

## BOOK REVIEW

***Linchpin : Are You Indispensable by Seth Godin***  
***Piatkus, 2010***  
**ISBN : 978-0-7499-5335-5**

### **Content**

In his book, author talks about the old world order which he terms as 'Factory Worker Mentality' and why we need to change this mentality and become a Linchpin. He does tell the need to become the most important person in this order i.e.; a Linchpin without telling how to become one. He tells you how to change factory worker mentality.

Author talks about the risks associated with just being a hard worker, he explains how to bring emotional labour to your work place. In his book he professes not to be an instruction taker, risk averter, while he talks about be self motivated, generous and fear accepting person. The author pushes the reader to be to socially intelligent person whereby, he can make human connection and become a linchpin.

The book also talks about how the organisations of future can identify such linchpins and manage them in order to manage better customer centricity. As per the book linchpins possess creativity and talent which makes them better judge of the

situation and better managers of complexities. One of the quotes which I felt were in deep contrast with other motivational writers is "Transferring your passion to your job is far easier than finding a job that happens to match your passion" - quiet interesting.

In his last chapter author also talks about the situations when the art of being linchpin doesn't work, and to overcome that he gives "Make more art. It's only the choice isn't it? Give more gifts. Learn from what you did and then do more". "Understand that there's a difference between the right answer and the answer you can sell". "Focus on making changes that work down, not up"; soul stirring.

Good read at the end of the day.

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