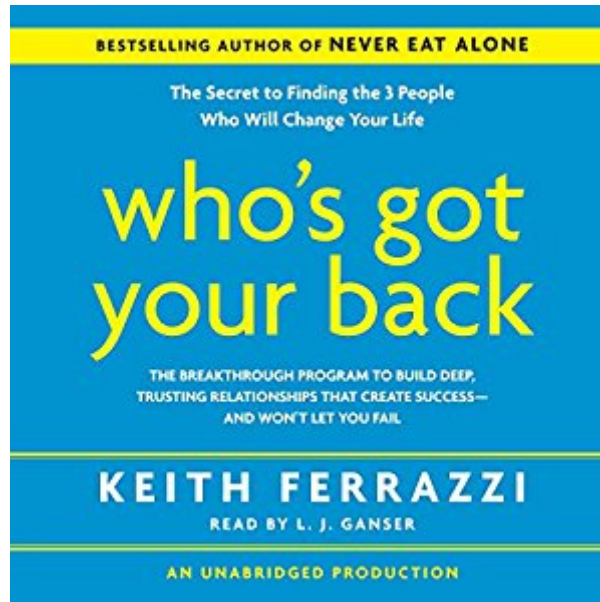


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# Who's Got Your Back: The Breakthrough Program To Build Deep, Trusting Relationships



## Synopsis

Disregard the myth of the lone professional "superman" and the rest of our culture's go-it-alone mentality. The real path to success in your work and in your life is through creating an inner circle of "lifeline relationships" - close relationships with a few key trusted individuals who will offer the encouragement, feedback, and generous mutual support every one of us needs to reach our full potential. Whether your dream is to lead a company, be a top producer in your field, overcome the self-destructive habits that hold you back, lose weight, or make a difference in the larger world, *Who's Got Your Back* will give you the roadmap you've been looking for to achieve the success you deserve. Keith Ferrazzi, the internationally renowned thought leader, consultant, and best-selling author of *Never Eat Alone* shows us that becoming a winner in any field of endeavor requires a trusted team of advisors who can offer guidance and help to hold us accountable to achieving our goals. It is the reason Ph.D. candidates have advisor teams, top executives have boards, world-class athletes have fitness coaches, and presidents have cabinets. In this step-by-step guide to the powerful principles behind personal growth and change, you'll learn how to: Master the mindsets that will help you to build deeper, more trusting lifeline relationships Overcome the career-crippling habits that hold you back, once and for all Get further, faster by setting goals in a dramatically more powerful way Use sparring as a productive tool to make the decisions that will fuel personal success Replace the yes men in your life with those who get it and care and will hold you accountable to achieving your goals Lower your guard and let others help! None of us can do it alone. We need the perspective and advice of a trusted team. And in *Who's Got Your Back*, Keith Ferrazzi shows us how to put our own dr...

## Book Information

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## Customer Reviews

This book was o.k. and all in all worth reading. However to me, the good concept could have probably been conveyed fully in twenty pages or so. The concept is to form a personal board of directors/advisors, not necessarily family or friends but people you can trust to give you good and honest advice and direction, and that this group can change over time. Not an exactly new concept but a good one. The previous book, *Never Eat Alone*, had a similarly basic concept--the value of networking--but for me, the elaboration, illustrations and anecdotes in that book were more valuable.

Why you should read this book:1) *The Four Mindsets: Intimacy, Generosity, Vulnerability, Candor*This follows up on the mindsets Ferrazzi explored in his first book, *Never Eat Alone*. Building relationships, and repairing relationships, using these mindsets will greatly enhance and fuel all types of relationships, and increase your chances of maintaining strong, successful alliances. These four mindsets are core to building trust.2) *Building a Dream Team: We all have dreams, and we need strong relationships to help us realize those dreams. Once we've accepted that conducting our relationships through the lens of the four mindsets contributes to our success, building a dream team to help us fuel our success is the next logical step.* Ferrazzi outlines nine steps to building a dream team. Not sure if the steps work or not, since Ferrazzi doesn't present hardcore evidence that actual, real live individuals have used these steps successfully, but Ferrazzi's nine steps includes many practical and tactical ideas that logically should work, and seem worth trying.3) *Holding Each Member Accountable: Without accountability in the group and among individuals, teams become lazy, complacent, loose focus, and derail.* Ferrazzi does a nice job of explaining safe ways to implement accountability measures into your organizational, or dream, teams.  
What I Didn't Like About This Book:As was the standard in *Never Eat Alone*, Ferrazzi does lots of name dropping. In *Who's Got Your Back*, my eyes again glassed over with all the name-dropping. Ferrazzi's message would have been much stronger and clearer without all the lip service.

I usually hate this kind of book. By page 20, the blinding insight is delivered and then the next 200 pages just repeat it. Not here. Keith draws you in quickly but then keeps deepening his points. By page 205, I was more absorbed than I was at page 20. (The profiles of various types of people whose personal glass ceilings get in their way (section 3) was priceless. I re-read it three times, then

tried fitting everyone I know into one or more of them.) Keith uses an interesting device to keep the reader engaged: he makes you complicit in his own mentoring or "lifeline" process, as he calls it. Far from lecturing, he is often, and very appealingly, an imperfect student of his own insights. Several times I found myself saying "Keith, you are doing it again...". Just as his treasured lifeline people must do. This quirk really makes his point and lets the reader immediately relate to the value of what he suggests. I read this book at an interesting time: finding myself at a personal plateau with no obvious mentors and, as well, being asked to mentor someone whom I had no clue how to help. This book was very provocative for me on both fronts.

Following on the heels of the spectacularly successful and useful "Never Eat Alone," Keith Ferrazzi has put out what he has called during his tour "the book I should have written first." Maybe it is, maybe it isn't, but the editorial finesse of Tal Raz is missing, and, frankly, if I hear one more story about his other-side-of-the-tracks working class background in Latrobe I think I just might scream. Get over yourself, Keith. You've made it. Move on and let's get some business done. The concept, however, is good, and well executed, even if in too many words. Some of the fundamental approaches to assembling a 'personal board of directors' have been discussed elsewhere and better, but Ferrazzi does pull together several of these varying approaches. The additional workbooks available on Ferrazzi's web site make the ideas come alive, and the properly motivated reader can get right to work implementing the ideas. But the middle third of the book is dreadfully slow and tedious, and it is nowhere near the breezy read "Never Eat Alone" is.

An especially interesting read from a viewpoint of evolution from Keith Ferrazzi's last book ("Never Eat Alone") in which he makes a strong case for building and actively maintaining relationships as a driver of success in your professional and personal lives. Whereas the first book focused on "building out your network", the author now finds himself arguing for deeper and more engaged relationships: "the inner circle". The four themes of intimacy, generosity, vulnerability and candor are continued from "Never Eat Alone", but the emphasis is placed on accountability and the mechanics of maintain the "inner circle". As with the last book, I did not agree with the author on every point, but still very much enjoyed the read. The book strikes a nice balance between the motivation and the tactical details on how to get started. I've put several of authors' suggestions into practice and I am already enjoying their results. Great book.

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Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Change  
Your Brain, Change Your Life (Revised and Expanded): The Breakthrough Program for Conquering  
Anxiety, Depression, Obsessiveness, Lack of Focus, Anger, and Memory Problems The  
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