

#MOJO
TWEET

MARSHALL GOLDSMITH

140 Bite-Sized Ideas on How to
Get and Keep Your Mojo

A THINKaha BOOK

#MOJO**tweet**

140 Bite-Sized Ideas on How to Get and Keep Mojo

Book Excerpt

By Marshall Goldsmith
Foreword by Mitchell Levy

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Foreword by Mitchell Levy

Mojo is that missing ingredient that is between you and your life filled with meaning and happiness. '#MOJOtweet' provides that in bite-sized packages.

Mitchell Levy,
Founder and President,
HappyAbout, Inc.

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Section I

What Is Mojo?

Mojo happens the moment when we do something that's purposeful, powerful, and positive, and the rest of the world recognizes it. Some people have it naturally, but everyone can get it and keep it by working on it.

1

Neither misery nor emptiness is a desirable option for most human beings!

2

The only person who can define meaning and happiness for you is YOU!

3

We run everything through two filters:
short-term satisfaction (or happiness)
and long-term benefit (or meaning).
Both have value.

4

The million-dollar question: “What
is the one quality that differentiates
truly successful people from
everyone else?”

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Section III

Key Terms

It helps to understand the five qualities that we bring to any activity and the five benefits that we derive from the activity after a job well done.

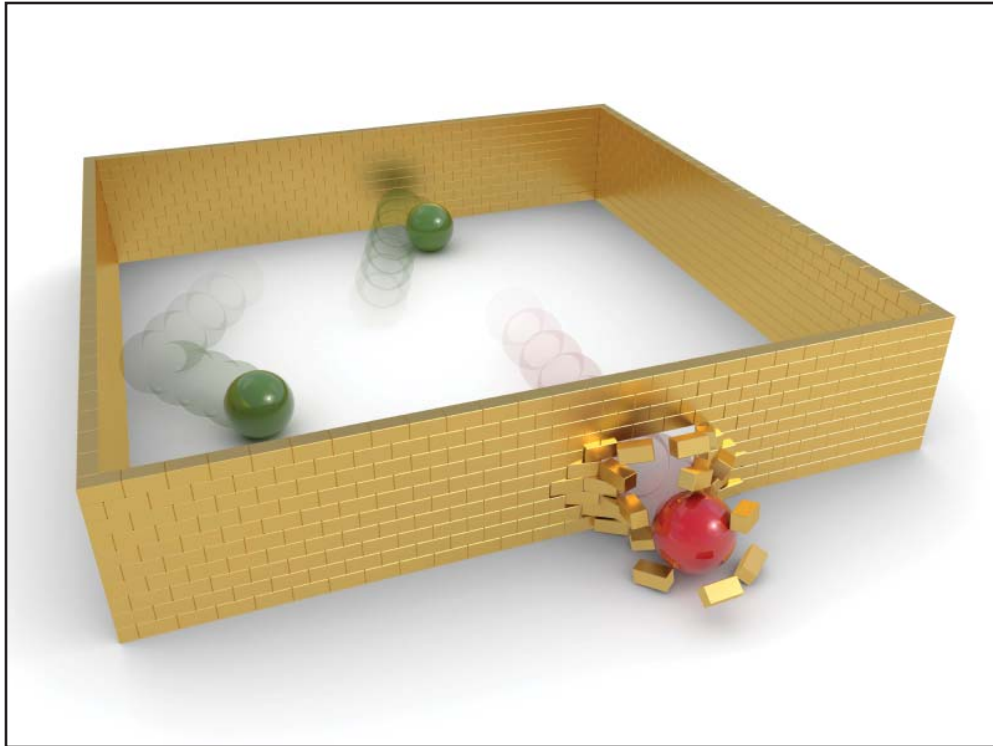
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Knowledge is when you understand what to do and how to do it (as opposed to being unclear on processes or priorities).

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Ability is when you have the skills needed to do a task well (as opposed to when it does not fit your talents or competencies).

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Section IV

The Mojo Paradox

Our general tendency is to continue to do what we are already doing, but this might not be sufficient to getting and keeping Mojo.

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The conclusion is unequivocal. Very few people achieve positive, lasting change without ongoing follow-up.

