins with a functional need. The best products are multifunctional. Buy less, buy better; make fewer styles, design better. The overall durability of a product is only as good as its weakest element. The ultimate goal is a product whose parts wear out only after a long life. There will always be a need to repair, but useful design is as little design as possible. Function comes first at Patagonia.
- Production Philosophy. The challenge for Patagonia's was to re-create on an industrial scale with a devotion to quality. The ability to keep in mind all the criteria and learn by doing. It is a faster process to involve the Designer with the Producer, where a concurrent approach brings all participants together. The drive for quality in production must go beyond the products themselves. Durability and low environmental impact make that list.
- Distribution Philosophy. Patagonia sells their products at a wholesale level, through their own retail stores, mail order, and e-commerce worldwide. This diversity of distribution is a tremendous advantage. Patagonia requires product delivery on time and must deliver its products on time. 'On time' meaning when the customer wants to receive it. It is also far more profitable to turn inventory more quickly.
- Marketing Philosophy. Our branding efforts are simple; *"To tell people who we are."* Patagonia's image arises directly from their values. The only way to sustain an image and live up to it. Our image is a direct reflection of who we are and what we believe. Patagonia's image is a human voice; the joy of people who love the world, being passionate about their beliefs. To influence the future, use text to argue ideas as well as sell products. Branding is telling people who we are while promotion is selling people on our products. Our promotional efforts begin with the product, and the best way to get press is to have something to say.
- Financial Philosophy. Patagonia's mission statement says nothing about making a profit, and our family considers our bottom line the amount of good that the business has accomplished. Making a profit is not the goal at Patagonia but striving to balance the funding with the desire to continue in business. Faced with a serious business decision, the answer almost always is to increase quality. We decide to do the right thing for the planet while being good for business.
- Human Resource Philosophy. Working satisfies the creative urge to do something both *useful* and *pleasurable*. Work also satisfied the need to make money. The interest of the customer was equal to that of the employee. Our first principle of hiring is for Patagonia employees to be true Patagonia customers. Patagonia employees have diverse beliefs, and while not everyone wants to change the world, we want the company to feel like home to employees who live rich and

rounded lives. Our idea is our people go surfing when there are waves, and this led to our flextime policy, decades ago.

- Management Philosophy. We do not hire the kind of people you can order around. We want the kind of employees who will question the wisdom of a bad decision. How you get these highly individualistic people to align and work for a common cause is the art of management in Patagonia. In a company as complex as ours, no one person has all the answers, and each has a part of the solution. A familial company like ours runs on trust. Be *adaptive* and *resilient*, constantly embracing innovative ideas and methods of operation.
- Environmental Philosophy. What the founder, Yvon Chouinard, says: *“I am a total pessimist about the fate of the natural world. I have seen nothing but a constant deterioration of all the processes that are essential. Evil is a stronger influence than good, and by evil, I mean something morally bad and destructive. The cure for depression, I’ve found, is action. Action is the basis for the environmental philosophy at Patagonia.”* The protection and preservation of the natural environment is the reason we are in business. Patagonia’s basic philosophy is to lead an examined life, cleaning up our own act, do our penance, support civil democracy, do good and influence other companies.

We all know the present world economy; endlessly consuming and discarding, destroying our planet. We are the guilty ones. We are the consumers who use up and destroy. We constantly buy things we want, but do not need. And it seems, we never have enough. Our current landscape is filled with complacency. We are running Patagonia as if it is going to be here a hundred years from now. Patagonia will never be completely socially responsible, and it will never make a totally sustainable non-damaging product, but it is committed to trying if there is an answer in restraint, quality, and simplicity. We must avoid thinking all growth is good. There’s a big difference between growing fatter and growing stronger. We need to consume less on this finite planet. Finally, the more you know, the less you need.

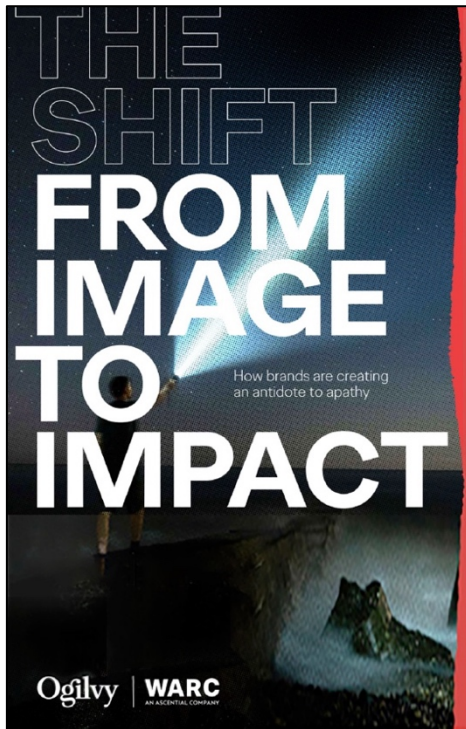
Here is the link that will take you to the book *let my people go surfing* on the Global Reading Club website. <https://globalreadingclub.com/books/let-my-people-go-surfing>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *let my people go surfing*

## The book: *The Shift from Image to Impact*



**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 49  
One year member by next month

Podcast recorded by Antonia Koshelak, Global CEO, Ogilvy Advertising  
Recommended by Wim van Malick, Director Growing Talent  
Ogilvy Social Lab Amsterdam

**The Shift from Image to Impact**

**Why brands need to prioritize impact**

**Why brands need to prioritize impact**  
Brands need to make an impact on people's lives, offering solutions for tensions people experience. Brands must not simply mirror trends but act as magnets of personal preference, creating deep attention, resulting in meaningful experiences of people. Impact needs to be evident what the Brand does "for me" to earn a bigger role in my life and what it does "for us" as a global community to enhance the well-being of the planet, society, and future generations. People believe that brands need to make the world a better place. Creating impact is the key to profitable growth of Brands in today's world.

[Start reading](#)

The Global Reading Club also recommends:

**Brands that Do**  
**Building Behavior Brands**  
People expect Brands that act, that help, that do. This means that Brands must adopt new approaches. Consumers are telling marketers to stop making empty promises and start acting in new and different ways. Shift from saying to doing, creating consumer experiences. Shift from stating beliefs and values to living them consistently through action. Brands must be useful, meaningful, and engaging - or it is moving toward irrelevance.

[Go to book](#)

**Join as an editor**  
Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along the monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: How brands are creating an antidote to apathy

Dear .....,

How can we do our work better to grow our client's Brands? By understanding the trends of what is happening in the world.

Under the inspirational leadership of Antonis Kocheilas, Global CEO Advertising at Ogilvy, a global research project was undertaken to reveal what trends will stimulate continued growth of Brands. This research was carried out in close cooperation with WARC\*. In addition, Ogilvy key people talked with ten global marketing leaders of big global Brands, to get their perspective on the future of Brands. This intensive research revealed how to go forward growing Brands with clear Guiding Principles. \*\* The results have been published in an Ogilvy Red Paper, called *The Shift from Image to Impact*.

First let me explain the difference between *Image* and *Impact*, covering the title of the Red Paper. *Image* is a set of associations, acting as a lighting house to choose a Brand, as a destination, by creating a positive *image* for the Brand. But creating an *image* only is not enough anymore. To grow a Brand in today's world, a Brand needs to both create *Image* and *Impact*. The purpose of a Brand is to create an *impact* to become a *companion* of people on their journey through life, not a destination. Many Brands have moved to create an *impact* in people's life. This movement is based on principles, not on prophesies.

The research revealed 6 principles how Brands have shifted from creating an *image* only, to create both an *image and impact*. The first principle is the need to move from aspirations (something you hope to achieve) to inspiration (something that gives people ideas). *Image* alone falls on deaf ears today. Why? People have developed their own 'bullshit meter,' understanding that the big false promises of marketing are not real and therefore do not work anymore. Several Brands have mastered to be inspirational, instead of continuing to be aspirational.

Another shift. Brands should stop being mirrors, but function as magnets. Do not refine people who they are or what they should do. Nobody has the right to refine people' life. Especially young people do not want to be refined by any label. The "If you want to be funny, tell me a joke, but do not tell me that you are funny" principle. Inspire me and give up the hope of the aspiration of image only. Be a *magnet* as a Brand.

Authenticity is another shift. Brands need to be authentic (being real, true, and what people say) instead of being assertive (behave confidently what you want and believe). Authenticity is to admit vulnerability. The ability to say: 'I am myself and my self is not perfect, but I am progressing.' Progressing is the development of making steps moving in the right direction. In addition, progress is more important than perfection.

'Is the Brand capable of helping me, feeding me, advising me and is the Brand trustworthy? Can I sleep well at night? Will the Brand not let me down? Marketing was building façades, hiding these two important facets of being capable and trustworthy. Being capable of delivering what a Brand promises and proof trustworthy in behavior? And that on people's terms and in people's language.

One of the other big changes has been the shift from *media scarcity* and an *abundance of attention* to today's opposite situation: a *media abundance* and *attention scarcity*. This media abundance has caused media fragmentation. Many Brands have found their routes to consumers already, but many have not.

And yes, we measure the shift from *image* to *impact*. At Ogilvy we developed a tool in cooperation with WPP, which is called Brand Asset Valuator. The tool is based on 30 years of experience, measuring Brands on: *differentiation*, *knowledge*, and *relevance*. The tool measures 3 kinds of Impact:

1. *Impact on people*, meaning how people, individually and collectively, see a Brand as a significant contributor to their life.
2. *Impact on the planet*. Will people see a Brand as a Thought Leader who is tackling the problems of tomorrow and the problems of the Generations to come, based on *sustainability*, *diversity*, and *inclusion*.
3. *Impact on performance*. Do I believe the Brand performance to be the best in today's marketplace.

The result of combining these three dimensions of *impact* is one score, which is the *impact* that a Brand has on culture in general. The measurement results will help to develop initiatives to improve the Brand's impact score.

What we are trying to do is to create marketing that works for the right reasons. Doing so, we will feel better about ourselves, and the client will feel better about the results we create. That is the purpose of the *shift from image to impact*.

Here is the link that will take you to the book on the Global Reading Club website. You can also download the complete Ogilvy Red Paper.

<https://globalreadingclub.com/books/the-shift-from-image-to-impact>

Enjoy reading and listening.

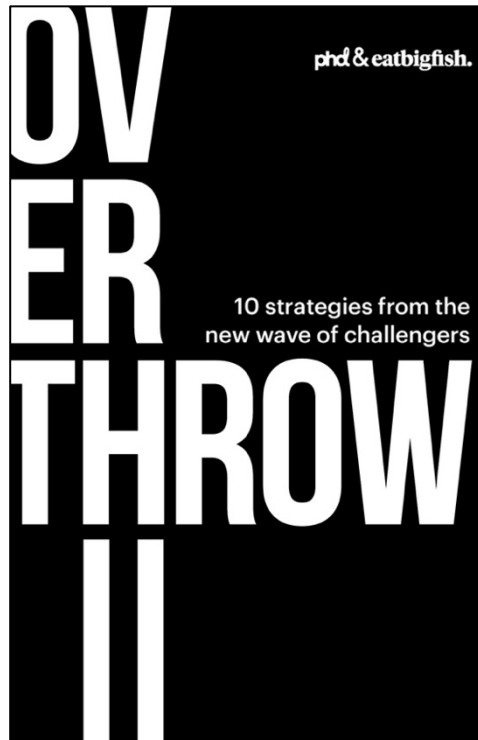
(Your name)

P.S. Attached is the Newsletter, covering the Ogilvy Red Paper: *The Shift from Image to Impact*.

