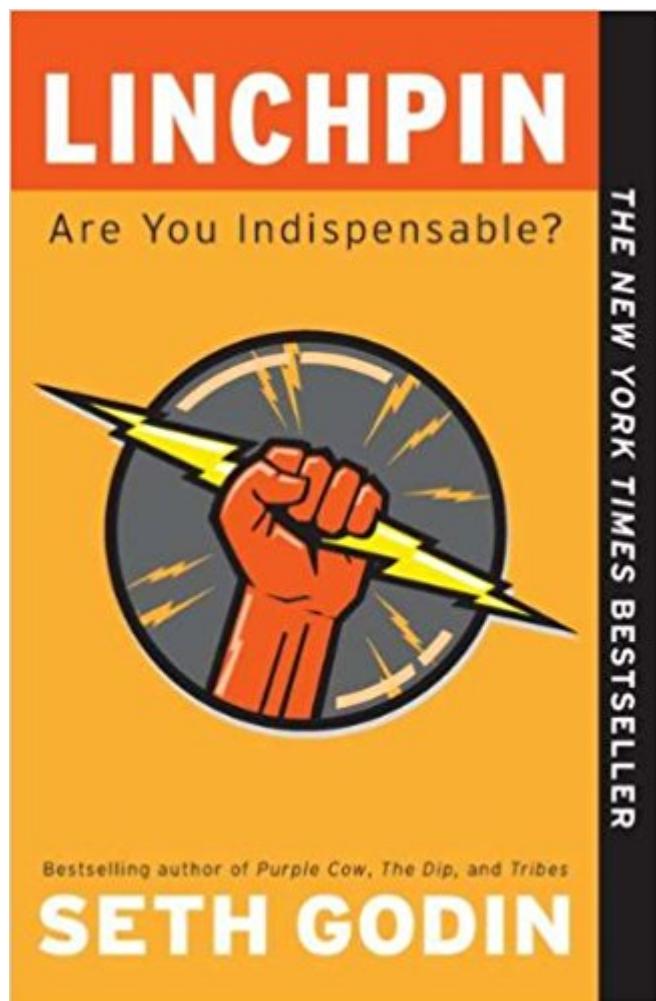


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# Linchpin: Are You Indispensable?



## Synopsis

This life-changing manifesto shows how you have the potential to make a huge difference wherever you are. Few authors have had the kind of lasting impact and global reach that Seth Godin has had. In a series of now-classic books that have been translated into 36 languages and reached millions of readers around the world, he has taught generations of readers how to make remarkable products and spread powerful ideas. In *The Linchpin*, he turns his attention to the individual, and explains how anyone can make a significant impact within their organization. There used to be two teams in every workplace: management and labor. Now there's a third team, the linchpins. These people figure out what to do when there's no rule book. They delight and challenge their customers and peers. They love their work, pour their best selves into it, and turn each day into a kind of art. Have you ever found a shortcut that others missed? Seen a new way to resolve a conflict? Made a connection with someone others couldn't reach? Even once? Then you have what it takes to become indispensable, by overcoming the resistance that holds people back. *Linchpin* will show you how to join the likes of... Keith Johnson, who scours flea markets across the country to fill Anthropologie stores with unique pieces. Jason Zimdars, a graphic designer who got his dream job at 37signals without a resume. David, who works at Dean and DeLuca coffee shop in New York. He sees every customer interaction as a chance to give a gift and is cherished in return. As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough to hold it back. It's time to stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you must."

## Book Information

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## Customer Reviews

Exclusive: Hugh MacLeod Reviews Linchpin Hugh MacLeod is an artist, cartoonist, and Web 2.0 pundit whose blog, [gapingvoid.com](http://gapingvoid.com), has two million unique monthly visitors. His first book, *Ignore Everybody*, was an Top Ten Business Book of the Year and a *Wall Street Journal* bestseller. Read his exclusive guest review of *Linchpin*: This is by far Seth's most passionate book. He's pulling fewer punches. He's out for blood. He's out to make a difference. And that glorious, heartfelt passion is obvious on every page, even if it is in Seth's usual quiet, lucid, understated manner. A lynchpin, as Seth describes it, is somebody in an organization who is indispensable, who cannot be replaced•her role is just far too unique and valuable. And then he goes on to say, well, seriously folks, you need to be one of these people, you really do. To not be one is economic and career suicide. No surprises there•that's exactly what one would expect Seth to say. But here's where it gets interesting. In his best-known book, *Purple Cow*, Seth's message was, "Everyone's a marketer now." In *All Marketers Are Liars*, his message was, "Everyone's a storyteller now." In *Tribes*, his message was, "Everyone's a leader now." And from *Linchpin*? "Everyone's an artist now." By Seth's definition, an artist is not just some person who messes around with paint and brushes, an artist is somebody who does (and I LOVE this term) "emotional work." Work that you put your heart and soul into. Work that matters. Work that you gladly sacrifice all other alternatives for. As a working artist and cartoonist myself, I know exactly what he means. It's not what you do, it's the way that you do it. The only people who have a hope of becoming lynchpins in any organization, who have any hope of changing anything for the better in real terms, are those who have the capacity to do "emotional work" at a high level•to be true artists at whatever they set their minds on doing. The guys who just plod around the office corridors, just turning up for their paycheck.... Well, those guys don't have a prayer, poor things. The world is just too interesting and competitive now. And Seth then challenges us, the readers, to become lynchpins ourselves. To make the leap. To become artists. To do emotional work, whatever the sacrifice may be. It's our choice, and it's our burden. Seth won't be there to catch us if we fall, but to become the people we need to be eventually, well, we probably wouldn't want him to, anyway. Congratulations, Seth. You

have penned a real gem of a book here. Rock on. --Hugh MacLeod

"It's easy to see why people pay to hear what he has to say." -Time "Thousands of authors write business books every year, but only a handful reach star status and the A-list lecture circuit. Fewer still-one, to be exact-can boast his own action figure. . . . Godin delivers his combination of counterintuitive thinking and a great sense of fun." -BusinessWeek "This book is a gift."