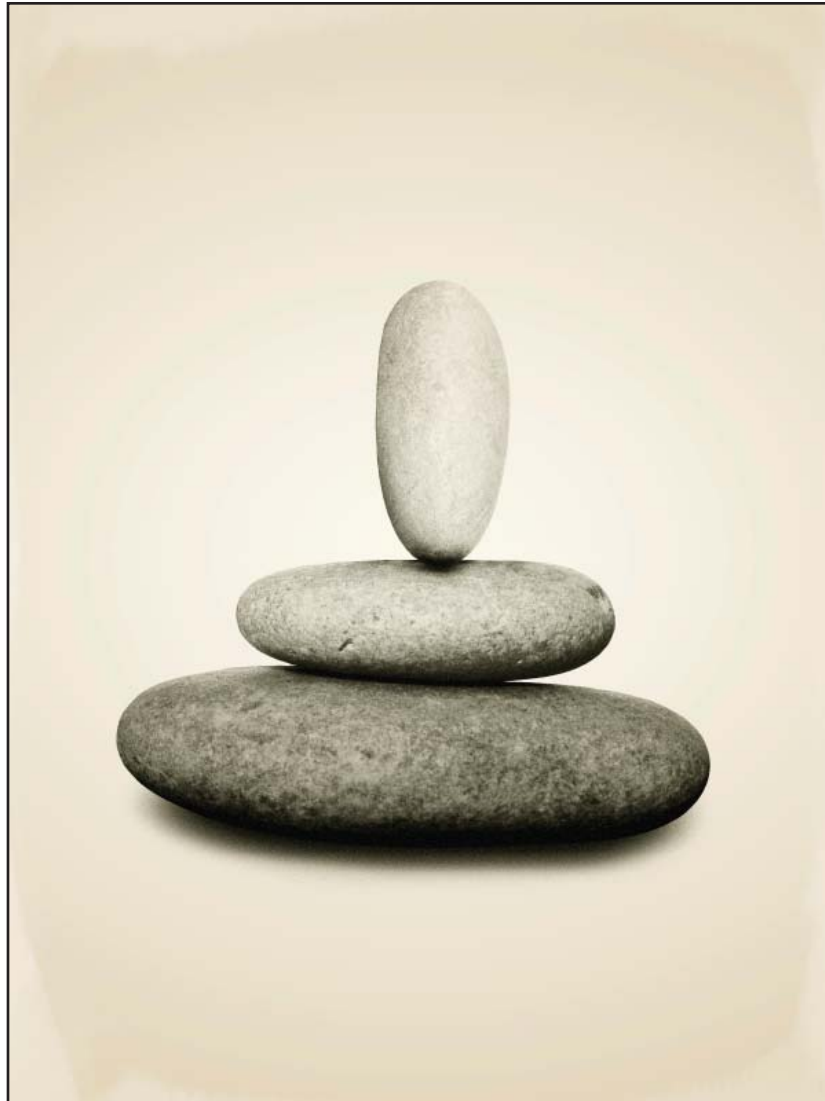
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We're more alert to how we behave, perform, and appear to others when we know someone is judging us.

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Your options are not as limited or limiting as you think. But you may never even consider these options without first posing a few questions.

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Section XI

Final Thoughts

Your Mojo is your ticket to a happier and more meaningful life. Here are a few parting thoughts on your journey.

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For employees who lack Mojo, the world of work can begin to resemble a “new-age professional hell.”

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In this new world, Mojo is both
harder to attain and more
important to keep.

139

The focus has always been on
shaping a happier, more confident,
more engaged you.

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140

Don't let your ego block you from
your goals.

About the Author



Dr. Marshall Goldsmith is a world authority in helping successful leaders get even better by achieving positive, lasting change in behavior: for themselves, their people, and their teams.

His book ‘What Got You Here Won’t Get You There’ is a ***New York Times*** best seller, ***Wall Street Journal*** #1 business book, and winner of the Harold Longman award for Best Business Book of the Year. It has been translated into twenty-eight languages and is a listed best seller in seven major countries.

Dr. Goldsmith’s Ph.D. is from UCLA. He teaches executive education at Dartmouth’s Tuck School and frequently speaks at leading business schools. He is a Fellow of the National Academy of Human Resources (America’s top HR honor), and his work has been

recognized by almost every professional organization in his field. In 2006, Alliant International University honored Marshall by naming their schools of business and organizational studies, the Marshall Goldsmith School of Management.

Dr. Goldsmith is one of a select few advisors who have been asked to work with over 120 major CEOs and their management teams. He served on the Board of the Peter Drucker Foundation for ten years. He has been a volunteer teacher for U.S. Army Generals, Navy Admirals, Girl Scout executives, and leaders of both the International and American Red Cross, for whom he was a National Volunteer of the Year.

Marshall's twenty-seven books include: 'The Leader of the Future' (a ***BusinessWeek*** best seller); 'The Organization of the Future 2' (Choice Award—top fifteen outstanding academic business books 2009); 'Coaching for Leadership'; and his recently-published ***Wall Street Journal*** best seller, 'Succession: Are You Ready?'

Over three hundred of his articles, interviews, columns, and videos are available for viewing and sharing online at <http://www.MarshallGoldsmithLibrary.com>. Visitors to this site have come from 195 countries and have viewed, read, listened to, downloaded, or shared resources over 4 million times.

Getting “#MOJOtweet”

(<http://happyabout.info/thinkaha/mojotweet01.php>)

“#MOJOtweet” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://happyabout.info/thinkaha/mojotweet01.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles

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