

Upgrade your work & life to extraordinary



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Upgrade: taking your work and life from ordinary to Extraordinary

Author: Rana Florida

As many of my readers know, from time to time I like to review books from McGraw Hill publishers; I like to schedule a pleasure book and then a business oriented book so I have several books going at one time. Today's book is a little of both!

Rana has had a wonderful exposure to world full of amazing people that have experienced or are causing others to experience success and having an impact in the world. During her travels she took the opportunity to interview these people on their thoughts regarding their extraordinary lives.

As a writer/ speaker, I found her chapters titles were what you would expect in a motivational book:

- • Envision Your Future
- • What's Your Passion?
- • Great Creative
- • Design Your Time
- • Big Risks-Big Rewards
- • Fail to Succeed
- • Your Tim to Upgrade is Now!

In my keynote program I cover some of these same topics and I found myself agreeing with her findings as well picking up additional insights from this breath of exciting individuals.

What makes this book unique and an excellent read is her interviews and findings from the people she interviewed and how they related or provided their insights into these key topics of building an Extraordinary life. Of the 27 people she interviewed you read her findings from the likes of:

- · Andre Agassi, Tennis Star: who only played tennis so he could fund his Foundation for Education.
- · Mario Batali, Chef & Restaurateur, since 2008 has been working to educate children worldwide
- · Mark Cuban, owner of the Dallas Mavericks
- · Richard Daley, former Mayor of Chicago
- · Tony Hsieh, founder and CEO of Zappos
- · Dr. John Noseworthy, CEO of Mayo Clinic
- · Wayne Pacelle, CEO of the Humane Society of the US

As you can see from this partial list, the diversity of people within this book provides interesting insights as to the actions and thinking of people who are impacting the world we live in. Rana tells her story with an easy style that integrates her personal and professional life as CEO of the The Creative Class Group.

In the last chapter Rana worked in a summary of her reactions and learning experiences from her life along with what she learned from her interviews. There is an excellent series of actions lists in the last few pages for your ongoing review.

As I like to remind my listeners: *you can't change the way you live your life, but you can change the way you live your life!* This is a good motivational read with tips and quotes that can change the way you live your life and Upgrade your life to the Extraordinary!

Ken Thoreson “operationalizes” sales management systems and processes that pull revenue out of the doldrums into the fresh zone. During the past 14 years, our consulting, advisory, and platform services have illuminated, motivated, and rejuvenated the sales efforts for partners throughout North America. His newest book: *Recruiting High Performance Sales Teams*

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