-Jacqueline Novogratz, Founder, The Acumen Fund "If Seth Godin didn't exist we'd need to invent him-that's how indispensable he is! You hold in your hands a compelling, accessible, and purpose-filled book. Read it, and do yourself a big favor. Your future will thank you!" -Alan Webber, Founder, Fast Company "This is what the future of work (and the world) looks like. Actually, it's already happening around you." -Tony Hsieh, CEO, Zappos.com "Thousands of authors write business books every year, but only a handful reach star status and the A-list lecture circuit. Fewer still - one, to be exact - can boast his own action figure....Godin delivers his combination of counterintuitive thinking and a great sense of fun." -BusinessWeek From the Hardcover edition.

Seth Godin really inspires the heck out of me. I read some of his books right out of college and the principles in them have guided me in my career and the way I approach work ten years later. This one was a great read. I appreciate his alternative views and far-out ideas - they're so spot on. His stuff pushes me to the best I can be. Start with some of his earlier books first!

Honestly, by far the most powerful books I have ever read. It hit me in all the right places. We are all artists, and we need to ship out all those moments of being a genius. Tell the lizard brain to shut up, and be a linchpin. Highly recommend this book for all who are wanting to be inspired. Jorge Harrington

Some complain that this book doesn't have enough technical details, the way a textbook would. This is instead a book that will change your mindset about work and careers. It's a fun read and very valuable for people who want extraordinary careers.

This was one of the best business books I've ever read. Seth Godin can contain so many individual nuggets of wisdom that he sometimes loses focus on the overall vision of a book. This was not the case with Linchpin. I recommend this book for anyone interested in business and leadership.

The best way to be indispensable is to be outstanding. We need to do the work, go the extra mile, put in the sweat equity to make ourselves standout. What's also the case is we all have different talents, abilities, and capacities. We are well served by pursuing what we are passionate about and make the most of who we naturally are. One of the best books I've ever read on the genre. I'm looking forward to reading more by Seth Godin!

Too much rambling. Author claims to have written many books. He should write less and hire a good editor to help focus. Any good content could probably be condensed to an essay. I found myself reading first sentence of many paragraphs and skipping, skimming to try to get to any substance.

I really wanted to like this book. After all, who wouldn't feel good when someone tells them that they could be - should be and are - an artist or a genius? Such is the premise of Linchpin. Beginning with that as a premise, Mr. Godin spins an argument for all of us to become indispensable in our chosen fields. Personally, I favor books with a strong research base and primarily inductive reasoning. Given a relatively large number of studies, certain generalizations can be made with a reasonable level of confidence. As a retired teacher, still committed to better understand all the factors which bear on achievement in life, Mr. Godin's book attracted me. Sadly, what I found was a deductive work with sometimes seriously lacking scholarship. If we are all geniuses under the skin, Mr. Godin, postulates, then there must be some evil forces conspiring to prevent us from achieving our potential. In the case of Linchpin, those forces are several: the "old" American creed of hard work without complaining, a mind-numbing educational system, and our limbic brain. Readers are even told that if they disagree with the major argument here, it's the resistance of our "lizard" brain. This made me think of the emperor's new clothes. The problem I have with many inspirational works is that they fail to recognize the complexity of people's interactions with the outside world. The educational system, my area of particular interest, for example, is not nearly as constricting as Mr. Grodin would have you to believe. The individual's interaction with the world at large is quite complex and depends heavily on traits possessed both through birth and early development, circumstances like family social class and community, and chance events. Even Mr. Godin recognizes that some individuals who shouldn't end up expressing their genius in powerful ways. Though I agree that there is indeed genius in each of us waiting to be realized, I would urge individuals to do

their homework before rushing out to show the world their artistic brilliance. As a teacher, I'd certainly urge teachers to do their best to learn what actions on their part have the greatest impact on showing students that they are capable of great achievement.

There is a very low likelihood that telling individuals that they are capable of great things, but guiding them toward expressing it has potential and a research base that can be learned.

Too repetitive and certainly nothing groundbreaking. I've read plenty of books in the self-improvement genre, a lot of which I can read from cover to cover with ease. With "LinchPin," I'm sorry to say, my eyes glazed over by page 80. Also, the book was too repetitive and certainly nothing groundbreaking. Oh, and did I mention? The book was too repetitive and certainly nothing groundbreaking. EDIT: I'm changing my review from 1 stars to 3. I mustered up enough courage to finish reading the remainder of the book. After you get beyond the repetitive nature of the first 100 pages, it starts to become a bit less painful and somewhat motivating.

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