\*WARC = World Advertising Research Center

\*\**Guiding Principles* = *Guiding Principles are the do's and don'ts in our daily life, influencing our thinking, behavior and acting, when making decisions or judging things that matter.*


# The book: *Overthrow II*



**The Global Reading Club**  
One year reader by next month

Issue 48

Recommended by Chris Walls, Ogilvy Social Lab, Amsterdam



Read & edited by Maaike Kessels & Natacha Barleur, Amsterdam

### Overthrow II

10 different lenses to sharpen your own sense of clarity about your business strategy

Challenger Brands are boat rockers and rule breakers, never satisfied with the status quo. They want their voice, their story, their world view, and the impact they want to have, to flow into culture, making a deep sound that makes things shake. They fight the established thinking and behavior of Brands or categories by standing in the shoes of the consumer. Challenger Brands tend to focus on creativity above everything else.

[Start reading](#)

The Global Reading Club also recommends:

### Eating the Big Fish

How Challenger Brands can compete against Brand Leaders

Challenger Brands make a habit of setting impossible goals for themselves, and setting mildly impossible solutions. With one goal: surprising and delighting the consumer. They challenge and progress the category. They make consumers unreasonable by changing their expectations and thus their behaviour. That's the way they eat the Big Fish.


[Go to book](#)

### Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: 10 strategies from the new wave of challengers

Dear .....,

Challenger Brands are boat rockers and rule breakers, never satisfied with the status quo. They fight the established thinking and behaviour of Brands or categories by standing in the shoes of the consumer. Most of all, Challenger Brands tend to focus on creativity above everything else. You can look through 10 different lenses of Challenger Brands to sharpen your sense of clarity what these Challenger Brands are all about. Challenger Brands have a mission, a purpose, fighting the established Brands, which have long time ignored or misused the consumer.

The Leaders of Challenger Brands have a character of a Challenger. Having courage, commitment, be empathetic, speak their mind, have perseverance and a feeling for entrepreneurship with permanently the consumer in their mind in everything they do and undertake. They are constantly on a journey, experiencing the ups and downs of that journey. They are driven emotionally to land the challenges that they have gone up against. In fact, it is a trying to create change that resonates strongly with disillusioned consumers.

A Challenger Brand positions itself as more real and human. They use a warm, human voice with a personal tone and man-in-the-street language. Their focus is to offer unparalleled customer service with attentive responsiveness. Utilizing humanized technology and media channels that allow for real-time interaction with customers. They invest in tech to deliver real-time and first-rate 24/7 customer interaction. Their secret ingredient: *Personality through technology*. Tech to aid the human experience.

Through research the author discovered 10 distinct types of Challenger Brands. Each having their own positioning, strategy, and the way they utilize the media to get their message out in the marketplace.

For example, the first Challenger Brand described is called Missionary. A Missionary Brand uses a series of actions that invite people to belief in a purpose. They exist primarily to change something in the world, seeing it as broken or unfair. Something to strive for. Missionary Challengers are as clear about what they are *against*, as what they are *for*. Have an opinion and constantly refresh how to deliver their purpose creatively. The secret Ingredient of the Missionary is: *Powerful and emotive storytelling*.

Here are the nine other names of Challenger Brands: Real & Human, Next Generation, People Champion, Enlightened Zagger, Democratizer, Irreverent Maverick, Feisty Underdog, Dramatic Disruptor and Local Hero. Every Challenger Brand has a different characteristic, strategy, positioning, story, and media preferences.

All Challenger Brands focus on Effectiveness first. Efficiency comes at the implementation stage, not at the strategy stage. Effectiveness is about identifying what to do, permanently with the consumer in mind. Efficiency is about how to do it. It is a significant difference.

Creativity is the driving force behind all Challenger Brands. Creativity is more important than the relevance of the message. Communication is not seen as being persuasive. The goal is to make the brand likeable, meaningful, and memorable, delivered in an emotional way. Challengers want their voice, their story, their world view, and the impact they want to have, to flow into culture. They are making a deep sound that make things shake. They want to create space in a culture. Find ways and moments to ride it and bend it to their advantage.

When working for a Challenger Brand, we must know their thinking and their drive. We must know what story they want to tell, utilizing the preferred media channels. We learn from Challenger Brands how established Brands should behave and act to create impact with strategies and ideas.

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/overthrow-ii>

Enjoy reading and listening.

(Your name)



P.S. Attached is the Newsletter, covering the book *Overthrow II*.

# The book: 12 Rules for Life

OVER FOUR MILLION COPIES SOLD

# JORDAN B. PETERSON

12 RULES FOR LIFE

AN ANTIDOTE TO CHAOS

"The most influential public intellectual in the Western world right now."  
NEW YORK TIMES



OVER FOUR MILLION COPIES SOLD

# JORDAN B. PETERSON

12 RULES FOR LIFE

AN ANTIDOTE TO CHAOS

"The most influential public intellectual in the Western world right now."  
NEW YORK TIMES

 Podcast 

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 47  
One year starter by next month

Recommended by Marina Lindsay-Brown | Ogilvy Consulting NY



Read & edited by Heather Mai | Hanoi, Vietnam


### 12 Rules for Life

**An antidote to chaos**

A blueprint for a good life. A good life, however, can easily be disturbed and bring us in a state of chaos. We must cope with the unexpected disturbance of order. But we need both order and chaos to progress in life. We must learn to accept the reality of life and take responsibility for our own life by taking care of ourselves. The 12 Rules of Life offer deep intelligent insights how we can take care of our own Being and give meaning to the life of others. Among them our children.

[Start reading](#)

The Global Reading Club also recommends:



**Nudge**

Improving decisions about health, wealth and happiness

"Changes can have big influences on our life. This happens simply because we are human. The book is about nudging other peoples' behaviour in a predictable way without forbidding any options. If you nudge, you alert, remind, or mildly warn somebody without mandates. The idea behind nudges is libertarian paternalism (we will to listen to people in authority).

[Go to book](#)

### Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:



Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy

## Draft letter

Subject: *Stand up straight with your shoulders back*

Dear .....,

Standing up physically also implies standing up metaphysically. Standing up means voluntarily accepting the burden of *Being*. Face the demands of life voluntarily. Respond to a challenge. Stand up straight with your shoulders back. Accept the terrible responsibility of life, with eyes wide open. Decide voluntarily to transform the *chaos* of potential. Adopt the burden of self-conscious vulnerability.

Speak your mind. Put your desires forward, as if you had a right to them. Walk tall and gaze forthrightly ahead. Dare to be dangerous. Start to assume that you are competent and able. Then you may be able to accept the terrible burden of the World and find joy.

*Chaos* and *order* are the most fundamental of lived experience. *Order* is not enough. You cannot just be stable, secure, and unchanging. Vital and important new things must be learned. You should take care of yourself, help and be good to yourself. It is not only you, but also those you are responsible for. You before others. Define who you are. Choose your destination and articulate your *Being*.

Surround yourself with people who support your upward aim. They will encourage you when you do good. And punish you carefully when you do not. Protect yourself from too-uncritical compassion and pity.

Compare yourself to who you were yesterday. Be cautious when you're comparing yourself to others. Focus on growing yourself. Growing might be the most important form of winning. You must decide what to let go, and what to pursue to focus on your growth.

Aim small. Ignore the overwhelming complexity of the world. Concentrate on your private concerns. You must choose what to see and let the rest go. Look where you have not yet looked. Life does not have problems. You do. Fix it. Be less concerned with the actions of other people. Because you have plenty to do yourself.

Pursue what is meaningful, not what is expedient. If the world you are seeing is not the world you want, it is time to examine your values. It is time to let go. You can become who you might become, instead of staying who you are. Freedom requires constraint.

Aim up. Pay attention. Fix what you can fix. Do not be arrogant in your knowledge. Become aware of your own insufficiency. *Meaning* emerges when impulses are regulated, organized, and unified. Meaning is the way, that the path of life is more abundant.

In a conversation of mutual exploration, the unknown makes a better friend than the known. Your current knowledge has neither made you perfect nor kept you safe. Listen to yourself and to those with whom you are speaking. Your wisdom consists not of the knowledge you already have, but the continual search for knowledge that is endless.

If you go for a walk, a cat will show up. If you pay attention to the cat, then you will get a reminder for just fifteen seconds of the wonder of *Being*. Then you can be grateful for the tiny moments in life before going back to *chaos*. Enjoy the moment of order. Chaos and order belong together to progress in life. Life is about *chaos* and *order*. It is the way of *Being*.

Here is the link that will take you to the book *12 Rules of Life* on the Global Reading Club website.

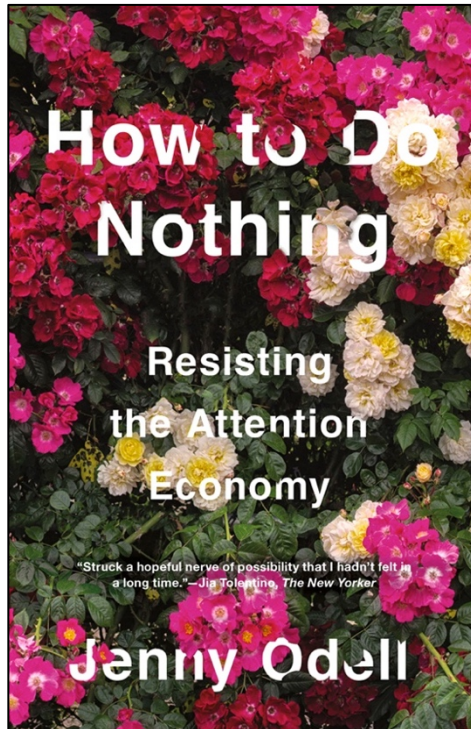
<https://globalreadingclub.com/books/12-rules-for-life>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, featuring the book *12 Rules for Life*.

# The book: *How to Do Nothing*



**The Global Reading Club** Issue 46  
One year newsletter by next month

*Recommended by Jason Lonsdale*

Read & edited by Shazysa Khan | Wanderman Thompson, Mumbai, India

**How to Do Nothing**

**Resisting the Attention Economy**

Attention is the most precious - and overdrawn - resource you have. Doing nothing is taking a pause to resist the 'Attention Economy'. Doing nothing is not a luxury or a waste of time. It is a way to experience deep attention, rather than the shallow attention. Deep attention fills the mind with valuable thoughts, ideas and feelings. Shallow attention as a distraction. It is about shifting focus to attention that enrich your life. The life you want to live.

[Start reading](#)

The Global Reading Club also recommends:

**Paid Attention**

*Paid attention - how much is it worth?*

Are you paying Attention to the Attention being paid for? Media fragmentation and the abundance of digital media has been a game changer in Advertising. Content is king, earning Attention. The author concludes: 'No attention, no influence, no impact'. How to win the Attention battle? A fresh look on Strategy, Creative, Media and Account Planning.

[Go to book](#)

**Join as an editor**

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website.

[Join as a Reader/Editor](#)

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a member.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

## Draft letter

Subject: Resisting the attention economy

Dear .....,

“Doing nothing is taking a pause to shift your attention to meaningful thoughts”

Taking time to experience deep attention, instead of shallow attention. Noticing things that you have not noticed for some time or before. Time to do nothing is not a luxury, but rather, grounds for meaningful thought. But nothing is more difficult than doing nothing, taking a meaningful pause. A pause in which you question how you frame the notion of attention?

Attention to ourselves. Our careers. Our lives. Our loved ones. Our ideas. Our passion projects. Our geographies. Our local communities. Meaningful attention, which enriches our lives, by embracing the value of a pause.

Deep attention that has instinctive or emotional effect on you. Attention that stirs something in consciousness that makes you not only say NO, but dare to be okay with saying NO. Thus, doing nothing for a good reason. Protecting yourself for shallow attention with no or little value.

We live in a world that is obsessed with attention. You must resist narrow and manipulative attention. The author cares deeply about the human connection to enable more creative, productive, humane, and inclusive attention. She encapsulates this in a quote:

“I'd like to see more people looking into people's faces instead of looking in their screens”

The ultimate goal of 'doing nothing' is to wrest our focus from the Attention Economy and replant it in the public and physical field of activity or interest. To bring alive the benefits and impact of deeper attention, which is acutely attentive in a productive, human, and inclusive way.

