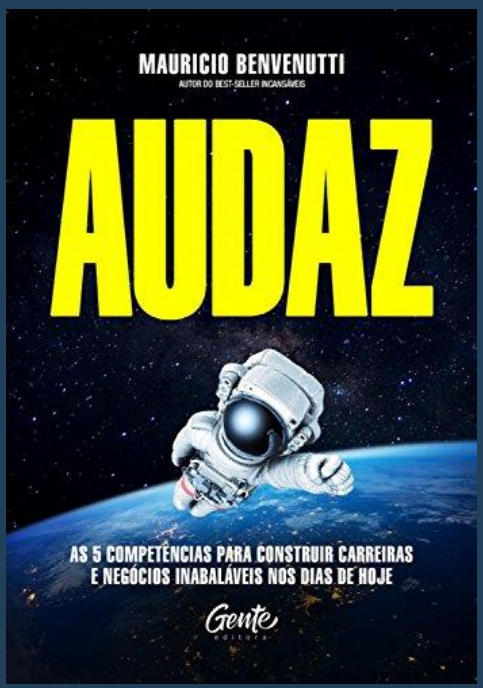


Audacious

Audaz
Year of publication: 2018
Author: Mauricio Benvenutti
343 pages
Link for purchase: https://amzn.to/2JgyJHh

"Audaz" (2018), “Audacious” in free translation, written by Maurício Benvenutti shows "the five competencies for building unwavering careers and businesses today."
The book has 224 pages and 10 chapters that, in addition to presenting a straightforward and objective view of the path that jobs, professions, and businesses will follow, is a practical guide that will make you different in this competitive environment.

Score

9

9 Aplicability
10 Inspiration
10 Innovation
9 Impact on results
9 Structure

Main ideias of the book

- *“Make an impact”;*
- *“Look at the next turn”;*
- *“Question instead of getting the answer ready”;*
- *“Do with people instead of for them”;*
- *“Be diverse”.*

For whom is this book suitable?

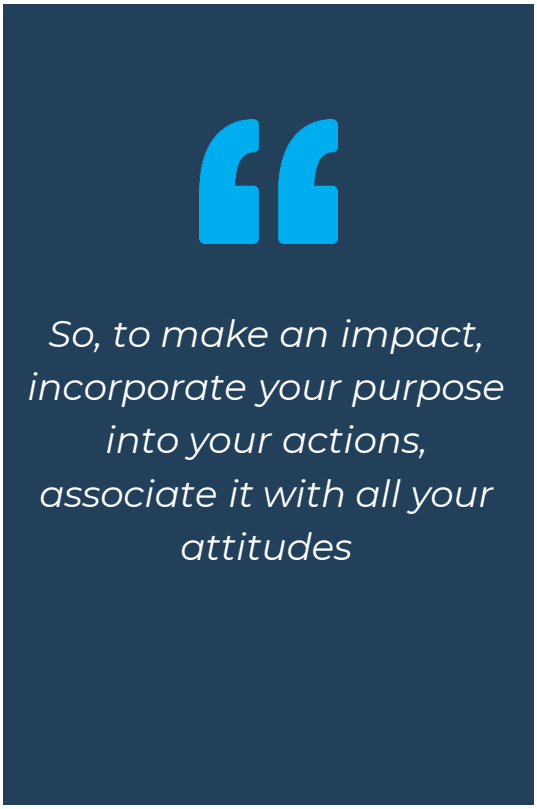
For everyone who wants to be competitive in today's fast-changing world, this reading can serve as a real differentiator.

Maurício Benvenutti confronts what universities and MBAs have taught us. Prepare to take a real shock and find out why the habit of learning, unlearning and relearning has never been more important than ever.

Overview of the book

If you want to build something in this world, make an impact

Starting a business and going bankrupt is not difficult, especially in the current economy. And, of course, those who succeed don't do it by chance. They have one thing in common: they don't aim exclusively at profit. They want to inspire, delight and transform lives.
In other words, these companies have a purpose. And purpose means sharing values.
For Maurício, “A purposeless organization manages people. A company with purpose mobilizes them. This is the key ingredient of a strong, sustainable and lasting organizational culture.”
And here we have the first competency listed by the author to make an impact. To make an impact, it's necessary to live by your purpose. Writing a formidable phrase isn't enough, actions are much more important than words.



