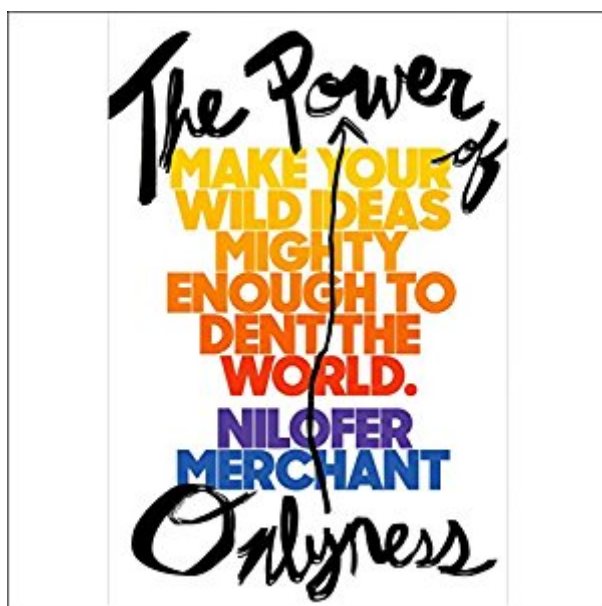


The book was found

The Power Of Onlyness: Make Your Wild Ideas Mighty Enough To Dent The World



Synopsis

An innovation expert illuminates why your power to make a difference is no longer bound by your status. If you're like most people, you wish you had the ability to make a difference, but you don't have the credentials or a seat at the table, can't get past the gatekeepers, and aren't high enough in any hierarchy to get your ideas heard. In *The Power of Onlyness*, Nilofer Merchant, one of the world's top-ranked business thinkers, reveals that in fact we have now reached an unprecedented moment of opportunity for your ideas to "make a dent" on the world. Now that the Internet has liberated ideas to spread through networks instead of hierarchies, power is no longer determined by your status but by "onlyness" - that spot in the world only you stand in, a function of your distinct history and experiences, visions and hopes. If you build upon your signature ingredient of purpose and connect with those who are equally passionate, you have a lever by which to move the world. This new ability is already within your grasp, but to command it you need to know how to meaningfully mobilize others around your ideas. Through inspirational and instructive stories, Merchant reveals proven strategies to unleash the centrifugal force of a new idea, no matter how weird or wild it may seem. Imagine how much better the world could be if every idea could have its shot, not just the ones that come from expected people and places. Which long-intractable problems would we solve, what new levels of creativity would be unlocked, and who might innovate a breakthrough that could benefit ourselves, our communities, and especially our economy. This limitless potential of onlyness has already been recognized by Thinkers 50, the Oscars of management, which cited it one of the five ideas that will shape business for next 20 years. Why do some individuals make scalable impact with their ideas, regardless of their power or status? *The Power of Onlyness* unravels this mystery for the first time so that anyone can make a dent. Even you.

Book Information

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Customer Reviews

How would you like to make more of a difference in the world? Do you sometimes wake up in the morning with a bit of angst about your role in impacting change, but perhaps have no idea how to do it? If so, then *The Power of Onlyness* is a must read for you. Nilofer Merchant's newest book is an accessible, timely, relevant, bold and powerful guide that shows how anyone can use their own ideas to make a valuable contribution. Merchant quickly pulls you into the narrative by sharing her own story of transformation, when she walks out on an arranged marriage and how that helped her to define her "onlyness." And while Merchant's story is unique to her, her bold move is empowering and serves as a metaphor for how everyone of us can discover our own value in our own lives. Merchant weaves in 20 captivating stories that encourage you to embrace your own unique identity and purpose. In doing so, she makes a clear distinction between uniqueness (too contextual) and onlyness, which only you can define. Unlocking your "onlyness" gives you the keys to take control of what happens to you. Even if you may not be responsible for much of what occurs in your life, you are completely responsible for your reaction to it. Yet in defining your "onlyness," it doesn't isolate you. Onlyness simply directs you to recognize your own value, so that you are making your own contribution to society. Indeed, this very notion of collaboration and co-creation, which Merchant introduced in her earlier two works, comes full circle in *Onlyness*. The magic of "onlyness" is that it fuses individuality, collaboration and what we can accomplish together. You define it and work with others to include your ideas and co-create as part of the larger group that shares your values. Doing this means taking ownership of your ideas and having the confidence to say no to anyone who attempts to define something that is inherently yours. Yet even that which may be inherently yours does not make you perfect; but no one else will value what you bring to the table unless you do. That inherent value and self-acceptance are pillars that define your "onlyness." The concepts and ideas that Merchant shares throughout *Onlyness* are equally tangible and accessible. You can't help but feel empowered to change something while you're reading the book or when you put it down. As Merchant points out, "We each want to add value and be valued. We need to

design systems that enable that. And it's urgent that we do it now. Broad parts of our workforce are being underutilized because they are unable to contribute their own ideas, creativity or judgment, Merchant says, and that will only be exacerbated by the automation of many jobs. Merchant provides the road map. We owe it to ourselves, individually and collectively, to act on it. There are countless pearls of wisdom throughout Onlyness, and likely we will each find different ones that resonate with us. Don't ignore the footnotes at the bottom of many pages, as I frequently do when reading many other books, for it is there, in Merchant's book, that you may find even deeper meaning to your "onlyness."

Kudos to Nilofer Merchant for writing a book that is already being called a "masterpiece" by business thought-leader Tom Peters. If you value ideas and want to know how one individual can make a huge difference by taking responsibility for getting their ideas out in the world, READ THIS BOOK! Its put-you-in-the-scene stories and thought-provoking insights make it a page-turner you can't put down. Perhaps most importantly, you will be inspired to take action on your idea instead of promising yourself you'll do something about it ... someday.

I had a difficult time getting my head around the concept of "onlyness". However the stories used by the author helped bring it into focus. I really liked the diversity of the ideas shared. What Carol Dweck wrote in support of the book "Shows how everyone can use their own ideas to make a valuable contribution" are my sentiments also. If folks are interested in making a contribution - this book can provide the inspiration and encouragement.

It's just what the world needs today - a road map to effect the kind of change that each of us, in our own unique, authentic way is in the position to see is important. This book shows how we (no matter our race, gender, religion, age or economic status) can find and collaborate with others who share and support our vision and reach heights we could never manage by ourselves. Nilofer Merchant shares real stories of people who have made their "wild ideas mighty enough to dent the world" and draws out successful strategies for us to use in our own journeys. A very engaging and thoroughly inspiring read!

Onlyness explores an idea whose time has come. Increasingly we're finding that the types of challenges we face don't have cookie cutter solutions that can be delivered by cookie cutter humans. It's going to take the unique things that we all bring to the table to make the world a better

place, and Nilofer does a magnificent job of describing just how that can happen. I appreciate that of the many, many case studies she explores she doesn't just simply include the successes, but some of the failures and explains what factors made the difference. I found this book to be inspiring, woke, positive, but realistic and actionable. It's quickly becoming the book I can't shut up about when talking to friends, and I hope it will be the same for you.

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