

Book report- Who Are You... When You Are BIG?

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In the book *'Who are You... When You are BIG?'* by Allan Milham and Kimberly Roush, more than 1500 leaders were engaged in coming up with answers to the question raised one become 'big'. With the help of these top-performing leaders, the authors were able to come up with tools and resources that are essential in molding inner power and in realizing the brand of inner leadership. One issue that becomes clear in the book is that being big is not about money, ego, or the title that an individual or an entity may hold, it is simply about actualizing one's innate capability in terms of the strengths and values that one has. This makes it easy for an individual to deal with the challenges that they may encounter by making the challenges easy and effortless to deal with.

One thing about being big that is made clear in the book is that it entails the state where an individual or an entity is in their most resourceful state. One can step into this state at any moment that they wish to since all it takes is personal commitment and realizing that one has the capability to get to that position. The information provided not only offers advice on how we should handle ourselves as individuals but it also helps one to realize the innate ability that they have and how they can activate it. The advice can be applied in our personal lives if one decides to accept the challenge and commit themselves towards being big. For instance, in a company setting the management can apply the ideas proposed about being big where the goals can be aligned towards getting the entity into its most resourceful state. However, the potential of such a company must first be realized by the management and the employees must also believe that they have innate capability and strength that is can actualized (Milham & Roush, 2014).

The book also calls upon leaders to step up and be big since it also enables them to be in their most resourceful state. The argument is that in this state, leaders can live in hope and possibility which enables them to lead other courageously and in an oriented way. It also places the managers and other leaders at a better position to deal with challenges that may come up. This is because attaining optimality in terms of resourcefulness helps the leaders to thrive in challenges rather than surviving in such situations. In addition, when leaders embrace this kind of an attitude and become big, it also helps in motivating individuals that around them such as the employees. The employees and other people that tend to look upon these leaders for motivation and guidance will embrace the same spirit and attitude which is essential for success. Therefore, based on these ideas, leaders in a company can embrace the principles prescribed in this book about activating their innate abilities and ensuring that they are at their most resourceful state. This not only helps them in dealing with challenges that may arise but it also serve as an example and motivation to other employees.

This book has also made it clear that any individual can discover their inner big. For instance, it has been stated one can easily tap into their inner goals which can help them to operate more resourcefully and with great confidence. Therefore, this view implies that the book can also be applied beyond the leadership sphere where the employees can also directly benefit from the guidelines that have been given regarding perceiving oneself as being big and reaching optimality in terms of resourcefulness. This book can be recommended to individuals that are looking for motivation and those hoping to get down on a personal journey of reaching internal greatness.

References

Milham, A., & Roush, K. (2014). *Who Are You...When You Are BIG?* Advantage Media Group.

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