So, to make an impact, incorporate your purpose into your actions, associate it with all your attitudes. There are three ways to do this:

1. “Improve the quality of life”: make the world a better place, positively change someone's life with your product or service. Remember that your world can be a house, a neighborhood, a city or the country where you live;
2. “Correct the error”: to make an impact, it's essential to eliminate the errors as they appear. Be sure to settle tomorrow or later. Solve the problem just as it arises;
3. “Prolong the Right”: keep it right. Spend your energy and focus to further enhance the good experiences. Explore new markets and people. Create variations and make feedbacks longevity.

“Don't fall in love with what you do, but...”

By 1850, in the United States, there were so-called “ice pickers”. In winter, these workers walked over frozen lakes and used blades to cut the ice. The ice blocks were then stored and transported.
The widespread commercialization of ice has revolutionized the food market by allowing it to be transported over long distances and to be stored for a longer period of time.
The business grew so much that a national ice distribution network was created, as well as its exportation to the rest of the world.
But in 1900, a few decades later, this form of business was transformed. Engineers devised a method of artificially freezing water and through that method came ice factories. That is, winter was no longer necessary.
Ice was now produced every day, 365 days a year. What's more, it was produced near consumers, causing “ice pickers” to decay.
But from the 1930s, another evolution in the ice industry happened. The change was based on the price reduction of electric motors. And so came home refrigerators.

Just as people didn't need the “pickers,” they didn't need the factories either. Because ice is now produced inside consumers' own homes.
Well, here's the most important fact of this story: the link with the next competency.
According to Mauricio, “No ice picker has turned into an ice factory. And no ice factory has turned into a refrigerator factory. This is because, until today, most companies define themselves based on what they do and not on the benefit they deliver.”
The importance is in the advantage you offer and not in what you do. In other words, focus on the benefits you generate, not the processes your business produces.
That way you will be able to see the next curve in your industry. You will see the subsequent point of your market. And it will have the ability to make the fundamental changes to keep contributing to people's lives.

“Questioning our surroundings has never been so important”

Alvin Toffler gave one of the quotes that describe the current world scenario very well. “The illiterate of this century are not those who cannot read or write. But those unable to learn, unlearn and learn again.”
Be prepared to transform yourself several times in your life. Just agreeing without questioning will make you increasingly obsolete. If you stick to rules and standards, you'll never know how extraordinary you are.
The habit of questioning changes the way we see the world. Crumble truths and myths. It defies common sense. It goes against behaviors, norms, and conventions.
Therefore, questioning the routine rather than trying to maintain it is an indispensable practice in today's professions and businesses. In place of a ready answer, question.

What other authors say about it?

In Flávio Augusto's book, "Ponto de Inflexão", “Inflection Point” in free translation, he says that many people don't realize when they are facing a life-changing moment and end up choosing for convenience, not conscience, i.e. just follow the flow.

It's important to point out that not following what most people do doesn't mean we are left behind. It may mean that the other way would lead us where the conventional way cannot lead us to the path of success.

We also have "Empreendedorismo Inovador", “Innovative Entrepreneurship” in free translation, where Nei Grando reveals that there are many ways to undertake. The internet, smartphones and the development of computing power have realized many previously unviable ideas. At the center of this evolution are technology startups.

Entrepreneurs learn even more by experiencing and testing the possibilities of their ideas. What needs to change and what works. However, there are principles that can leverage an entrepreneur's chances of success.

Another work that addresses the subject is "Empreendedorismo", "Entrepreneurship" in free translation, where José Dornelas says that it's inherent in entrepreneurs to dream big and envision a dazzling future for the company with achievements and much success.

However, dreaming big is not enough to leverage the business. The entrepreneur needs to turn him into concrete attitudes that will help put his ideas into practice.

Okay, but how can I apply this in my life?

If you think your business is just a business or your work is just a job, try removing the word only from context. It transforms everything. Many people are making their business and work the project of their lives, while others are just doing something.

A lack of desire generates apathy, self-indulgence, and disdain. Mauricio's tip is “rethink your present and your future if you are in this situation. With the fast-moving world, comfortable habits and lack of pride will accelerate the grips and the difficulties ahead.”

The most remarkable science doesn't occur when the environment is favorable. But when the mind is favorable.

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