

Book Review

“Restoring the Soul of Business: Staying Human in the Age of Data”

Authors: Rishad Tobaccowala

This book propounds that the key to successful change in any association lies between human instinct and information-driven bits of knowledge. The author portrays that how computerized apparatuses and humans coordinated expertly in digilog organizations to build up a cognizance and figure out how to be proactive when they see cautioning signs that human characteristics are being subjected to innovation and information just choices.

The book highlights procedures and tools which any association or company can adopt. It also provokes readers to push ahead with the sort of equalization that catalyzes change and delivers one incredible accomplishment after another. The book is divided into three sections and twelve chapters. Section I includes three chapters and it focused on the challenges: carbon-based, analog feeling human in silicon infused digital and data-driven world. It guides how an employee can prompt expanded income, retention, productivity, and even bliss in their jobs and business with the best possible harmony between human instinct, imagination, and data-driven bits of knowledge. The author underlined that how employees and companies can release huge advantage by consolidating feeling and information, human and machine, simple and advanced. Even emphasized on the admonition indications of the companies which are data-focused such as helpless client assistance because of computerized, automated procedures that cause dissatisfaction towards a brand, less employee involvement in decision making, and helpless development coming from smothered workers not urged to contribute thoughts or experiences.

Section II includes 7 chapters that focused on the seven keys to staying human. Basically, the book proposed a healthy balance between data and emotion, and machines, and humans. The first key is to talk about the inconvenient (tough) truths in the company; the employees should be encouraged to speak the truth about the data and their views. The second key is to address the realities that change sucks, let the employees see how the change strategy helps them to grow, and also the organization. The third key focused by the author is unleashing creativity by inserting poetry into the power-point, let the employees show the creativity in their work, and highly innovative, game-changing ideas that can be generated. The fourth key in staying human is recognizing that talent does not work for companies but rather companies' work for talent; working for talent translates into three developmental actions: helping people create their niche, voice, and story. The fifth key highlighted by the author is diversifying and deepen time usage; the quality of time employees

spend is as important as the quantity of what they produce during that time. The sixth key in staying human is to schedule more meetings; meetings should be meaningful and more relationship building. The seven key focused is the upgrade your mental operating system; employees should be encouraged to learn more and highly updated with the new skills and techniques.

Section III of the book talked about fusing the story and the spreadsheet. The author stated that in an organization when there is a balance between the spreadsheet and the story, people are more likely to form their own opinions and be creative. The book has also marked that how associations of different sizes and from various enterprises, from Walmart and IBM to Starbucks and Domino's to Netflix and Google, have effectively reoriented their deduction on the best way to combine innovation and mankind. This book is beneficial for beginners as it provides a great perspective to view the workplace and make career decisions and for the companies on how to balance data and employees.

Reviewed By

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