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Triggers: Creating Behavior That Lasts - Becoming The Person You Want To Be



Triggers

Marshall Goldsmith

BESTSELLING AUTHOR OF *WHAT GOT YOU HERE WON'T GET YOU THERE*

■ Mark Reiter

Read by Marshall Goldsmith • An Unabridged Production



Synopsis

In business, the right behaviors matter. But getting it right is tricky. Even when we acknowledge the need to change what we do and how we do it, life has a habit of getting in the way, upsetting even the best-laid plans. And just how do we manage those situations that can provoke even the most rational among us into behaving in ways we would rather forget? *Triggers* confronts head on the challenges of behavior and change, looking at the external factors (or "triggers") - both negative and positive - that affect our behaviors, our awareness of when we need to change, our willingness (or otherwise) to do so, and our ability to see the change through. Drawing on his unparalleled experience as an international executive educator and coach, Marshall Goldsmith invites us to understand how our own beliefs and the environments in which we operate can trigger negative behaviors or a resistance to the need to change. But he also offers up some simple, practical advice to help us navigate the negative and make the most of the triggers that will help us to sustain positive change.

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Customer Reviews

If you are good at setting goals but not that good at achieving them, then this is a must read. If you are a coach/mentor/leader that works with people to help them become a better version of themselves, then you will gain valuable insights from this book. You will learn valuable insights into what works and what doesn't when it comes to changing human behavior. It is okay to be skeptical about such bold claims. But consider the accomplishments of the author, Marshall

Goldsmith. He is one of the most respected coaches in the world. Mr. Goldsmith works with the elite leaders in industry and government. One simple fact about the way he conducts his business should give you sufficient reason to trust everything he says about changing human behavior. His minimum time frame for working with clients is eighteen months. And he collects his fee at the end of the period. No results, no fee. That is a powerful testimony to his effectiveness. While the title suggest that the book will be mostly about what triggers behavior, that is actually a rather small part of the points covered in this book. There are several very significant observations which will help the reader make changes that will last. One insight is “We are superior planners and inferior doers.” We make plans, set goals and fail to achieve them. If we hope to achieve the plans we make, we need structure. “We do not get better without structure.” One of the key concepts of the book is that we should ask ourselves active questions on a daily basis. And, we need to track the answers. The active questions can start with “Did I try my best today to

“This introduced a concept that effort is more important than results. We can control our effort. Often there are factors beyond our control which influence the results. Most people will need a coach/mentor to hold them accountable to answering the questions and searching for reasons why the person is not giving their best efforts. There are many other vital topics covered in the book. One of course is triggers “Our inner beliefs trigger failure before it happens.” Another is the wheel of change “Creating what we want in the future; Preserving the positive elements we want in the future; Eliminating the negative elements we do not want in the future and Accepting the negative elements we need to accept in the future. There are some powerful one liners in the book “We want short-term gratification while we need long-term benefit. According to Mr. Goldsmith the purpose of the book is twofold. One is to create awareness “being awake/aware of what is going on around us. The second is to foster engagement so that we are actively participating in life. If you are serious about changing your own behavior or truly helping others, then you will find a wealth of information in this book. But as Mr. Goldsmith points out the information is not worth much unless we become better doers. He gives the tools necessary for being a better doer. The work is up to you and your coach.

I adore Marshall Goldsmith’s style. I am a coach, and his wisdom is basic, practical and very much appreciated. I have learned insightful and useful concepts from his books, which is worth noting as a lot of books on coaching are stuffed with male ego-ridden drive that I find uncomfortable and hard headed. I am still considering this book’s position about environment and trigger, but overall would say it is worthy of reading. Goldsmith has a gentle, firm grasp on the slippery nature of human

beings but always seems to offer his observations with compassion. I thoroughly appreciate his approach, authenticity and commitment to a craft that, at its best is magical and transformative.

Powerful idea applied through a simple tool. The same could be delivered in 50% less pages.

I'm a big fan of behavioral psychology and understanding how to mold our lives to be more productive or joyful. This ain't it. It's a business book by a business guy for business folks. No data. No insight into the workings of the human mind. Just a bunch of anecdotes, speculation and pointless diagrams. I got a 2-star value out of this book but I'm rating it 3 because I think other people will appreciate the casual, story-telling style as much as I disliked it. Self help is a weird genre weird because different authors appeal to different readers. Maybe it'll be right up your alley, but read through the reviews and make sure you know you're not getting a neuroscientist's or academic's take.

This book is about human behavior, its logic, and how the triggers of the environment make it so hard to change! As M. Goldsmith clearly paints it, change in adult behavior is one of the hardest things to accomplish. For that reason, it's very important to understand how the environment conspires to trigger our emotional and automatic worst behaviors! He gives sound advice on how to identify and overcome those triggers to be the very best version of ourselves. Change is possible if you understand the environment and manage to influence it before it influences your very human and damaging reactions! Very recommended!

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