Defining attention in its root means: stretched enduring focus. The ability to hold something before the mind. The natural tendency of attention is to wander to ever new things, but when the interest of 'new' is over, it passes. Distractions can keep us from doing the things we want to do. In the longer-term distractions can accumulate and keep us from living the lives we want to live. Or even worse undermine our capacities for reflection and self-regulation. Thus, there are deep ethical implications, spending time for freedom and wellbeing and even the integrity of the self.

It is the idea to hold attention steadily before the mind, until the attention fills the mind. Shallow attention takes our attention from one new thing to the next, resulting in a shallow experience. It happens out of habit rather than will. Shallow attention gives us less access to our own human experience. Creating deep attention is what artists, writers, and musicians help us to do. Art keeps our attention from one moment to the next. Art shares the positive impact of deep attention. The idea is to help us understand what deep attention and creativity is.

There is a link between deep attention and the outward, and to the inward experience. This explains the spark in creativity, productivity, and empathy, which all three aspects provide deep attention. In this way, the perceptual details of our environment unfold in surprising ways, arising not only in a creative, fresh perspective, but also a perspective with more humanity, empathy, and acceptance. Vital needs in the world today.

Doing nothing is the ground for meaningful thoughts. Doing nothing allows you to redirect attention. Attention to observing, uncovering, and understanding. Deep attention leads to a breakthrough of more valuable thoughts and ideas. It will enable you to be more creative, productive, humane, and inclusive. Deep attention helps you to live a more meaningful life.

'Doing nothing' is taking a pause to shift your attention to things that matter to your happiness. Here is the link that will take you to the book *How to Do Nothing* on the Global Reading Club website. <https://globalreadingclub.com/books/how-to-do-nothing>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, featuring the book *How to Do Nothing*.

# The book: *The Challenger Sale*

MATTHEW DIXON and BRENT ADAMSON  
of CEB



## The CHALLENGER SALE

Taking Control of the Customer Conversation

*"The most important advance in selling for many years."*  
—Neil Rackham, author of *SPIN Selling*

A MUST READ




Podcast 

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue #1

Read your way. One book a month.

Recommended by Isabelle Schaeffgen,  
Chief Strategy Officer at Ogilvy Frankfurt




Read & edited by Mohita Ghosal | Ogilvy Social Lab Amsterdam

### The Challenger Sale

**Taking control of the Client Conversation**

The Challenger Sale is a book based on global research, how to outperform the competition in pitches and selling more to existing clients. It is about pitching and selling complex business solutions in business-to-business situations. There are dramatic findings from the research, like: It is not what you sell but how you sell. Teaching existing and potential clients is the secret. And this teaching is best done by people with the profile of a Challenger. Challengers outperform core performers by 200% in winning pitches and closing deals.


*"The book 'The Challenger Sale' establishes that successful selling is about providing new perspectives. It's about taking a holistic view on client, industry, and market trends. And about tailoring solutions that help address your clients' biggest problems in a smart way. If you think about it that way, selling can actually be a lot of fun."*



Isabelle Schaeffgen  
Chief Strategy Officer | Ogilvy Germany Group

[Start reading](#)

The Global Reading Club also recommends:



### Playing to win

Business strategy is an integrated set of choices that uniquely positions the firm in its industry, to create sustainable advantage and superior value relative to the competition. Strategy is about making 5 key choices:

1. What is our winning aspiration?
2. Where will we play?
3. How will we win?
4. What capabilities must we have?
5. What management systems are required?

It is about the winning aspiration of the company and how to realize this aspiration.

[Go to book](#)


### Join as an editor

Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, meaningful and not solely financial, and that are supported by others. — Quote by Susan Cain, American Author of the book 'Quiet'

Learn how to read a book in a way you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Become a Reader/Editor](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy



## Draft letter

Subject: 'It is not what you sell, it is how you sell to win the pitch and close the sale

Dear .....,

It is an evolving journey to sell bigger, more complex, disruptive, and expensive *solutions*. *Solution selling* needs skills necessary to drive commercial success. It is an ability to succeed in a complex sales model, when selling in a business-to-business situation. The book *The Challenger Sale* gives a well-articulated blueprint for building effective pitch teams, which have a more sustainable competitive advantage.

It all starts with the formulation of the central question: "What is the real business issue to be solved?"

Meeting client's needs is *not* enough to win the pitch or close the deal. That is what the competition also does. Solving the real business issue needs unique and valuable insights. It is about teaching the client a new way of looking at his business, seen from your professional point of view. You must understand the client's underlying problems or challenges first, understanding: "What's keeping the client up at night?"

Who is the pitch winner? There are five profiles of people, which emerged from global research: the *Hard Worker*, the *Relationship Builder*, the *Lone Wolf*, the *Reactive Problem Solver*, and the *Challenger*. There is a clear winner if it comes to winning a pitch and closing the deal. And that is the person with the profile of the *Challenger*. The *Challenger* outperforms other performers by almost 200%.

*Challengers* won out, not by a small margin, but a massive one. *Challengers* bring the highest value to clients. In pitches *Challengers* win in terms of client impact. *Challengers* make clients think. They bring new ideas by finding creative and innovative ways to help the client's business. Clients demand more depth and expertise and expect to be taught things they do not know. Teaching is one of the core skills of *Challengers*. They are the debaters on the team. They have got a deep understanding of the client's business. They use that understanding to push the client's thinking.

*Challengers* are 'boat rockers. They focus on *making* or *saving* money for the clients and preventing them from stepping on landmines. The core skill of a *Challenger* is to teach clients, not just teaching, but Commercial Teaching. It is about *how* they sell, not *what* they sell.

Here are six points that make *Challengers* successful pitch-winners:

1. A Challenger offers the client unique perspectives
2. Has strong two-way communication skills
3. Knows the individual client's value drivers
4. Can identify economic drivers of the client's business
5. Is comfortable discussing money
6. Can pressure the client

These attributes represent the way *Challengers* significantly outperform their colleagues. This strange combination of attributes was not invented but emerged from global research. A *Challenger* is defined by the ability to do three things: Teach, tailor, and take control. And *be bold*. The best solutions are those based on *powerful insights* and *challenging creative ideas*. These will score better if they are bold.

Here is the link that will take you to the book on the Global Reading Club website.

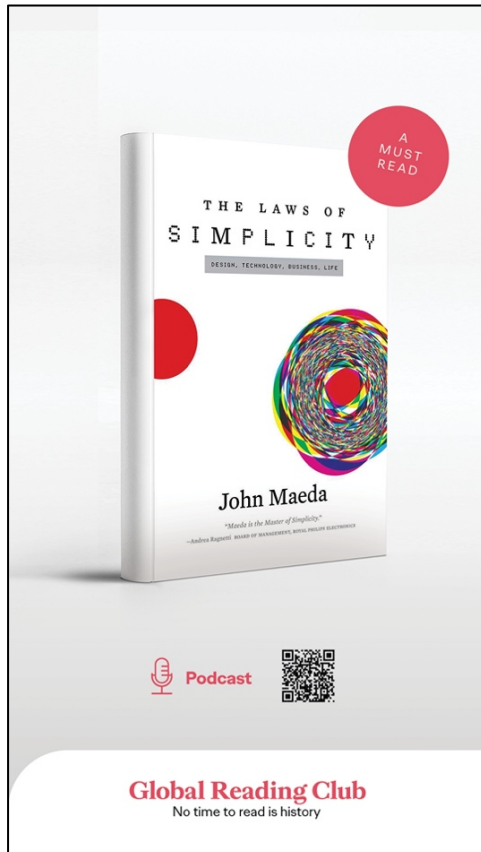
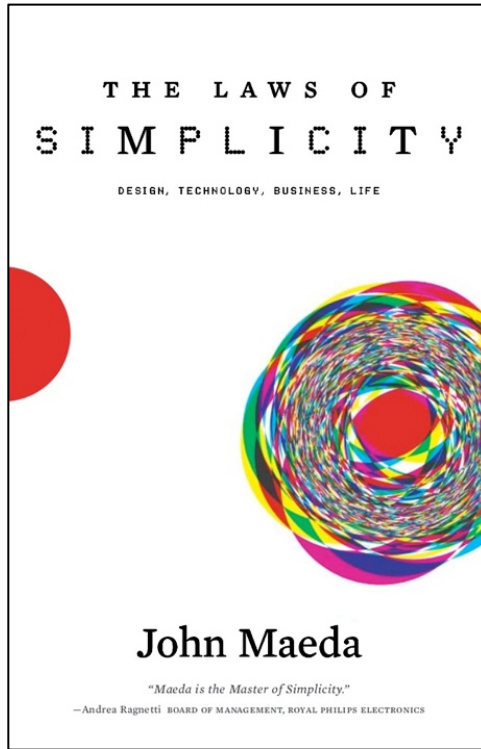
<https://globalreadingclub.com/books/the-challenger-sale>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Challenger Sale*.

# The book: *The Laws of Simplicity*



**The Global Reading Club** Issue 44  
Your year reviewed by word counts

Recommended by Antonia Kochellas, Global CEO, Ogilvy Advertising

Read & edited by Wim van Melick | Ogilvy Social Lab Amsterdam

**The Laws of Simplicity**

Technology has made our lives more full, yet at the same time we've become uncomfortably "full".

Simplicity is about subtracting the obvious and adding the meaningful. The hunt is on for simpler solutions, and you must be part of it every day. People love what makes their lives simpler. Time of people is the essence. Both business and personal time. Savings in time feel like simplicity.

[Start reading](#)

The Global Reading Club also recommends:

**The 10 Laws of Trust**

**Building the Bonds that Make a Business Great**

There are three elements on which Zuzat is built: Character, people value our interests as their own. Competence, people having the intelligence, ability, and training to achieve goals. Authority: people are empowered to deliver on promises. A standard of mutual trust and respect, make the best ideas win and allow disagreement to generate even better ideas. Trusting teams working together achieve more than individual actions.

[Go to book](#)

**Join as an editor**

Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others." — Quote by Susan Cain, American Author of the book 'Quiet'.

Learn how to read a book in a way, you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Become a Reader/Editor](#)

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

## Draft letter

Subject: Simplicity in Design, Technology, Business and Life

*“Simplicity is about subtracting the obvious and adding the meaningful.”*

How often are you listening to a presentation, hearing things that are obvious or known by people? The presenter is wasting your time, by not coming to the point straight away. How often must you dig through a user manual to get to the instructions how to operate the machine? They do not respect your time. They lack an emphatic insight by going to stand in your shoes.

Technology has enriched our lives to a more, full life, but we have become *uncomfortably full*. The *‘always on’* world has offered us great joy, comfort, and efficiency. Never seen before in history, but at a price. The price is our and other people’s valuable time. Therefore, we must communicate in a much simpler way by *subtracting the obvious* and focusing on what is *meaningful* to learn and act on.

Simplicity = Sanity, meaning: *‘Showing good judgement and understanding by stepping into the shoes of others.’* To make things simpler requires hard thinking according to the *10 laws of Simplicity*. The hunt is on for simpler solutions, and you must be part of it, every day. People love what makes their lives simpler.

The main point to achieve simplicity is through thoughtful reduction. If something is not needed somewhere or not related to the aim of activities, remove it. People are looking for things without any distraction. The fundamental question always is, where is the balance between simplicity and complexity? What to reduce or hide. Notice that the perception of quality becomes a critical factor when making the choice of *less over more*.

Simplicity is about *Time*. Savings in time feel like simplicity. Time is the essence. Both business and personal time. When people are forced to wait, life seems unnecessarily complex. Saving people’s time is showing care, as it lies at the heart of living an efficient but fulfilling daily life. And if you cannot make the time spent shorter, give the audience extra attention, making waiting more tolerable.

