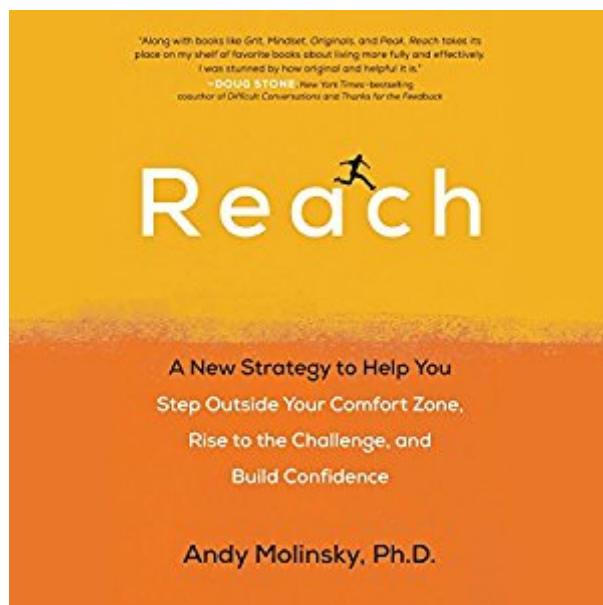


The book was found

# Reach: A New Strategy To Help You Step Outside Your Comfort Zone, Rise To The Challenge, And Build Confidence



## Synopsis

Do you feel comfortable delivering bad news? Do you look forward to speaking in public? Do you enjoy networking? Is it easy for you to speak your mind and be assertive with friends and colleagues? If you answered no to any of these questions, this book can help! What often sets successful people apart is their willingness to do things most of us fear. What's more, we have the false notion that successful people like to do these things, when the truth is that successful people have simply found their own way to do them. According to Andy Molinsky, an expert on behavior in the business world, there are five key challenges underlying our avoidance tendencies: authenticity, competence, resentment, likability, and morality. Does the new behavior you're attempting feel authentic to you? Is it the right thing to do? Answering these questions will help identify the "gap" in our behavioral style that we can then bridge by using the three Cs: clarity, conviction, and customization. Perhaps most interesting, Molinsky has discovered that many people who confront what they were avoiding come to realize that they actually enjoy it and can even be good at it. Short, prescriptive, and based not only on the author's groundbreaking research but on his own quest to get out of his comfort zone, *Reach* will help you take the thing you are most afraid of doing and make it a proud part of your personal repertoire.

## Book Information

Audible Audio Edition

Listening Length: 5 hours and 30 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Penguin Audio

Audible.com Release Date: January 24, 2017

Whispersync for Voice: Ready

Language: English

ASIN: B01MS6K03K

Best Sellers Rank: #156 in Books > Audible Audiobooks > Business & Investing > Careers #337 in Books > Business & Money > Job Hunting & Careers > Job Hunting #541 in Books > Business & Money > Business Culture > Workplace Culture

## Customer Reviews

I just finished reading Andy Molinsky's recent book called "REACH" and am very impressed. Andy captures so many of the issues I've been concerned about in my 30 years as a CEO and the last

10+ years as an international leadership coach. 80% of my coaching practice is with nonprofit leaders, many of whom struggle with integrating their comfort zones with the challenges they face as leaders. Andy has captured the essence of these challenges and provides a clear pathway for moving forwards. This is an exceptionally well-written book and I highly recommend it.

Reach has been written to speak to all of us that struggle with ... anything. Throughout the book the author provides us with fairly clear steps we can take to push out in to those tasks which make us feel uncomfortable.

This book inspires you to take that leap towards changing yourself. If you've been reluctant or fearful to change, the abundant examples show you that stepping outside your comfort zone is doable, very common and fact an expected state for leaders today.

Was ok. I didn't see any tips on how to overcome challenges when leadership at an org is only looking for loud and aggressive behavior as an indicator of confidence, and worst of all knowledge.

Very easy read full of actionable ideas backed by research. I gained some strategies I needed to push myself.

Excellent read to help the reader Reach beyond their comfort zone. Highly recommend this book.

Had high hopes, but just common sense, I wish I had really looked at the reviews. I would have returned it if the date hadn't already expired.

A++++++

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