

Poke The Box

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The book “Poke The Box” talks about one of the most important things that is the foundation of the modern economy: initiative. Initiative, or the ability to start something (also known as shipping), is one of the most frightening and difficult things to do, though it may not seem like it. Initiative is fueled by curiosity. However, it is very essential towards anything, such as having a business; it is called “the seventh imperative” in order to go along with the other six imperatives of a business (awareness, education, consistency, being connected with others, building an asset, productivity). Initiative is so essential since, without it, businesses would not be successful. Even though a group of people may have the best ideas, people, materials, money, marketing, distribution, and place for building and organization, all of those things will be wasted if someone doesn’t start the whole thing and pushes everyone to go. However, someone cannot initiate without having a plan for doing something; if someone were to try to initiate without having a plan, then there would be no point. Initiative also separates successful people from unsuccessful people, as successful people have learned to practice initiative and have the courage to do it. They also pick themselves instead of waiting to be picked by others. Initiative is similar to a buzzer box; if you poke it, something will happen. People who practice initiative a lot poke the box a lot and get a result, while those who don’t practice initiative are too afraid to poke the box. As people continue to poke the box more, they learn new things, such as what will happen that is good and bad. Examples include computer programmers; when they code something, they see what happens, and then they change it and see what happens next; they continue to “poke the box” and learn new information until they have understood everything.

However, people are too afraid to poke the box because of risk, or the possibility of failing. When people get so focused on failing, they confuse risk with flux, or movement. In other words, when people get so worried about failing, they believe that if movement occurs, then something bad can happen. The reason that people are so afraid of failure is because they have been trained to believe that failure is bad and should be avoided. What they don’t understand, however, is that risk doesn’t always mean something bad will happen, as something good could also happen as well. And since they believe that risk is bad, they are afraid of initiative, or flux/movement, since that leads to risk. The thing is, however, avoiding failure completely is even worse than dealing with failure. Many famous people, such as Oprah Winfrey and Mark Cuban, have had to deal with failure in life, but that didn’t stop them from becoming successful. Many businesses also initiated the wrong way, such as Starbucks, which started selling coffee beans and herbs before actually selling coffee. Had the owner, Jerry Baldwin, decided to not initiate his idea of Starbucks and made the mistake of selling coffee beans instead of actual coffee, Starbucks would not exist today. If people decide to initiate, then they sometimes make the wrong decision or do the wrong thing. However, since many people are too afraid of doing the wrong thing, very little people initiate, which makes it valuable. They might say that their idea might not work, and if it doesn’t work, then it’s the end of the world. However, what they don’t know is that if they do

something wrong, they can make it right without a problem. Sure, failure might suck, but it's better than if a person decided to not start at all. Initiative helps people start more and more and learn to accept failure as an event of recovery. Although initiative and starting is very rare, it's the best option for success.

There were a lot of things that I liked about this book. For example, I liked how the book taught me a problem that I didn't know I had and I didn't know existed in many people. That problem is to have the courage to start a project or something else, due to the fear that it may not go right. It also mentioned a lot of scenarios where initiative and starting something would be necessary, such as in business, in the workplace, and in entrepreneurship. However, I didn't like how the book switched from ideas a lot (usually from the idea that starting something is so important to the idea that people are afraid to start something because they think it is wrong). I would recommend this book to ages 18 and up since people younger may not understand what it actually means to start something and initiate. I would definitely recommend this book to someone else.

Recommended Books:

How To Win Friends and Influence People by Dale Carnegie

The 7 Habits Of Highly Effective People by Sean Covey

Good To Great By James C. Collins