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# The Power Of Urgency: Playing To Win With Proactive Urgency



## Synopsis

Why wait for a crisis to be at the top of your game? We have all said, "I am really powerful in a crisis!" We surprise ourselves with our ability to produce great results under pressure. We recall rising to the immediate challenge with the very best of ourselves. Creating with a greater sense of urgency is a powerful catalyst for a rapid change in the status quo, whether you are a business leader, sales executive, consultant or motivated change agent of any kind.

Author William Keiper describes how to use the amazing strength, creativity and boldness stimulated by a reaction to a fight-or-flight situation, and harness this power in achieving the objectives most important to you. The Power of Urgency is the blueprint for motivating your employees, prospects, customers and constituents, to both decide and act with a sense of urgency. From the introduction by Steve Chandler: "This book first makes the point that the power of urgency is known to all of us. We can reference it. We have all had situations wherein we had no time to think and plan, where we simply had to respond with the highest energy we had. Later we basked in the afterglow of amazing results. This thought rose up: Hey I didn't know I had it in me. Then, maybe years later, it would happen again. Emergency-level crisis and massive, inspired personal action taken in response. Usually extremely bold and surprisingly clever. Remember those rare moments? But, as Will points out here, these events are all driven by external circumstances. We are challenged. We have nowhere to hide. We respond. But what if we could turn this ability on and off by making a proactive decision to engage it? What if we could bring the urgency with us into situations of our choosing? What if we could elevate our consciousness into that super-mind state we're all so fleetingly aware of? That's the lightning in a bottle that's been caught here for everyone to learn to use."

## Book Information

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## Customer Reviews

A quick--but not at all superficial--read that gives you the tools and perspective to harness focused urgency in your life. A quote I particularly like: "The use of rational assumptions until they are proven false is a powerful tool to maintain direction and speed toward your objective." This is the kind of thinking that allows you to get into action almost immediately, without waiting for the full picture to take shape (which it almost never will anyway). In a way it's like the advice aspiring writers often get about getting started writing, which seems simplistic but is actually fundamental: start writing. It doesn't matter if you fumble at first--keep going. Only when you get writing/moving will all the latent ideas and possibilities around you start to take solid form so that you can actually grab hold of them. Until then they're just potential--you might be able to sense them but you can't put them to use. Keiper's book is geared toward helping you take those first steps--including doing some initial assessment of a situation--and then, once underway, adjusting course based on the feedback you get once in motion. It talks about making commitments, getting "first-mover advantage," the intuitive aspects of operating with urgency, and more. Keiper doesn't talk down to the reader, and he acknowledges that some readers may be familiar with some of the material here. But really I found the book uniquely inspiring, not only in content but because of the unique way in which Keiper's own passion and voice come through. For me one of the most inspiring things about the book is its motivational quality--you feel like getting to work after reading this, and more importantly you see how easy it can be to get started.

This book does two things that every good book should do. It gives you a fresh perspective and gives you something to talk about! I was fortunate to do a study of this book with with a couple dozen other folks who were leaders, coaches, speakers, and the one thing we all pulled from this book is the relevancy to living our life with a sense of urgency -- proactive urgency - before the storms hit.

Living our life with proactive urgency keeps us focused on the goals and when the storms do hit we are already prepared. The book is broken into two major parts. Section one folks on just what proactive urgency is - why it is valuable. Section two takes the book to the next level -- it gets to the how. How we can live our life with pro urgency. I particularly liked the chapter dealing with fear. That was worth the read alone. Here are just a few William Keiper quotes from the book that resonated with me.- "Choosing to be urgent ... means embracing ourselves as we are now and moving into action."- "Acting with purposeful urgency requires accepting the risks of doing"- "You are already. Just. Go. This is what successful people know and never forget."- "If you want to know your future, the actions you take now will create it."- "The world only moves for you when you act "

In the wonderful introduction (written by Steve Chandler) to this book he points out that author William Keiper "has caught lightning in a bottle". I couldn't agree more. This book is like riding a rail at 100 miles an hour. You can't stop and you can't get off and you don't want to. I love the whole idea that we have such amazing power that we only use when we are forced to use it in a crisis, but we can turn it around and be proactive. I will think differently about how I go after the things that are important to me. If you are stuck--buy this book. If you read it you can't stay stuck.

The Power of Urgency is a powerful and thought provoking call to action towards getting what you want. I read it, studied it and then used it as a guide as I put my own system in place towards playing "all out" and saw immediate results. The beauty of the The Power of Urgency is that not only does it kick start you into action, but it also serves to help you get unstuck. It does both by providing great insights into the role that fear, inauthenticity, lack of commitment and not dealing with the truth play in our not having what we want. William's Urgency Rule # 17 states, "Proactive Urgency is personal. If pursued with clarity and commitment, it will transform your work, your life and the lives of those around you". In just ten days with this book, I see great evidence of this.

I really liked this as it was a great use of my "free" book for a month from the Prime library since that collection seems to be very iffy. I actually ended up purchasing it because I wanted to re-reference parts for future use.

The Power of Urgency is a brief and effective book to help you take ideas, dreams and visions out of your head and into the world. How many of us think of idea and are really excited about it then we wait to do it someday and it never happens? The Power of Urgency has concrete suggestions to

overcome that tendency. I recommend the book to anyone who wants to increase velocity and decrease procrastination.

As a senior executive in the software and technology business, I am always looking for a management and motivational edge in a very fast-paced industry. In this book is the secret sauce to staying on the front edge of innovation and finding the power to keep it fresh. Every business management course from here on should integrate the author's concepts of the power of urgency and very rapid decision making and adaptation. The Power of Urgency is a winner for high performance business and for living powerfully.

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