Framing complexity by understanding people. The human aspects must be the center of our thinking when framing complexity. Most things can be made simpler if we consciously spend time on it.

*More care, more love, and more meaningful actions* help to overcome complexity.

The only foreseeable solution for humanity is to collectively use less energy, and to use it more wisely by framing complexity. Remember: *‘Simplicity is about subtracting the obvious and adding the meaningful.’*

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/the-laws-of-simplicity>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Law of Simplicity*

# The book: *Building Distinctive Brand Assets*



**Podcast**

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 43  
One year subscription by next month

Recommended by Twan Wieritz - Ogilvy | Social Lab Amsterdam

Read & edited by Twan Wieritz, Strategist at Ogilvy | Social Lab Amsterdam

**Building Distinctive Brand Assets**

**The default answer of changing Brand Assets on basis of gut feel is 'NO'**

*Building Distinctive Brand Assets* is a strategic part of the overall brand identity. Brand Assets are the cornerstones of the identity of a brand, making a brand easily recognizable for customers and potential customers. Clear choices of Brand Assets give the brand distinctiveness, which is based on fame and uniqueness to stand out to get through the attention filter of the consumer. The central point of the book is to make Brand Assets distinctive, giving the brand character.

[Start reading](#)

The Global Reading Club also recommends:

**How Brands Grow**

The book *How Brands Grow* describes a set of scientific laws about the ways in which brands grow, based on decades of research, contradicting existing thinking about brand growth. Market share is grown by increasing physical and mental availability. Easy to buy and permanently top of mind of the consumer. Advertising works largely as a refresher of a brand's Distinctive Brand Assets.

[Go to book](#)

**Join as an editor**

Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others." — Quote by Susan Cain, American Author of the book 'Quiet'

Learn how to read a book in a way, you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Join The Global Reading Club](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: **What** are Brand Assets and what is their value?

Dear .....,

*Brand Assets* are the *consistent* signals that a brand gives to make it easier for the consumers to recognize and identify the brand, without any other communication support. Like the powerful big yellow McDonald's M. Nothing else is needed to create McDonald's restaurant traffic. *Brand Assets* are valuable, because of the lengthy period of communication investments in them. Ensuring this asset is locked into the unconscious mind of the consumer.

That is our job as experts, to lock Brand Assets in consumers' minds, regardless of the form in which we communicate at ALL contact points.

*Fame* and *Uniqueness* of *Brand Assets* make Brands *distinctive*. A *Brand Asset* is distinctive if it stands out in the cluttered marketing communication world, especially in the digital media ecosystems. In this way the brand becomes the top of mind of the consumers, the best place to grow the brand in sales volume. *Brand Assets* work as signals for the consumer to recognize the brand *in split seconds* and to make a *quick judgement* of the brand at the point of consideration or purchase. The consumer by nature does not want to spend much time and energy to make a choice. *Brand Assets* help the consumer to make a quick and easy unconscious decision.

*Brand Assets* come in many forms, but the most often used assets are logos, taglines, mascots, jingles, celebrities, style elements and so on. George Clooney was the face of the Nespresso brand for quite a long time with the distinctive slogan: 'What Else.'

*Brand Assets* are not campaign concepts. *Building Distinctive Brand Assets* is about **building distinctive brand assets**. *Brand Assets* are not campaign concepts. Campaign concepts change over time, *Brand Assets* hardly ever change. In fact, the idea is to keep *Brand Assets* consistent, as long as it is functional. Because *Brand Assets* are the non-brand-name triggers that exist in the memory of category buyers. Therefore, changing Brand Assets is a risk for a brand. The default answer to changing Brand Assets, based on emotion or gut feel, is 'NO' because of the *Consistent* use of *Brand Assets* supporting familiarity with the Brand.

Brand Assets help to break through the *attention clutter*. We live in an 'Attention' fighting world. Our memory is where we store experiences for future use. A Brand that people recognize, attracts more *attention*.

*Building Distinctive Brand Assets* is a strategic area in branding. If you will ever be involved in changing Brand Assets for a Brand, consult the book: *Building Distinctive Brand Assets*. There two handy models in the book and the Summary.

Here is the link that will take you to the book on the Global Reading Club website.

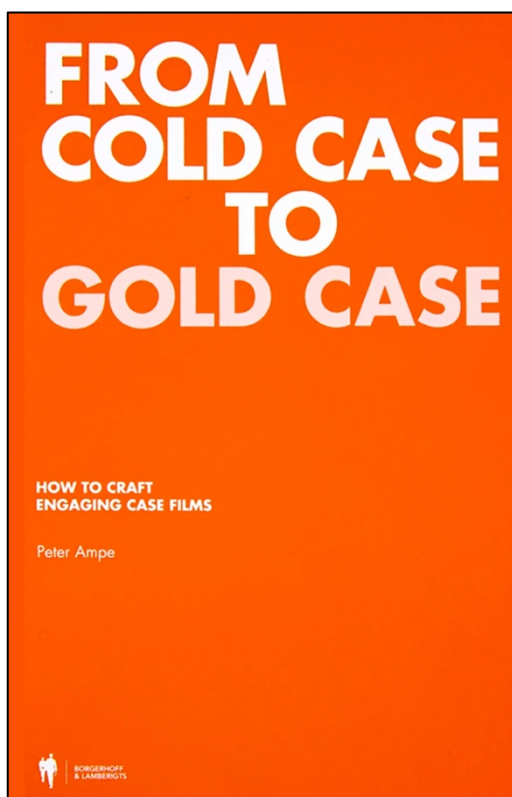
<https://globalreadingclub.com/books/building-distinctive-brand-assets>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Building Distinctive Brand Assets*

## The book: *From Cold Case to Gold Case*



The Global Reading Club  
One year smarter by next month
Issue 33

### From Cold case to Gold case

**'No case film, no award'**

Peter Ampe, a well-known Creative Director, shares the secrets of winning Creative Awards and Effies with case films. In the past decade Peter won 43 Cannes Lions Awards and 14 Effie Awards, turning cold cases into golden cases. For his book he analyzed many award-winning case films and found the insights how to win the minds and hearts of jury members, who must judge hundreds of case presentations in a few days prior to a Festival. One of the secrets is: *'Make your point in the first 20 seconds, the next 100 seconds supports the idea.'*

[Start reading](#)
[Listen to Podcast](#)

The Global Reading Club also recommends:

### Why some ideas survive and others die

How ideas are understood, remembered and have a lasting impact to change audience's opinion or behaviour. A sticky idea is an idea that is more likely to make a difference. Regardless of your level of "natural creativity", you can with little effort make almost any idea stickier. All you need to do is understand and apply six principles of powerful ideas...

[Go to book](#)

### One year smarter by next month

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

[How it works](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact Us if you are interested in becoming a reader/author.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: The book *From Cold Case to Gold Case*

Dear .....,

Creative reputation mostly depends on constantly solving our client's business problems and supporting their growth. But building our reputation and winning new assignments also relies on winning creative awards and packaging our case studies.

So how do we do that really well?

'No case film, no award' is the point of view from Peter Ampe, Creative Director who won many Awards himself. Peter was often on the other side of the table as a judge of campaigns and marketing communication programs. He knows both sides of the coin, *creating* and *judging*. On that basis he wrote the book '*From Cold case to Gold case.*'

His perspective is that agencies can only win Awards and convert new business with well thought out case films. The author combines fifteen years of jury experience with sharp analyses of award-winning cases. The book is a guide based on vital insights. You will learn how to go from copywriter to screenwriter and use *plot*, *genre*, and *structure* to evolve from complacent to compelling, from messy to seamless – from case to story.

This step-by-step guide provides an essential tool for every advertising professional to make better case films.

To date Peter's track record includes the highest accolades in about every major international award show, among them 43 Cannes Lions Awards and 14 Effie Awards. During the last decade, Peter has been a respected member of the Global Creative Boards of agency networks.

Using his tips and insights will, no doubt, give you a better chance to win Awards and build better case stories contributing to Ogilvy's reputation.

Here is the link to visit the Global Reading Club website:

<https://globalreadingclub.com/books/from-cold-case-to-gold-case>

Enjoy reading and listening,

[Your name]

P.S. Attached is the Newsletter covering the book *From Cold case to Gold case*

# The book: *Creativity Inc.*



A  
MUST  
READ

**Podcast**

**Global Reading Club**  
No time to read is history

**The Global Reading Club**  
One year smarter by next month
Issue 32

**Creativity Inc.**

*'The unpredictable is the ground on which creativity occurs'*

After the book *Ogilvy on Advertising*, I have not read any book that gives such clear Guiding Principles to establish, improve and sustain a Creative Culture. The book *Creativity Inc.* is for everybody who wants to work in an environment that fosters creativity and problem solving. The author shares his 40 years of Leadership experience, overcoming the unseen forces that stand in the way of true inspiration and thus undermines creativity. He articulates *Guiding Principles*, how to behave and act in a company that thrives on generating ideas and problem solving. Principles that keep a fertile environment healthy and watching what can undermine it.

Start reading

Listen to Podcast

The Global Reading Club also recommends:

**1 + 1 = 3**

The ability to make new combinations depends on our ability to see relationships. That is what makes some people more creative than others. They are better at spotting those connections. Better at recognizing possible relationships. A true creative wants to be a know-it-all person. The more varied the input, the more unexpected the combinations, the more creative the ideas...

Go to book

**One year smarter by next month**

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

How it works

Coming soon:

*Knowledge not applied is worthless..*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. CONTACT US if you are interested in becoming a reader/editor.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

presented by **Ogilvy**



## Draft letter

Subject: Making the creative product great is the goal

Dear .....,

*'Creativity Inc is a book about how to build and sustain a creative culture.'* Pixar co-founder and president Ed Catmull also strongly believes that *'An expression of ideas makes the best in us possible.'* Here is a series of advice based on decades of experience in one of the most creative environments, Disney animations.

When looking to hire people, give their potential to grow more weight than their current skill level. What they will be capable of tomorrow is more important than what they can do today. Give a good idea to a mediocre team, and they will screw it up. Give a mediocre idea to a great team, and they will either fix it or come up with something better. Always try to hire people who are smarter than you. Always take a chance on better, even if it seems like a potential threat.

If there are people in your organization who feel they are not free to suggest ideas, you lose. Do not discount ideas from unexpected sources. Inspiration can, and does, come from anywhere. It is not enough merely to be open to ideas from others. Engaging the collective brainpower of the people you work with is an active, ongoing process. As a manager, you must coax ideas out of your staff and constantly push them to contribute.

If there is fear in an organization, there is a reason for it. The job of a creative leader is to find what is causing fear, to understand where it comes from and then try to root it out.

In general, people are hesitant to say things that might rock the boat. Brainstorm meetings, kitchen and creative review meetings, rehearsal meetings and postmortems meetings, are all efforts to reinforce the idea that it is okay to express yourself. All are mechanisms of self-assessment that seek to uncover what is real. If there is more truth in the hallways than in meetings, you have a problem.

Careful "messaging" to downplay problems makes you appear to be lying, deluded, ignorant, or uncaring. Sharing problems is an act of inclusion that makes employees feel invested in the larger enterprise.

The first conclusions we draw from your successes and failures are typically wrong. Measuring the outcome without evaluating the process is deceiving. Do not fall for the illusion that by preventing errors, you will not have errors to fix. The truth is, that the cost of preventing errors is often far greater than the cost of fixing them.

Change and uncertainty are part of life. Our job is not to resist them but to build the capability to recover when unexpected events occur. If you do not always try to uncover what is unseen and understand its nature, you will be ill prepared to lead. Similarly, it is not the creative leader's job to prevent risks. It is the leader's job to make it safe to take risks. Failure isn't a necessary evil. In fact, it is not evil at all. It is a necessary consequence of doing something new.

