



BOOK NOTES

by Dr Frumi Rachel Barr

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Make Your Bed: Little Things That Can Change Your Life...and Maybe the World

Notes by Frumi Rachel Barr, MBA, PhD.

Author: Admiral William McRaven

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Author's Bio: Admiral William H. McRaven is the #1 New York Times bestselling author of Make Your Bed and the New York Times bestsellers Sea Stories: My Life in Special Operations and The Hero Code: Lessons Learned from Lives Well Lived. In his thirty-seven years as a Navy SEAL, he commanded at every level. As a Four-Star Admiral, his final assignment was as Commander of all U.S. Special Operations Forces. After retiring from the Navy, he served as the Chancellor of the University of Texas System from 2015 to 2018.

Authors' big thought: Embracing a daily ritual like making your bed can seem trivial, yet according to ex-Navy SEAL commander William H. McRaven, it's a step towards a disciplined and rewarding life. His publication "Make Your Bed" builds upon a speech he delivered at the University of Texas, outlining 10 vital life lessons derived from his SEAL training. These lessons serve as a guide to living a life of purpose and impact.

Introduction:

The military world demands unparalleled strength and discipline, challenges well-known to Admiral William H. McRaven, whose 37-year Navy SEAL career taught him invaluable survival strategies. He distilled these into 10 life lessons during a 2014 commencement speech at his alma mater, later expanded in "Make Your Bed."

Lesson 1: Start Each Day with an Accomplishment

Embrace the morning by completing a simple task like making your bed. It sets a tone of achievement, giving you the momentum to tackle subsequent tasks and ending your day returning to a symbol of pride and readiness for the next day.

Lesson 2: Success in Life Requires Teamwork

Overcoming life's hurdles is less daunting with a supportive team. Success is often a collective effort, and having reliable people by your side fosters strength and confidence.

Lesson 3: It's What's Inside that Counts

True worth is beyond the surface. It's critical to look past appearances, withholding judgment and prejudice until you know someone's true character. Often, those who seem the least capable can achieve the greatest feats.

Lesson 4: A Setback Is Only Permanent if You Let It Be

Life's unfairness is less a reflection of external forces and more about personal resilience. Avoid using misfortune as an excuse and choose to advance despite setbacks.

Lesson 5: Use Failure to Your Advantage

Failure is an inevitable stepping stone to success. Use it to fuel your determination, learn from your errors, and prepare for future challenges.

Lesson 6: Be Daring in Life

Fear of failure can stifle growth. To realize your dreams, you must be willing to take risks and test your limits.

Lesson 7: Keep Courage Close

Courage can overcome any adversity. It enables you to confront oppression and pursue your aspirations with tenacity.

Lesson 8: Stand Tall in the Midst of Darkness

In life's bleakest moments, strive to exhibit the finest version of yourself. Facing challenges with dignity can help you prevail over despair.

Lesson 9: Inspire Others with Hope

Hope can be transformative. Use your influence to encourage others, becoming a beacon for those lost in adversity.

Lesson 10: No Matter What, Never Give Up

In moments of overwhelming odds, persistence is key. Control your destiny by persisting, and if you must be defeated, let it be on your terms.

Recommendation:

McRaven's military-inspired lessons are universally applicable, providing a framework for tackling everyday life challenges with a positive and impactful approach. By adhering to these 10 principles, you can cultivate a life filled with purpose and meaning.

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About the reviewer: Frumi Rachel Barr, MBA, PhD

Dr. Frumi Rachel Barr is truly an entrepreneur having started and run 5 entrepreneurial adventures prior to following her passion for guiding the success of CEOs and their teams to Scale Up.

Money and a plan don't guarantee execution

Execution depends on communication, cascading priorities throughout the organization and an external guide that holds the team accountable and keeps the momentum going. Lots of companies know **what** to do – it's the **doing** that needs an external guide. That's what we provide. We use the best systems on the planet, as well as software to track team initiatives and progress.

Dr. Frumi believes that to succeed in today's business landscape, CEOs need a wise sounding board to bring unbiased insight and clarity to difficult decisions and to explore their blind spots. Afterall, "You Can't Read the Label from Inside the Jar". She is known as The CEO's Secret Weapon.

Her Who: Dr. Frumi guides creative, ambitious CEOs and Entrepreneurs who want to grow their businesses, so they have more freedom and a fabulous culture.

Her how: Dr. Frumi works with companies of all sizes to Scale Up and to create greater alignment, effectiveness and accountability to gain traction. She focuses on culture first to create an environment that allows for the right decisions to be made regarding Vision, Culture, Strategy, Metrics, Execution, Cash and Data Management. Using practical tools, outcomes include higher revenue and profitability, with greater collaboration and accountability.

Dr. Frumi is the author of a *CEO's Secret Weapon: How to Accelerate Success*. The book was ranked top business book of 2012 by ExecRank and has a forward by her colleague **Simon Sinek**, international author of best-selling *Start with Why*.