

Tribes by Seth Godin

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SPECIAL POINTS OF INTEREST:

- What is a tribe?
- What makes an effective tribe?
- How to propel growth within a tribe?
- A tribe is NOT
- Guiding Principles
- Elements of Leadership
- Things to do to start a tribe

“Part of Leadership...is the ability to stick with a dream for a long time...long enough that the critics realize that you’re going to get there one way or another...so they follow.”
p. 132

We need YOU to lead US

THE SUMMARY IN BRIEF

Welcome to the TRIBE. A tribe is a group of people connected in some way to each other with a common culture and a means to communicate and typically having a leader. There are approximately 150 million traditional tribal communities in the world today, who all share common goal. Some tribes are small groups of fluid people and others comprise of global networks of people spanning several countries. But one thing is certain, a tribe DOES NOT succeed without a Leader. YOU can be that leader.

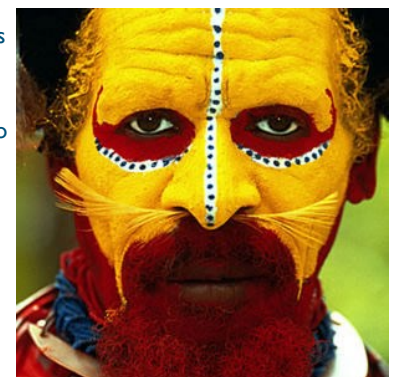
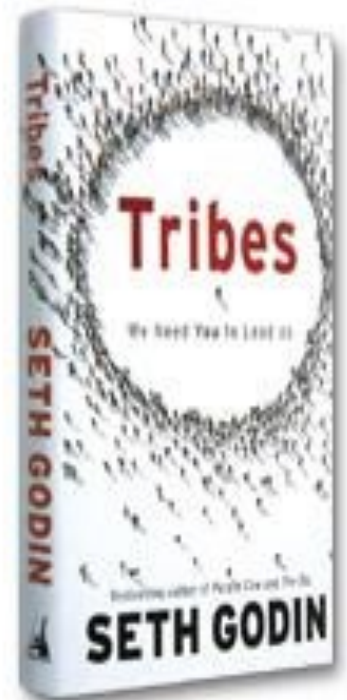
With the emergence of the internet connecting people across the globe, it has never been easier to create or find a tribe of sympathetic people. That is the central reoccurring theme in this book, Tribes: We need you to lead us by Seth Godin. The definition according to the author is very simple. It does not include any elaborate explanations of the social structure of the group, or the mechanics behind the leadership or the geographical relevance of the people. According to Seth Godin a tribe is a group of people who are connected to:

1. On Another
2. A Leader
3. An Idea

A Connection, a Leader, an Idea

Seth Godin uses this simple definition as a framework to discuss the successes of various tribes he has chosen throughout the book. The examples range from Mich Matthews who inspires a team at Microsoft, to Joel Spoelsky, the owner of a software service business, who also has a number of

engineers that follow him via his blog, and Nathan Winograd who is on a mission to stop (or limit) the number of dogs put to sleep at animal shelters – one shelter and one city at a time. All of his examples have the same three things: A Connection, A Leader and A Great



In this Summary you will learn:

How to make and maintain connections to your tribe

How easy it is to find a tribe

How important it is to believe in your idea



This book is not a textbook, or a self-help book, or a challenging read, but... It is an inspirational read and a book you will continually want to go back to, think about for weeks to follow and an easy enough book that you can read it over and over and over again.

Note about the Author

SETH GODIN is the author of 18 books that have been best-sellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. You might be familiar with his books Linchpin, Tribes, The Dip, Purple Cow

and Tribes.

In addition to his writing and speaking, Seth founded both Yoyodyne and Squidoo. His blog (which you can find by typing "seth" into Google) is one of the most popular in the world.

He was recently inducted into the Direct Marketing Hall of Fame, one of three chosen for this honor in 2013.

Recently, Godin once again set the book publishing industry on its ear by launching a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way.

His newest book, What To Do When It's Your Turn, is already a bestseller.