Trust does not mean that you trust that someone will not screw up – it means you trust them even when they do screw up. The people ultimately responsible for implementing a plan must be empowered to

make decisions when things go wrong, even before getting approval. Finding and fixing problems is everybody's job. Anyone should be able to stop the production line. The desire for everything to run smoothly is a false goal – it leads to measuring people by the mistakes they make rather than by their ability to solve problems.

Imposing limits can encourage a creative response. Excellent work can emerge from uncomfortable or seemingly untenable circumstances.

The healthiest organizations are made up of departments whose agendas differ but whose goals are interdependent. If one agenda win, we all lose.

Our job as leaders in creative environments is to protect new ideas from those who do not understand that for greatness to emerge, there must be phases of not-so-greatness. Protect the future, not the past.

Listen to the conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for in-depth knowledge about creating a sustainable creative environment in your company.

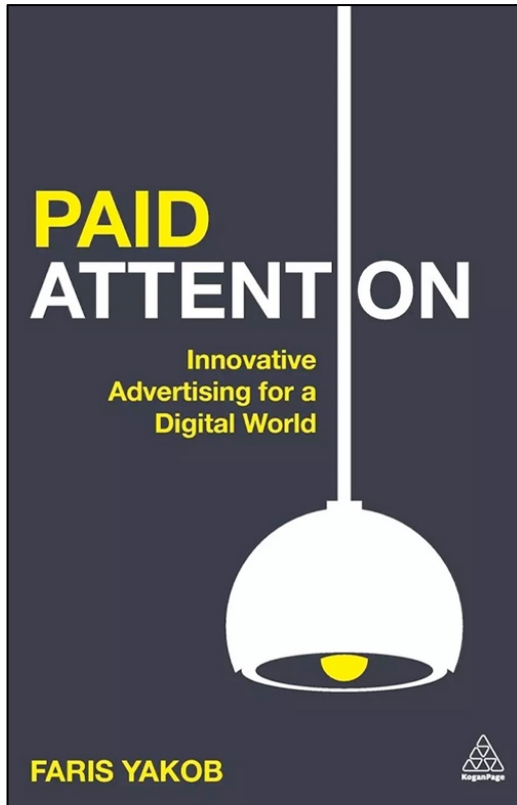
Link: <https://globalreadingclub.com/books/creativity-inc>

Enjoy reading and listening

(Your name)

P.S. Attached is the Newsletter, covering the book *Creativity Inc.*

# The book: *Paid Attention*



**The Global Reading Club** Issue 42  
One year essential by word essential

Recommended by Anthonis Kochalis - Global CEO, Ogilvy Advertising

Read & edited by Richard Bratt & Wim van Melick

**Paid Attention**  
**Innovative Advertising for a Digital World**

'Are you paying Attention to the Attention being paid for?' Media fragmentation and the abundance of digital media has been a game changer in Advertising. Content is king, earning Attention. The author concludes: 'No attention, no influence, no impact'. How to win the Attention battle? A fresh look on Strategy, Creative, Media and Account Planning. A must read if you work in the communication business, no matter your discipline, your level or region you live in.

[Start reading](#)

The Global Reading Club also recommends:

**The Contagious Commandments**

Ten steps to successful marketing, future fitness and brand bravery as prescribed by the team at Contagious, based on research of the world's most innovative marketing, trends and technology. These are a set of principles and provocations to make brands fit for the future.

[Go to book](#)

**Join as an editor**

Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others. — Quote by Susan Cain, American Author of the book 'Quiet'.

Learn how to read a book in a way, you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Join The Global Reading Club](#)

Coming soon:

*Knowledge not applied is worthless..*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: No attention, no influence, no impact

Dear .....,

“No attention, no influence, no impact” is one of the most important aspects of successful communication. ‘Attention’ is needed to effect any change through communication. All change starts with getting the attention from the consumer. ‘Attention’ is like water, it flows. It’s liquid so you create channels to divert ‘Attention’ and you hope that it flows the right way.

Paying attention aims to put a spotlight onto something. ‘Attention’ takes possession of the mind of the consumer in a clear and vivid form. The essence is to create concentration of consciousness. Attempting to withdraw people from something else.

Right after ‘Attention’ comes ‘Persuasion’ trying to effect change to manage mass opinions. Which means in the broadest sense: ‘One mind may affect another’. Humans have a desire to spread their ideas. The result: ‘Communication value increases as the number of people increases’.

The ‘funnel’ model has become outdated. The rise of the ‘funnel’ was created by media constructs, with a dominance of advertising, to harvest the most attention. This model has begun to be outdated.

‘Attention’ must be earned, not by pushing interrupting messages. Ask yourself the question: ‘Are people paying attention to paid attention?’ Paid attention – how much is it worth?

Traditional media planning has become outdated. New media formats must be created, by understanding people’s relationship with content and how they consume this content. Realize that Brands are at war with consumers. Interruption marketing is slowly ending. The internet has changed the way people think about all media.

The attention markets, understanding how attention is being allocated. We must track, understand, and predict the allocation of attention. This data has value. It is the commercial engine behind Google, Facebook, in fact, all platforms. This is live, to get into the consumer’s media streams offering free content in exchange for watching, listening, or reading.

‘Attention is the scarcest resource of the 21st century’. And is consequently of significant value. In the connected age brands need to deliver value, as well as messaging, to balance the value exchange. This will produce empathy for the brand.

The author Faris Jakob continues to explain the importance of creative idea development and how strategists play a crucial role to develop new non-obvious insights, based on creating new combinations. Insights resulting in awesome Big Ideas, never seen before.

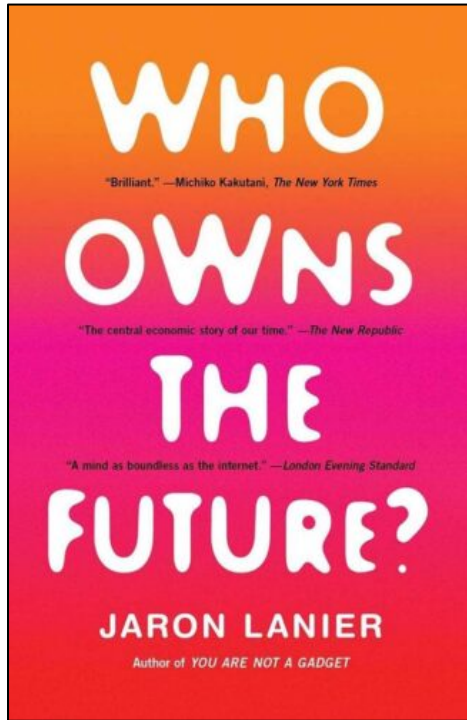
Here is the link of the book *Paid Attention*, which takes you to the Global Reading Club website.  
<https://globalreadingclub.com/books/paid-attention>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Paid Attention*.

# The book: *Who Owns the Future?*



**The Global Reading Club** Issue #1  
One year encounter by next month

Recommended by Antonis Kochilas - Global CEO, Ogilvy Advertising

Read & edited by Anastasia Prikhodko - Howorth, Sydney, Australia

### Who Owns the Future

**"We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide."**

We accept access to free information voluntarily, which looks like a great bargain at first, but the price we pay is giving up our freedom. Selling our freedom to accept free information is an illusion. We accept this violent attack on our own free will. Lanier argues that to make tech into something that empowers people, people must be willing to pay. Don't forget that 'free' means others will decide how we live.

[Start reading](#)

The Global Reading Club also recommends:

#### The New Normal

We are halfway through an evolution towards the new normal, where digital is the norm, the 'new block'. We're halfway through this journey and many of us are still thinking and talking about 'formless cartilage' rather than 'cars', using old concepts to approach new ones, instead of thinking and acting like the new digital natives. What does this brave new world look like, how can we adopt new ways of thinking to stay ahead of this paradigm shift, and what are the strategic implications for business leaders?

[Go to book](#)

#### New: Actions for Impact

Learnings must be activated. 'Actions for Impact' sums up how to activate the learnings from this book.

*"Knowledge not applied is worthless"*

Go to 'Actions for Impact' on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. CONTACT us if you are interested in becoming a reader/author.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences at [subscriptions@ogilvy.com](mailto:subscriptions@ogilvy.com)

**Ogilvy**

## Draft letter

Subject: How can we remain human beings, as our machines become so sophisticated?

Dear .....,

Social platforms, like Google and Facebook must change their business plan, which currently is based on giving everything for free in exchange for people's valuable privacy data. We accept access to free information voluntarily, which looks like a great bargain at first, but the price we pay is giving up our freedom. Selling our freedom to accept free information is an illusion. We accept this violent attack of our own free will. Lanier, the author of the book *Who Owns the Future?* argues that to make tech into something that empowers people, people must be willing to pay. Do not forget that 'free' means others will decide how you live.

These big tech companies earn their money from advertising. But no longer it is the usual form of advertising. It is behavior modification. Manipulating people. Lanier calls these companies behavior modification empires. He argues that we as consumers should not need a third party to talk to each other. Every technological advance in our adventure, up to the present, has had side effects. There is great concern about the authenticity and vitality of our online life. Are 'friends' really your friends? Digital technologists are creating pathways for how people live, how we do business, how we do everything – and they are doing it according to the expectations of foolish utopian scenarios. We want free online experiences so badly that we are happy not to be paid for information but give it for free. Lanier's argument is not against society as a source of information. Instead, he is arguing that there is more than one way to build an information economy, and right now, we have chosen the self-destructive option in his opinion. A 'few' benefits financially greatly from free data from people, expanding their power.

But there is an alternative. In this provocative, poetic, and deeply humane book *Who owns the future*, Lanier charts a path toward a brighter future. An information economy that rewards ordinary people for what they do and share on the web. He simply hopes that young computer scientists and economists prove that we can do better than we do now. He also wants people to stop and ask themselves: "Am I keeping people in the center of my thinking? Am I really avoiding the lazy trapdoor of falling back into thinking of people as components and a central server as being the only point of view for defining efficiency or testing efficacy?" Testing efficacy means in this context, the ability to achieve the wellbeing of people in the center of our thinking.

Instead, consumers should pay for valuable services and these companies should stop spying on us. "We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide."

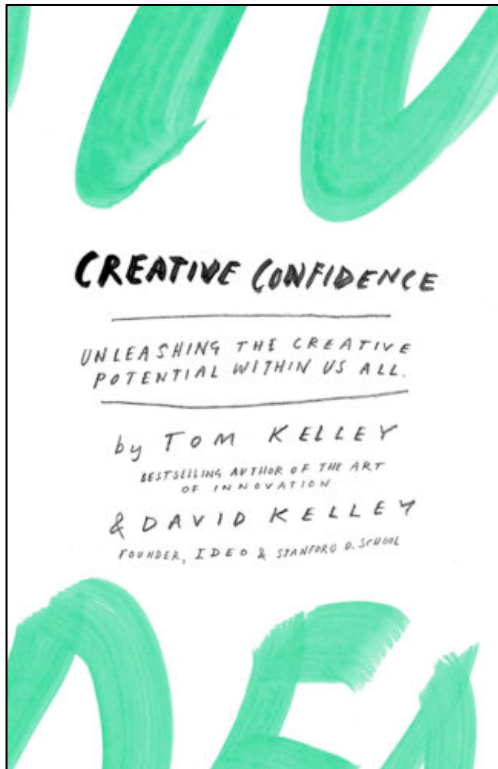
Here is the link of book *Who Owns the Future?*, which take you to the Global Reading Club website:  
<https://globalreadingclub.com/books/who-owns-the-future>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Who Owns the Future*.

