

PM WORLD BOOK REVIEW



Book Title: ***You've got 8 Seconds – Communication Secrets for a Distracted World***

Author: **Paul Hellman**

Publisher: AMACOM

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Reviewer: **Jennifer Arroyo, PMP** Review Date: June 2017

Introduction

Author Paul Hellman's LinkedIn profile has a tag line. "Imagine if everyone got right to the point." His new book "You've Got 8 Seconds: Communication Secrets for a Distracted world" conveys Paul Hellman's "Express Potential" workshop knowledge and keynote speaker experiences to the reader in a concise, easy-to-follow content format.

We live in a digital device-driven and social media-following modern life with constant disruption to our communication environment. The constant influx of distraction creates a new dynamic and challenges our ability to clearly communicate with someone in a short amount of time.

Throughout this book, Paul engages his readers with practical strategies and tips on how to speak to audiences while maintaining their attention. Paul with an obvious written intelligence and provides many insightful pieces of advice that add to the book's overall engaging character.

Overview of book's structure

This book first summarizes the human tendency of "Pretending to listen" and the topic of "the Attention Economy" which was introduced by Nobel Prize-winning economist, Herbert Simon.

Paul divided this book into three main sections based on his 25+ years of knowledge in communication consultation. He uses 3 key strategies with 100 tactics to develop new

approaches to deliver relevant information through different communication scenarios, all while maintaining a good sense of humor.

The detailed key features delivered by this book in each chapter include:

- Part I Capture Attention with FOCUS
 - Chapter 1 Say Less
 - Chapter 2 The Fast-Focus Method™
 - Chapter 3 Three More Ways to Focus
 - Chapter 4 Watch Your Words – and Your Emails

- Part II Capture Attention with VARIETY
 - Chapter 5 Be Slightly Different
 - Chapter 6 The Easiest Way to Explain Anything
 - Chapter 7 Stories: The 2.5 Step Method™
 - Chapter 8 Vary from Announce to Discuss
 - Chapter 9 Questions: How to Ask the Best – and Answer the Worst
 - Chapter 10 Presentation Tricks

- Part III Capture Attention with PRESENCE
 - Chapter 11 Act As If
 - Chapter 12 Ten Actions to Increase Your Presence: Assess Yourself
 - Chapter 13 Image: Communicate that You Look and Sound the Part
 - Chapter 14 Drive: Communicate that You Get Results
 - Chapter 15 Temperament: Communicate that You've Got the Right Disposition

- Conclusion: The Next Step
 - Practice
 - Then Let Go

Highlights

In the beginning and ending of the Book Paul gives readers the following quotes to highlight his messages.

About the Title... In 2015, Microsoft did a study on attention spans. The conclusion?

“You now have a shorter attention span than a goldfish...*eight seconds*.”

Should you read this book? What if you don't have time?..

“I tend to make up my mind about people within *thirty seconds* of meeting them.”- Sir Richard Branson, founder of Virgin Group

The Next Step...

“Showmanship, George. When you hit that high note, say goodnight and walk off”- Jerry Seinfeld, (from NBC’s Seinfeld)

“What I liked!”

Paul shared with the reader in Chapter 2 “The Fast-Forward Method™”. I like the method because it’s a progressive approach to communicating effectively.

“The Fast-Forward Method™” - By imagining “you’re the audience” and “be the audience” the speaker answers three questions:

1. What Should I Listen?
2. What Exactly Are You Saying?
3. What Should I Do with This Info?

Who might benefit from this book?

This book is an excellent resource book for anyone who wants to stay relevant and have a sense of connection with whoever he/she is talking to. It’s an essential reading for MBA students, frontline and senior managers, business owners, and HR professionals aspiring to communicate effectively and instantaneously with six sigma levels of quality.

Conclusion

I enjoyed reading this book. The information-loaded content of this book about effective communication strategies and useful tips is both practical and concise. It’s all about improving human connection.

Paul Hellman’s new book “*You’ve got 8 Seconds – Communication Secrets for a Distracted World*” is a delight to read.

For more about this book, go to: <http://www.amacombooks.org/book.cfm?isbn=9780814438305>

Editor’s note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.net.

About the Reviewer



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Jennifer Arroyo, MBA, PMP, Realtor® received her M.B.A. degree in Marketing from State University of New York at Albany. Jennifer joined PMI's Dallas Chapter in 2015.

Ms. Arroyo has more than 9 years of project management experience in the Multi-unit Business Marketing, Professional Development, and Financial Services industries. She works as an Associate Broker, affiliated with Keller Williams Realty, specialized in Residential | Commercial & Investment entrepreneurship PPM in Dallas TX. With her diverse international and industry-specific PM leadership experiences, Ms. Arroyo is passionate about helping entrepreneurs and business clients achieve branding goals and ROI Growth.

Keller Williams, the world's largest real estate franchise by agent count, had the most firms on the REAL trends 500, according to the annual ranking and reporting published by REAL Trends, Inc. Founded in 1983, it grew from a single office in Austin to approximately 700 offices and as of Nov. 2016 with over 150,000 associates worldwide. It's an Inc.5000 company and has been recognized as one of the highest rated real estate companies by numerous publications, including Entrepreneur Magazine and Forbes. The franchise, collectively, handled more than \$178 billion in sales, up 27%, and 645,000 transactions, up 21% over year 2016.

Jennifer volunteered and served as supporting Book Review Coordinator of the professional development and social media marketing initiative. She also facilitates the Early Childhood Bilingual **gogosmartmom e-Learning** program designed for Homeschooling Moms originating in Taiwan, Republic of China.

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