" Being charismatic doesn't make you a leader. Being a leader, makes you charismatic....it's a choice, NOT a gift." P.127

Characteristics of a Tribe

1. A group of like-minded people
2. Have active members that do more than show up
3. Aren't created by converting people, people choose to join
4. Aren't created by converting people, people choose to join
5. Not isolated and closed off
6. No "sheepwalkers" who follow blindly
7. People belong to many tribes at one time
8. Every tribe is different
9. Every tribe needs a leader
10. Every leader is different

Prologue

Are you frustrated at work? Do you find yourself questioning decisions made by superiors? Are you fed-up with dealing with irrelevant and boring work? Then Seth Godin encourages you to find or create a Tribe, step up, and lead. The steps to leadership are not as clear, as they would be in a leadership textbook, but that does not mean they are less. Tribes is filled with short stories of people who made the decision to make a difference and then who started to lead others who shared the same passion down

a path of affecting change. It is about finding your story, so that you can share your story with your tribe in order to find a connection and a way to communicate with your people. Traditional tribes communicated in the past with communal songs, dancing, shared stories, shared beliefs and shared culture. That is still the same today. Godin’s premise of creating or recreating a tribe follows these same patterns of behaviour. Find what connects the people, give them something to believe in and

provide them with a platform to communicate.... Then you will have a successful tribe. In many ways this idea of a tribe is ancient in nature, but with modern technology and the internet, the fabric of tribes and the scope of digital tribes are incomprehensible. The internet has made it so much easier to connect to people and people are already part of a group, on Facebook, Twitter, Snapchat, Uvoo, Instagram and the like, that all these tools can be used to engage tribes to make a positive change for a larger tribe of people.

Tribes— Guiding Principles

“The Elements of Leadership

Leaders challenge the status quo.

Leaders create a culture around their goal and involve others in their culture.

Leaders have an extraordinary amount of curiosity about the world they’re trying to change.

Leaders use charisma (in a variety of forms) to attract and motivate

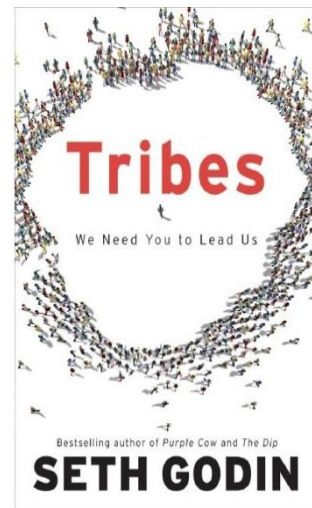
followers.

Leaders communicate their vision of the future.

Leaders commit to a vision and make decisions based on that commitment.

Leaders connect their followers to one another.”

– from Tribes, page 126



How to be a Tribe Leader

1. **BE** Transparent
2. **BE** Bigger than you should you should be
3. **BE** Willing to create a Movement that grows, thrives
4. **BE** Collaborative
5. **BE** Exclusive
6. **BE** Positive, there is not need to be otherwise



FAVOURITE QUOTES

“Skill and attitude are essential. Authority is not. In fact, authority can get in the way” (p. 20)

“The only thing holding you back is your own fear” (p. 44)

“Leadership is a choice. It’s the choice to not do NOTHING.” (p.59)

“Change isn’t made by asking permission” (p. 70)

“When you hire amazing people and give them freedom, they do amazing stuff” (p. 98)



PERSONAL STATEMENT

I have to be honest, I was not expecting much from this book. The book cover is unassuming, the book itself is small and it is NOT a very long book. For all intense and purposes it is a small book. But it is a case of Big things come in Small packages. I could not put this book down. I was reading it everywhere, on the bus, in the subway, waiting for my children at their sports, while watching TV, I could not put this book down. I caught myself constantly thinking about this book. As I encountered people throughout my day, I would be referencing something I read, or seeing similarities.

This book has literally made me a more critical follower. It has made me feel like the possibility of me as a leader is more attainable now more than ever. I felt connected to the people and stories in the book. It all made sense to me.

Ultimately, Tribes is a book about people. It is about what makes Tribes succeed and why they succeed, but it is written in a way that does not come across as preachy or jargon filled regurgitated textbooks. It is an easy book to read, to carry around, to scribble all over and to refer back to, because that is exactly what I did.

In the end, I am glad I read this book and I will be recommending it to my friends, my peers, my coworkers and my boss. I think that this little book hold a big punch and can never be underestimated for it’s value lies in the stories of real people leading real tribes and making at impact in the lives of others.

Call to Action

“Leaders have nothing in common. They don’t share a gender or income level or geography. There’s no gene, no schooling, no parentage, no profession. Leaders aren’t born. “p.145 According to Seth Godin, every tribe needs someone to make the conscience choice to lead. “Every tribe is different, every leader is different, but the very nature of leadership is that you’re not doing what’s been done before. If you were, you’d be following not leading.” p.146

Tribes by Seth Godin challenges us all to choose to be leaders in our own right and attempts to guide readers to discover that being a leader does not have to be difficult because we are all capable of leading and that we all have the tools to create powerful tribes all around us. All we have to do is, choose to do it.