# The book: *Creative Confidence*



**The Global Reading Club** Issue 38  
One year starter by next month

*Recommended by Jason Loudale*


Read & edited by Konstantin Bohlender & Wim van Melick  
Ogilvy Social Lab Amsterdam

**Creative Confidence**  
**Unleashing the creative potential within us all**

Building your Creative Confidence is an important aspect of life, as creativity takes you into new directions. No matter what your professional background is. No matter what your level in your career is. No matter what your age is. Everybody can develop Creative Confidence and influence change through developing innovative ideas. It is the believe in your ability to be creative in solving problems. Creativity makes your live and work more interesting, coming up with more ideas and thus better decisions.

[Start reading](#)    [Listen to Podcast](#)

The Global Reading Club also recommends:



**10 things nobody told you about being creative**

Immature poets imitate. Mature poets steal. Bad poets deface what they take. Good poets make it into something better, or at least something different. The good poet welds his theft into a whole feeling which is unique, utterly different from that from which it was stolen. Ideas apply to anyone who's trying to inject some creativity into their life and their work. In fact, that should describe to all of us. Every artist gets asked the question: "Where do you get your ideas?" The honest artist answers: "I steal them".

[Go to book](#)

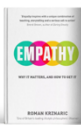


**New: Actions for Impact**

Learnings must be activated. 'Actions for Impact' sums up how to activate the learnings from this book.

*"Knowledge not applied is worthless"*

Go to 'Actions for Impact' on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact Us if you are interested in becoming a moderator.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: Everybody can become more creative

Dear .....,

The book *Creative Confidence* is about believing in your ability to be able to be creative in any field, no matter what the subject is, the circumstances are, no matter of your function or the level on which you are working. No matter what your age is.

It is the belief in your own ability to be creative in solving problems. Everybody can become more creative, like we all were creative when we were in kindergarten. The idea of the authors is to unlock Creative Confidence in everyone from young professionals to business executives.

If you think, *'I am not that kind of person,'* you must let go of that belief before you can move on. The authors suggest that you must adopt a *Growth Mindset*. A *Growth Mindset* is a passport to new adventures. Opening your mind to the possibility that your capabilities are unlimited and unknown. With the deep-seated belief that your true potential is still unknown.

You are not limited to only what you have been able to do so far. When you have this belief, you will be able to undertake tougher challenges, persevere longer in your creative endeavors, and you are becoming more resilient in the face of obstacles and failures. Anyone can gain Creative Confidence.

Creative Confidence is a fundamental optimistic way of looking at what is possible. Making the impossible possible is what creativity is all about. Surprising people with never thought before solutions. To become more creative is not only for creative people, but for ALL people. Creativity is the responsibility of everyone in the agency.

Developing Creative Confidence is a journey that will never stop. You must accept the uncertainty of the paths you will travel. You must also go down the path. The best way to gain confidence in your creative ability is through actions. Ideas are worthless if you do not put them into the real world, to change the status quo.

### Actions for Impact

Learnings must be activated. *'Actions for impact'* sums up how to activate the learnings from this book.

As Confucius, a Chinese philosopher and teacher remarked:

*"Knowledge not applied is worthless"*

Go to *'Actions for Impact'* on the website, select the points of action which fit your position or situation and apply the learnings to progress in your personal and professional life. Here is the link:

<https://globalreadingclub.com/books/creative-confidence>

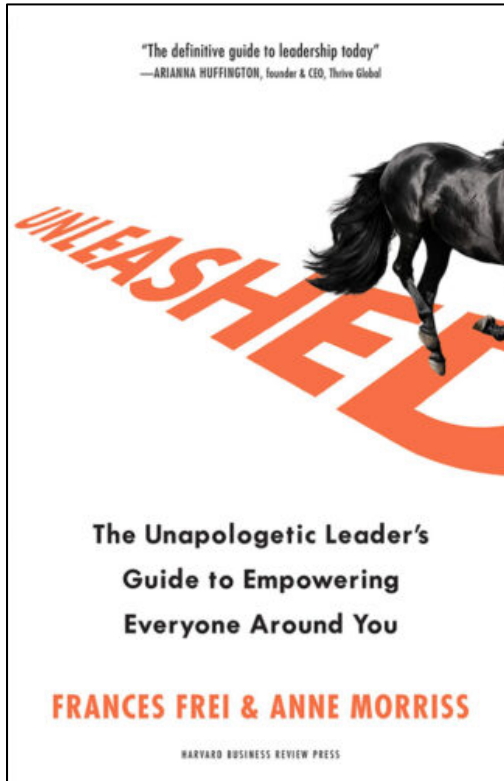
Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Creative Confidence*.



# The book: *Unleashed*



**The Global Reading Club**  
One year smarter by next month
Issue 36

Recommended by Yves Bandechon

**Unleashed**  
The Unapologetic Leader's Guide to Empowering Everyone Around You  
FRANCES FREI & ANNE MORRIS

Read & edited by Jai Kotecha, Ogilvy Social Lab Amsterdam

**Unleashed**  
A Leader's Guide without apologies, to break with the past

The aim of leaders is to unleash the levers of success, by empowering the people around you to unleash their full potential. The starting point of true leadership is discovering the greatness in talented people. The foundation of leadership is trust that's built when leaders reveal empathy, logic and authenticity. A fresh new view on the role of leaders and what makes them successful, based on decades of studying and advising organizations for decades.

"The principle behind *Unleashed* is empowering the people around you. What could be a better leadership principle for all of us at WPP to unlock the talent of all of our 100,000 people around the world?"  
Mark Read, Chief Executive Officer at WPP

Start reading

Listen to Podcast

The Global Reading Club also recommends:

**A better future for everyone**  
"Hit Refresh" is a book about transformation – taking place inside people and the company, to make our dreams believable and ultimately achievable. The most successful organizational leaders we know are the ones who put culture at the very centre of what they do. That's exactly the mentality that made CEO Satya Nadella and his leadership team so effective at Microsoft.

Go to book

**One year smarter by next month**

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

How it works

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscriptions is free. Contact Us if you are interested in becoming a reader/author.

Share this newsletter

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Ogilvy

## Draft letter

Subject: How effective are leaders at empowering people around them?

Dear .....,

The authors of the book *Unleashed* provide a fresh look at today's leadership. It is not about leaders as the most important person in the room, it is about how effective leaders are at empowering people around them. Their role is to ensure an impact on people that endures in their presence and their absence.

Although you may think this book is for leaders only, you are wrong. This book will have an influence on everybody in the company. We ALL lead. Some of us in a big way, but many of us in a small way. Big or small does not matter, leaders must get the nose of all our people in the right direction. The purpose is to become a company with people with the same strong beliefs and guidelines on how to behave in our day-to-day work.

The foundation of leadership is trust. We must ALL be trustworthy. Trustworthy in delivery what we promise. Ensure that people we work with feel a strong support of helping them forward in their job and personal life. In this supportive way of working, we aim to unleash the levers of success, allowing people around us to be successful. At every level. Trust being at the core of *Empowerment Leadership* at every level. The importance is to grow trust, consisting of love and a feeling of belonging. We are all responsible to create this positive culture, to be or to become a community that thrives.

Now, how to integrate trust in your behavior? The foundation of trust is based on three behavioral facets: *authenticity*, *logic*, and *empathy*. *Authenticity* means, you are the real you, you behave as you, in an honest way. *Logic* meaning, I know you can do it. Your reasoning and judgement are sound, clear, and honest. *Empathy* means, I believe you care about me, and my success and you respect ME, who I am. As remarked, leadership is about empowering others.

Here is a quote on the book *Unleashed* by Mark Read, Global Chief Executive Officer at WPP:

*"The principle behind Unleashed is empowering the people around you. What could be a better leadership principle for all of us at WPP to unlock the talent of all our 100,000 people around the world?"*

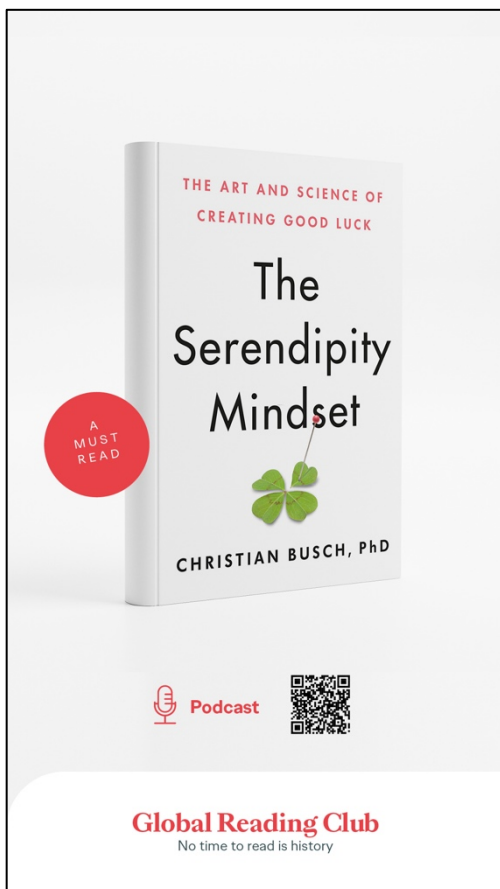
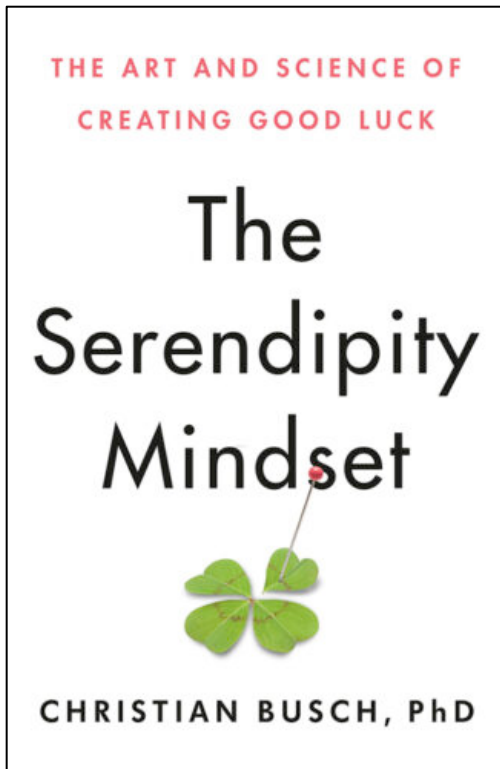
This is a clear message. The guiding principles from the book *Unleashed* are for everybody. In the podcast are Guiding Principles on how to behave collectively, to grow individually and as a group. This is the recipe to grow yourself and the business.

Learnings must be activated. 'Actions for impact' sums up how to activate the learnings from this book. Go to 'Actions for Impact' on the website of the Global Reading Club. Select the points of action and apply the learnings to progress in your personal and professional life. Here is the link: <https://globalreadingclub.com/books/unleashed>

Enjoy reading and listening.  
(Your name)

P.S. Attached is the Newsletter, covering the book *Unleashed*

# The book: *The Serendipity Mindset*



**The Global Reading Club** Issue 34  
One year smarter by next month

**The Serendipity Mindset**

*'The Art and Science of Creating Good Luck'*

Can you create good luck? The answer is yes. In everybody's life, unexpected things happen. They come by chance. They are not planned. The thing is, what are you going to do with unexpected happenings? The word 'unexpected' is important. Unexpected moments put you at a crossroad. Leave the unexpected moment and carry on, or will you see the unexpected happening as an opportunity and act on it. Serendipity basically means, finding interesting or valuable things by chance. Life is what happens to us while we are making other plans. Entrepreneurs have often a trained mind for serendipity to happen.

[Start reading](#) [Listen to Podcast](#)

The Global Reading Club also recommends:

**Why we do what we do and how to change**

Most of the choices we make each day may feel like the products of well-considered decision making, but they're not. They're habits. The central argument of the book is that habits can be changed, if we understand how they work...

[Go to book](#)

**One year smarter by next month**

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

[How it works](#)

Coming soon:

*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact Us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: The Art and Science of creating good luck

Dear .....,

Can you create good luck? The answer is yes. This is what the book *The Serendipity Mindset* is all about. What does serendipity mean? Quite frankly, I did not know the word either, let alone the value.

