



Unstoppable

Book summary by Frumi Rachel Barr, MBA, PhD

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Author bio and credits: Cynthia Kersey is living her life's calling by writing this book about Unstoppable people. Her life prior was as a successful businesswoman for a telecommunications company. Her life was not fulfilling until she herself began pursuing her search for meaning and passion.

Author's Big Thought: there are 45 stories in this book of the human spirit. They are of people who have overcome fear, doubt and great adversity to achieve what would normally be considered as "impossible". The author believes that from the greatest global achievement to the most personal accomplishment, the unstoppable spirit is the driving force for change and growth.

Noteworthy info regarding contents and chapter titles:

There are a few distinguishing characteristics that separate unstoppable people from all others. Each chapter discusses one of these characteristics. There are short profiles to illustrate these traits followed by exercises which can help the reader to find his/her own answers.

The seven characteristics of Unstoppable people are:

1. Purpose ignites the spirit - devote themselves to their true *purpose*
2. Passion Fuels Inexhaustible energy - follow their hearts *passion*
3. Belief sustains the journey - *Believe* in themselves and their ideas
4. Preparation builds the foundation - *Prepare* for challenges
5. Teams strengthen the cause - ask for help and build a support *team*
6. Creativity taps unconscious resources - Seek *creative* solutions
7. Perseverance rewards - *Persevere*, no matter what the challenges.

Action steps

Purpose:

Step 1; Discover your purpose

Step 2: Integrate your purpose into your daily life

Energizing your passion:

1. You'll be highly motivated

2. Work will seem like play
3. Others will share your passion and enthusiasm

Step 1: identify your passion

Action 1: determine what you love

Action 2: Identify activities based on your loves.

Charting your journey to belief:

Step 1: take immediate action

Step 2: Acknowledge your untapped potential

Step 3: watch your internal language

Step 4: neutralize fear and risk

Step 5: Visualize success

Step 6: practice affirmations

Step 7: Find others t believe in you

Step 8: Draw strength from a higher power

Step 9: dealing with critics and rejection – learn all you can about what you want to accomplish.

Identify the primary challenges and formulate strategies for overcoming each one.

Step 10: dealing with experts – people who achieved some of the greatest things were told that their goals were impossible. Trust your intuition and your inner heart's desire.

Preparing for your future

Step 1: Identify the desired result

Step 2: determine the skills you will need

Step 3: create a plan of action

Building your team:

Step 1; identify role models for strength and inspiration

Step 2; Inventory your existing contacts

Step 3; develop your own “inner circle”

Step 4: develop a mastermind group – your personal advisory board

Tapping your creativity:

Step 1: develop your inborn creativity – play the possibility thinking game – find 10 solutions

Step 2: be flexible

Perseverance rewards your efforts

Step 1: Focus on your goal

Step 2: Accept failures as learning experiences

Step 3: Be patient – cultivate a long-term mentality

Reviewer's recommendation: This book is a very inspiring read. The stories are touching and in many cases heart wrenching. If you need inspiration, this would be a place to find it!

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About the reviewer: Frumi Rachel Barr, MBA, PhD

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free ***Break From the Pack to Success*** consultation email ceocondfidante@frumi.com or call 949-729-1577