



Book Review

Sirinart Paetyangkul



Following someone's page on Facebook has become one of the common things we do, and this author is one several I have been following; Mr. Parin Songpracha. He has been sharing his experiences and updating his fans with new trends and custom in business practice. The 8 Things Super-Performers have in Common is composed for several year from his success and failure experience from the beginning of his career. Over 400 of his writing and share on his fan page, only 64 topics which each has over 100 shares, are selected to be in this book. Personal impression of this book is a mixture of tips and tricks, storytelling of someone who has been through tough times until succeeded and would like to share do's and don'ts. The book is easy to digest and practical. Anyone who works in organization or when individuals deal with people, this could be useful to reference as guidelines. There is no need to start reading chapter by chapter, it can be read from topic interested. The first jobbers, as well, could benefit from reading several chapters since the junior has fewer years of service. The book is like personal mentor!

Book Title: 8 Things Super-Performers have in Common
Author: Parin Songpracha
Publisher: 1168 Co., Ltd. Bangkok, Thailand

However, the book is not only his personal career path to success, but what make this book interesting is that the author allowed his fans to co-create some of the content by sharing their experiences, especially in the highlight chapter; chapter one "8 Devha Doors", meaning as the book title: 8 Things Super-Performers have in Common. The following is a chart summarizing 8 tips of the super-performers shares with the readers stemming from the author himself and from the fans together share. The tips portray in quadrants:

Not to spoil the excitement of the readers too much, the chart presents 8 key points at a glance. The author organizes the 8 tips into 4 quadrants: on the horizon, the left explains about entities of self while on the right is what we should react or respond to others. On the vertical top row defines inner world or thought of ourselves and the bottom row shows the outer world or situation we might come across with.

The first quadrant shows "self"/inner thoughts suggest that one should have (1) passion, drive, and grit (2) self-awareness, while the 3rd quadrant of self/outer world or situation suggests (4) time machine vision, (5) adapt to people and adapt to situation, and (6) high outcome deliver. The 2nd quadrant guides how one react to others/inner thoughts (3) great listener and be able to

understand others, and the last quadrant, recommends that (7) make it simple, and (8) give/push people.

The super-performers need to know themselves quite a lot and what they are crazy about and consistency in doing things. After some time, they will be able to see the direction or the path of it until be able to see the trend of how things should go. And absolutely that the top-performers work for their best outcomes. When involve with other, they spend time listening to find out what unsaid to deliver the precise outcome and understood. Giving opportunities to others and team building are one of the key performance indicators that great performers are not the best working on their own, but

they can work in team and push team members to explore their hidden gems.

The rest of the book is also valuable experience and insightful both in marketing and sales, tips, and techniques at work and with people at different times, for example when you are juniors what you should expect and what need to pick up at the first 5 years in career. In some chapters, probably for some who have been working for years, it is like a review of our past that we can connect with while reading. Even some part, might light up your fire and lightening up your ambition again, who knows? A lot more about what we had been taught but in practice we need to hear from the Super-Performers.