Let me popularize the meaning of the word, serendipity. In your life unexpected things happen. They come by chance. They are not planned. The question is, what are you going to do with an unexpected encounter, an interesting article you read or stumbling over an unexpected solution for a problem you have had for some time. The word 'unexpected' is important. Unexpected moments put you at a crossroads. You can leave the unexpected chance and carry on. Or can you see the unexpected happening as an opportunity and act on it?

Serendipity basically means, finding interesting or valuable things by chance. Things that happen to you by chance cannot be planned, let alone be predicted. The difference between serendipity and just plain, blind luck, is looking at the world with open eyes and connecting the dots between an existing situation and a new opportunity. This is the central part of developing your serendipity mindset. In other words, you can increase luck by recognizing opportunities of interest or value. Entrepreneurs have a more trained mindset for serendipity to happen.

The thing is, to see things that others do not, recognize the value of it and act on it. Unexpected observations and turning them into opportunities. It demands a conscious effort to prompt and leverage those moments.

Thus, serendipity is about the ability to recognize and leverage the value in unexpected encounters and information. In this way, you can develop a serendipity mindset – the capacity to identify an opportunity and grasp it with a powerful force. Developing a serendipity mindset can be trained. Understanding serendipity will result in making better decisions. People with a serendipity mindset are not born luckier than others. It will make your life more joyful, meaningful, and successful.

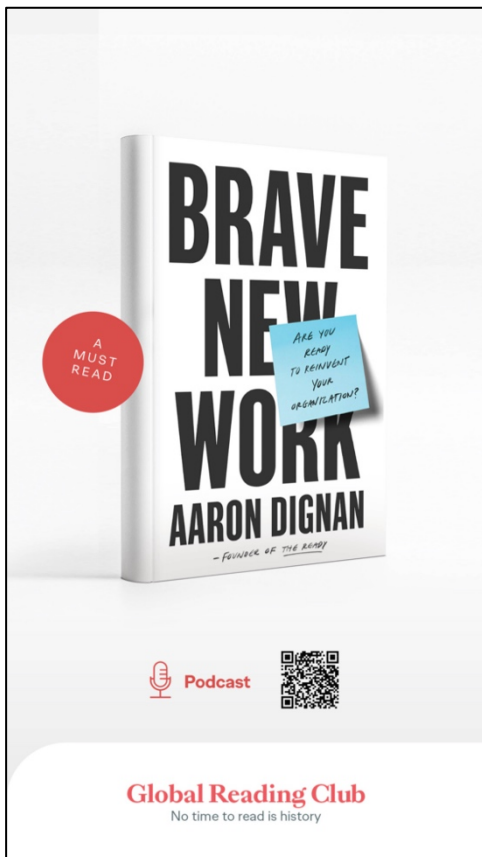
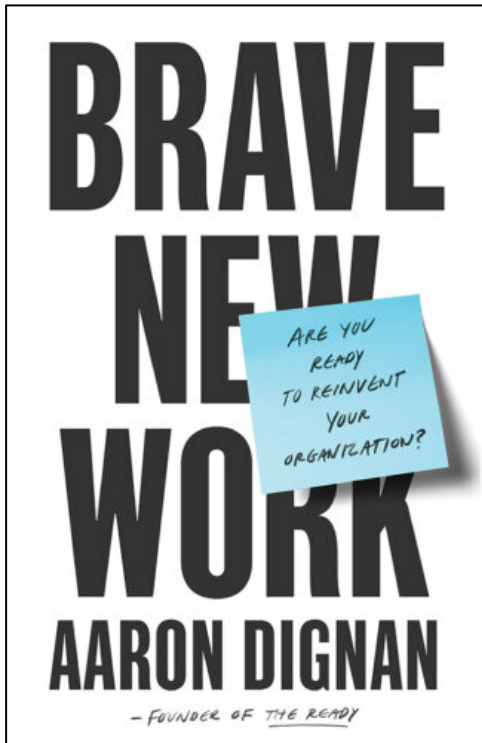
Research has shown that the willingness and motivation to engage in activities that nurture serendipity can be driven by adaptable (and trainable) traits such as proactivity, humor, openness to experiences and willingness to pursue untested ideas. Therefore, the book is called *The Serendipity Mindset*. It is the art and science of creating good luck. Everybody can apply serendipity in both his personal and professional life.

Here is the link to this interesting book which has been read and edited for you by the Global Reading Club: <https://globalreadingclub.com/books/the-serendipity-mindset>. You can also listen to a 23-minute lasting Podcast.

Enjoy reading and listening.  
(Your name)

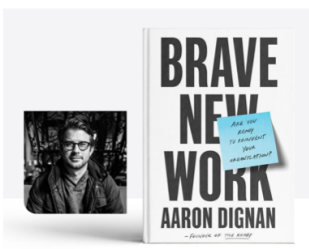
P.S. Attached is the Newsletter, covering the book *The Serendipity Mindset*

## The book: *Brave New Work*



The Global Reading Club Issue 37  
One year unstar by next month

Recommended by Jag Dharji & Dee Fischer




Read & edited by Sabrina Lau, Ogilvy Hong Kong

**Brave New Work**  
**The way we work and the future of work**

Human beings can't thrive in a work culture that uses burnout and "being always on" as proxies for dedication and success. Workplaces that empower people to take care of themselves are far more likely to deliver sustainable performance and happiness. Traditional companies that make up much of the modern world, are failing us and should encourage us to break free of barriers to work in a more freedom way. People must be enabled to focus on creating magic when given the freedom to let go.

[Start reading](#)   [Listen to Podcast](#)

The Global Reading Club also recommends:



**How to change things when change is hard**

Change is hard. It's time-consuming, unsettling and all too often we give up at the first sign of a setback. But why do we insist on seeing the obstacles rather than the goal? We only need to understand how our minds function to unlock shortcuts to switch behavior. The Heath brothers prove that deceptively simple methods can yield truly extraordinary results in changing behavior. Learn how to change things when change is hard, just by following a pattern.

[Go to book](#)


**New: Actions for Impact**

Learnings must be activated. 'Actions for impact' sums up how to activate the learnings from this book. The activation of ideas is not the same for everybody. It depends on your situation or position. Thus, there are different subjects per type of individual person.

*"Knowledge not applied is worthless"*

Go to 'Actions for Impact' on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/donor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: The way we work and the future of work

Dear .....,

You and your colleagues cannot thrive in a work culture that uses burnout and 'being always on' as proxies for dedication and success. The real goal is to facilitate you in a way you can do your best work.

It seems that leaders who focus on self-sufficient teams that experiment, innovate, and create their own processes can run themselves. These are leaders who form teams in a fluid way. These sorts of teams innovate both services and processes to get the work done. Not in the traditional way, but in a way, they are empowered to take care of themselves, with the result delivering far more likely sustainable performance and happiness. Continuously challenging the status quo of working habits, by asking yourself: "*Why are we doing it this way?*" Searching for better ways to get things done. All the time.

We need constant and careful simplification. We need to create roles, rules, and processes that are inherently *agile* and *built to learn* and *change*. The idea is to be *People Positive* and *Complexity Conscious*. To be *People Positive* is to have a positive mindset towards people's potential – being seen as a contributor rather than a cost. A *Complexity Conscious* culture encourages freedom to use individual judgement and interaction.

There is another point to creating a better workplace. We must break the habit of treating change as a rare thing. We need to accept that all organizations are complex and were built by humans. For change to happen, with all the bureaucratic systems put aside, we would need to encourage continuous participatory change amongst people. The key word is "participatory." A behavioral change, because we need to break the current system of centralized, top-down transformation. This is the way forward for organizations.

Traditional companies that make up much of the modern world and fail us, should encourage us to break free of barriers to work in a more freedom way. People must be enabled to focus on creating magic when given the freedom to let go.

Here is the link to this interesting book *Brave New Work* which has been read and edited for you by the Global Reading Club. You can also listen to the Podcast for about 20 minutes to grab the highlights of the book.

<https://globalreadingclub.com/books/brave-new-work>


Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Brave New Work*

# The book: *Empathy*

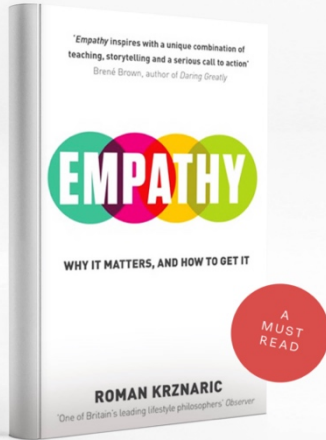
'Empathy inspires with a unique combination of teaching, storytelling and a serious call to action'  
Brené Brown, author of *Daring Greatly*



**EMPATHY**

WHY IT MATTERS, AND HOW TO GET IT

**ROMAN KRZARNIC**  
'One of Britain's leading lifestyle philosophers' *Observer*





'Empathy inspires with a unique combination of teaching, storytelling and a serious call to action'  
Brené Brown, author of *Daring Greatly*

**EMPATHY**

WHY IT MATTERS, AND HOW TO GET IT

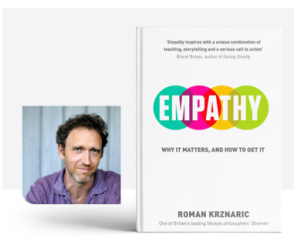
**ROMAN KRZARNIC**  
'One of Britain's leading lifestyle philosophers' *Observer*

 **Podcast** 

**Global Reading Club**  
No time to read is history

**The Global Reading Club** Issue 39  
One year unearths by next month

Recommended by Wim van Melick



Read & edited by Wim van Melick and Teresa dos Santos Serra  
Ogilvy SocialLab Amsterdam

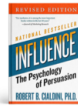
**Empathy**  
Never, have we had so many opportunities to practice empathy.  
A serious call to action

We are at a crossroad of social behavioural change. We must seek to understand who we are by stepping outside ourselves, discovering a different world. Empathy is an ideal that has the power to transform our own and other people's lives. To develop empathic behaviour, the author determined six habits, enabling a conscious effort to step into other people's shoes. We must learn how to travel imaginably into other people's minds. Living an empathic life enriches you and others with, what money cannot buy. Empathy is at the core of being human.

'To increase your happiness, focus on others'

[Start reading](#)

The Global Reading Club also recommends:



**Influence**  
Weapons of influencing people's behaviour and decisions is the core thought of this book. It is about the psychology of persuasion. People have a desire for consistency as a central motivator of behaviour. What produces the click that activates seeing, hearing and feeling? Social psychologists think the answer is: Commitment. Reciprocation: giving before asking a return favour.

[Go to book](#)


**New: Actions for Impact**

Learnings must be activated. 'Actions for impact' sums up how to activate the learnings from this book.

*"Knowledge not applied is worthless"*

Go to 'Actions for Impact' on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:




*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/follower.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.



## Draft letter

Subject: The core of *Empathy* is becoming human

Dear .....,

The book *Empathy* is about standing imaginatively in the shoes of other people. In the shoes of the consumer for business reasons, but also in the shoes of our colleagues, friends, and family to live a happier life.

Therefore, the word *Empathy* is in many respects a very important word. It has many meanings and is extremely powerful? The reason is that *Empathy* is an ideal that has the power both: to transform our own lives and to bring about fundamental social change. Empathy can even create a revolution. A revolution of human relationships.

Currently we are part of a historic wave of *Empathy* that is challenging our highly individualistic, self-obsessed cultures. Cultures in which most of us have become far too absorbed in our own lives to give much thought to anyone else's.

*Empathy* is an art. The art of stepping imaginatively into the shoes of another person or a group of people, understanding their feelings and perspectives, and using that understanding to guide *our* actions. So, *Empathy* is distinctly different from expressions of sympathy – such as pity or feeling sorry for somebody. These sorts of feelings do not involve trying to understand the other person's emotions or points of view. *Empathy* is making the effort to look through other people's eyes.

