



The Book Nook

Read any good HRD/M books lately? Written a book? This column will review books thought to be important to the human resource practitioner. Your feedback and submissions are welcome.

FINDING YOUR PURPOSE: A Guide to Personal Fulfillment

by Barbara Braham

Crisp Publication, Inc. 1991. Los Altos, CA.
102 pages. Paperback Workbook. \$7.95.

The search for purpose and meaning will be to the 90s what the drive for success was to the 80s. Baby Boomers are shifting gears in their middle years. They are discovering that *things* can't give meaning. **Finding Your Purpose** guides one on the search for a personal purpose. And this "purpose" comes from finding our passion, following our personal preferences, developing and using our talents, and letting go of our "shoulds" and "oughts."

This book assures us that we *can* carve out a life with meaning — once you get past the five big stumbling blocks (or masks): 1. **Busyness**. (Do you really *need* to be so busy, or are you using tasks to protect you from facing the big issues in your life?); 2. **What will other people think?** (Following your heart requires high self-esteem.); 3. **Fear**. (There are steps you can take to develop courage and take action.); and, 4. **Money**. (Can you support yourself doing what you love?)

Author Braham attempts to blow away standard conceptions — that busyness plus money equals success. Although you can read through the book in an hour, answering the questions takes much longer. **Finding Your Purpose** is more of a workbook for writing down things like meaningful experiences, and answering questions about work, values, pleasures, and fears. There are questionnaires on busyness, values, self-esteem, and risk-taking in the book.

According to Braham, people who live "on purpose" find life has new rules. They begin to see life as an ongoing process that requires them to keep growing and assessing their purpose. They start to trust their intuition more, rely less on their intellect, and become comfortable with life's many paradoxes.

CONTENTS: Part I: What Is Purpose? Part II: The Five Masks: Mask #1 — Busyness; Mask #2 — What Will Other People Think?; Mask #3 — I'm Not Enough; Mask #4 — Fear; Mask #5 — The Having Mode. Part

III: A Life Guided by Purpose. This book is available from BARBARA BRAHAM & ASSOCIATES, 1143 NEIL AVENUE, COLUMBUS, OH 43201.

BEYOND THE MYTHS AND MAGIC OF MENTORING How to Facilitate an Effective Mentoring Program

by Margo Murray with Marna A. Owen

Jossey-Bass. 1991. San Francisco, CA.
240 pages. Hard cover. \$27.95.

Managers have long known that mentoring is a valuable tool for developing and retaining talented employees. However, many continue to believe that successful mentoring relationships are born, not made. This new book dispels the myth that mentoring can only happen through lucky accidents of chemistry.

Margo reveals how organizations — by designing and implementing effective facilitated mentoring programs — can extend the benefits of mentoring to a broad cross section of promising employees. This includes bright, but inexperienced entry-level people, to mature employees who need to expand or refocus their skills.

Murray provides step-by-step guidelines for putting together cost-effective mentoring programs. These programs foster employee learning and growth, are personally rewarding for mentors, and contribute measurably to both individual and organizational performance.

Using seven case examples of thriving and highly valued mentoring programs, Murray shows how these programs can be tailored to an organization's unique needs and can accomplish a wide range of goals. Such goals include developing leadership skills, increasing employee versatility through cross-training, and encouraging top-drawer people to commit their careers to the organization. She also demonstrates how mentorship can revitalize senior employees by giving them the opportunity to share their wisdom and experience.

CONTENTS: Part One: The Mentoring Concept, Benefits, and Pitfalls. 1. What Mentoring Is — What It Is Not, 2. Mentoring at Work in Organizations, 3. The Upside and the Downside for the Organization, 4. Payoffs and Penalties for the Protege, 5. The Mentor's Motivation and Concerns. **Part Two: Facilitated Mentoring: How to Make It Work.** 6. Mentoring Models and Applications, 7. Assessing Needs and Determining Organizational Readiness, 8. Structuring the Mentor Role: Qualifications, Recruitment, Selection, and Rewards, 9. Selecting Proteges and Diagnosing Their Development Needs, 10. Involving the Boss Who Is Not the Mentor, 11. The Coordinator: Selection, Training, and Responsibilities, 12. Nego-

tiating Sound Mentoring Agreements, 13. Evaluating Program Effectiveness, 14. Gender, Culture, and Relationship Concerns, 15. Making Facilitated Mentoring Work. This book is available from JOSSEY-BASS INC., PUBLISHERS, 350 SANSOME ST., SAN FRANCISCO, CA 94104.

HOW TO HAVE A GOOD YEAR EVERY YEAR: The Four-Point Power Plan for Maximum Performance

by Dave Yoho and Jeffrey P. Davidson

Berkley Books. 1991. New York, NY.
243 pages. Paperback. \$4.95.

How to Have a Good Year Every Year is a book which will enable you to gain an in-depth understanding of how energy, persuasion, optimism, and discipline affect your business or career. You'll learn how these elements can be properly applied in crucial areas and how they will become your keys to thriving *regardless* of the state of the economy or your level of competition.

For years, according to Dave Yoho, he wondered why some businesses and individuals thrived despite obvious limitations, while others blessed with considerable resources did not approach the success one might expect. He also wanted to identify what had led him to prosperity, and what had brought him hardship, pain, and despair, so he could share the lessons with others.

After much examination and research, Dave was able to view success as the proper application of four basic elements, which he calls the EPOD Theory. The EPOD Theory in operating a business, managing a staff, or advancing your career, represents the synthesis of his studies in business and psychology, and thirty-two years as a business owner, consultant, and speaker to both large and small organizations throughout North America, Europe, and Australia.

Dave Yoho's EPOD Theory is based on case history analyses of the people and companies with whom he has worked. The book is structured to enable the reader to start at almost any chapter and not be "out of context."

CONTENTS. Introduction — Why the EPOD THEORY: 1. Energy!, 2. Persuasion, 3. Optimism, and 4. Discipline. Managing the Business Elements: 5. The Power Plan, 6. Changing the Rules, 7. Selling, and 8. Negotiating Agreements and Retaining Outside Advisors. The Extra Touch: 9. Movers and Shakers and 10. The Power of EPOD Speeches. The Human Element: 11. Love Language and Effective Communication, 12. The Human Difference, and 13. Self-Esteem. Conclusion: Dream Your Dream. Bibliography. Index. This book is available in most bookstores or from THE BERKLEY PUBLISHING GROUP, 200 MADISON AVENUE, NEW YORK, NY 10016 (212) 951-8800. ■