The author formulated *The Six Habits of Highly Empathic People*. But he also remarks in his book: *I am not writing this book as someone who has mastered the art of empathy and who practices all six habits with ease. Far from it. I gradually became convinced that the most effective way to achieve deep social change was not through the traditional means of party politics and introducing new laws and policies, but through changing the way people treated each other on an individual basis – in other words, through Empathy.* We must find ways to escape the boundary of our egos and to gain fresh perspectives on how to live. We need a better balance between gazing inwards and looking outwards. As Goethe, a well know German philosopher, writer and poet from the 18<sup>th</sup> century said: *"We should seek to understand who we are, by stepping outside ourselves and discovering the world"*.

Opening our eyes with the help of *Empathy* to live a more glorious life and solve problems by understanding other people better, seems the way forward. I am thrilled about the content of the book, and I will certainly dive deeper into the subject of *Empathy*.

Learnings must be activated. *'Actions for impact'* sums up how to activate the learnings from this book. Go to the Global Reading Club website, listen to the Podcast (20 minutes), study the *'Actions for impact'*. Here is the link: <https://globalreadingclub.com/books/empathy>

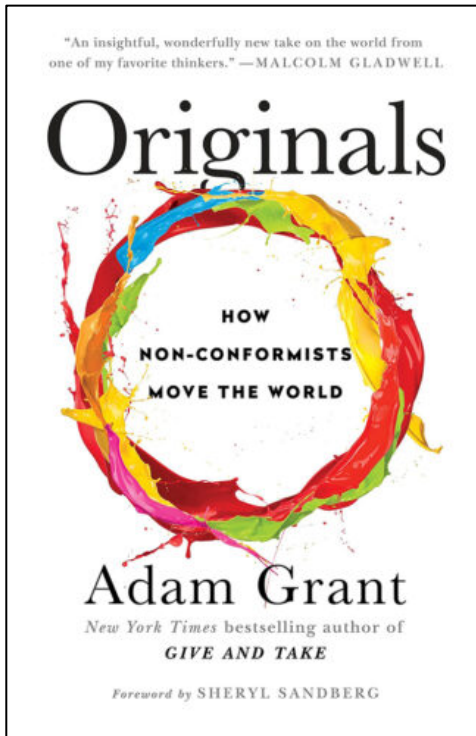
Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Challenger Sale*.



# The book: *Originals*



**The Global Reading Club** Issue 35  
*One year smarter by next month.*

*Recommended by Jason Lonsdale*

Read & edited by Ed Summer, Ogilvy New York

**Originals**  
**How non-conformists move the world**

Adam Grant, the author of the book *Originals* demonstrates that any of us can enhance our creativity. He reveals how we can identify ideas that are truly original and predict which ones will work. He tells us when to trust our gut and when to rely on others. He shows how we can become better parents by nurturing originality in our children and better managers by fostering diversity of thought instead of conformity.

Start reading
Listen to Podcast

*The Global Reading Club also recommends:*

**A technique for producing ideas**

The idea is the soul that brings spirit and life in communication. Getting ideas is a process, based on creative intuition and on a series of steps. There is a road to travel to get ideas. An idea is nothing more than a new combination of old elements. The second important principle is the capacity to see old elements into new relationships.

Go to book

**One year smarter by next month**

Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.

How it works

Coming soon:

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/author.

Share this newsletter

Want to change how you receive these emails?  
 You can update your preferences or unsubscribe from this list.

powered by **Ogilvy**

## Draft letter

Subject: How non-conformists move the world

Dear .....,

Can you become as original as David Ogilvy? David built a world-class company based on one trait: *originality*. Originality is the mother of ideas. People like David are called *Originals*.

*Originals* are nonconformists. They have ideas, just like other people. The difference is that *Originals* champion ideas, bringing them to life in the real world. The combination of idea + activation is the secret of *Originals*. They are people who stand out and speak up. They always challenge the status quo. So, how do you become an *Original*?

Research reveals that originality develops already in your childhood. The first-born grows up with discipline and rules. The second and subsequent born children grow up in more freedom with brothers and sisters. Freedom to improvise. Freedom is the basis to develop a more original mind. They have a head start based on being a later born. The good news is that originality can be developed by everybody. That is the purpose of the book *Originals*.

There are two routes to achievement: conformity and originality. Conformity means following the crowd down conventional paths and maintaining the status quo. Originality is taking the road less traveled, championing a set of novel ideas that go against the grain, but make things better. Originality itself starts with creativity: generating a concept that is both novel and useful. But it does not stop there. *Originals* are people who take initiative to make their visions a reality, guiding to new thinking, decision-making and behavior. Many people have original ideas, but the big difference is that *Originals* come to action.

*Originals* have, just like other people, doubts about their ideas. Doubting about the idea is a good doubt, as it is energizing. It motivates us to test, to experiment and to refine. They doubt the default of things and look for a better option. If they feel doubt, *Originals* do not let it go, but fight the default looking for a better option. Self-doubt, however, is paralyzing. It leads you to freeze.

*Originals* feel fear too. They are afraid of failing, but they are even more afraid of failing not to try to beat the status quo. They take the chances, not taken by others. What holds us back from becoming an *Original*, is being pleased with the default of things, the way it always has been. Not bothering to try to fight the default and rock the boat.

The greatest *Originals* have lots of ideas and are the ones who fail the most, because they are the ones who try the most. The more ideas you churn out, the more variety you get and the better your chances of stumbling on something truly original. It is the sheer volume that makes *Originals* successful. To become more original, is generating more ideas.

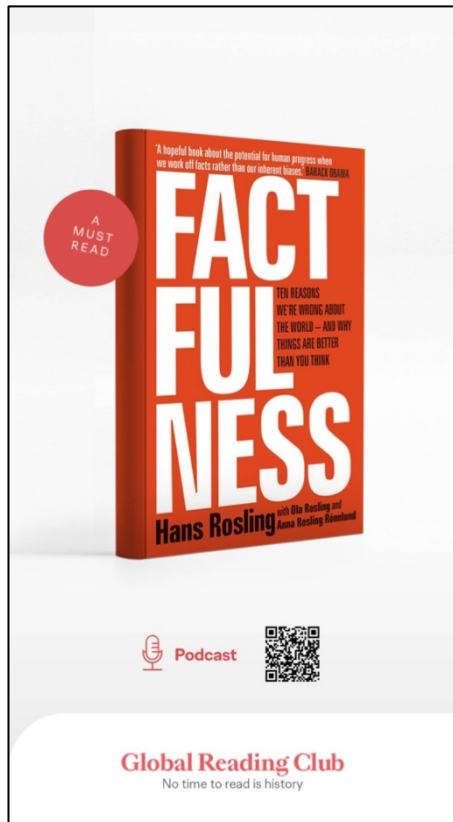
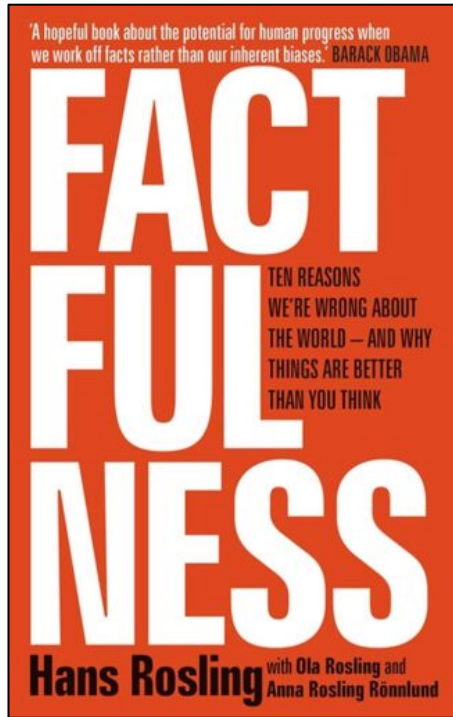
Here is the link to the book: <https://globalreadingclub.com/books/originals>

Enjoy reading and listening.

(Your name)


P.S. Attached is the Newsletter, covering the book *Originals*.

# The book: *Factfulness*



**The Global Reading Club** Issue 40  
One year mission by factfulness

Recommended by Susan Macthiger - Managing Director, Ogilvy Consulting NY



Read & edited by Mona Hassan - Wunderman Thompson, Dubai

**Factfulness**


**Ten Reasons we're Wrong About the World and Why Things are Better than You Think**

This is a book about the world and how it really is. It is also a book about you (and almost everyone I have ever met) do not see the world as it really is. It is about what you can do about it, and how this will make you feel more positive, less stressed, and more hopeful as you walk out of the circus tent and back into the world. So, if you are more interested in being right than in continuing to live in your bubble, if you are willing to change your worldview, if you are ready for critical thinking to replace instinctive reactions, and if you are feeling humble, curious, and ready to be amazed—then please read on.

Bill Gates calls it: "One of the most important books I have ever read—an indispensable guide to thinking clearly about the world."

[Start reading](#)

The Global Reading Club also recommends:



**The Dragonfly Effect**

The happiest people are those who have stopped chasing happiness and instead have begun to search for meaningfulness. This change in direction that leads to more sustainable happiness, the kind that enriches their lives, provides purpose, and creates impact. The Dragonfly Effect is your road map to doing something purposeful, thoughtful, and well designed with social media. The four key principles of The Dragonfly model are: Focus, Grab Attention, Engage and Take Action.

[Go to book](#)


**Join as an editor**

Our lives are dramatically enhanced when we're involved in some personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others." — Quote by Susan Cain, American Author of the book 'Quiet'

Learn how to read a book in a way you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Join The Global Reading Club](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

— Ogilvy

## Draft letter

Subject: Ten Reasons we're Wrong About the World and Why Things are Better Than You Think

Dear .....,

The vast majority of people are wrong about the state of the world. The world is in a much better state than we might think. This leads to over-stressed societies due to a non-fact-based view. It is a human tendency to pay attention to information that fits our dramatic instincts, which can be far from reality. If we are in that state of mind, there is no room for facts when our minds are occupied by fear. Fear instinct systematically distorts what we see of the world, as a result you do not see the world as it really is.

*Factfulness* is a book about the world and how it really is. It is also a book about what you can do about it, and how this will make you feel more positive, less stressed, and more hopeful. So, if you are more interested in being right; if you are willing to change your worldview; if you are ready for critical thinking to replace instinctive reaction; and if you are feeling humble, curious, and ready to be amazed—then read on.

The authors reveal ten instincts, why we have a distorted perspective of the world. Understanding these instincts will replace dramatic views with a worldview based on facts. Challenge your source of information. Conclusions and beliefs are often based on incomplete data, producing wrong facts, which give us an incomplete picture of reality. Train yourself *not* to take all things for true. Challenge on which data the facts are based.

We are over exposed to data – so how relevant is this book for your industry?

This book is an urgent and essential eye opening for everyone. It is a way of learning how to be critical of what people often believe is the truth. In your industry data & facts are key because you often base your strategies and actions on. Even the most 'informed' and educated people are often wrong in their conclusions based on incomplete data. The point is, how we must judge the analytics of data versus the emotional stories we get.

The key to learning from the book is how to deal with 10 Instincts and consequently biases that misguide us how to fight each of these instincts to improve our judgements and how to live a truly experience fact-based life.

When you are called to action, sometimes the most useful action is to improve the data. Data on which you can form your judgement and decisions, both *in personal and business* situations.

Learnings must be activated. '*Actions for impact*' sums up how to activate the learnings from this book. Go to '*Actions for Impact*' on the website of the Global Reading Club. Select the points of action and apply the learnings to progress in your personal and professional life. Here is the link:

<https://globalreadingclub.com/books/factfulness>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Factfulness*.

----- End List of Books -----

