



What Do You Want to Create Today?: Build the Life You Want at Work

By Dr. Bob Tobin

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Forget what you think you know about success and make your own happiness.

Dr. Bob Tobin lived what looked like a great life in Southern California: he had a house by the beach, a good consulting practice, and a BMW. But he wasn't truly happy. Work didn't really work for him.

After losing a job, going on a life-changing trip, and gaining a major change in perspective, Bob relocated to Japan, where his career path changed in ways he had never predicted and he finally found personal satisfaction, success, and happiness.

But how did he do it? And how can you do it?

Many of us are dissatisfied with our lives but don't make happiness a priority. It's time to forget everything you think you know about success, and stop trying to fit the mold. Traditional models of "success" don't work—not in a way that is right for you. Start learning more about yourself and your passions—and start realizing your creative and professional dreams—today.

What Do You Want to Create Today?: Build the Life You Want at Work shows you how to develop your career in a way that uniquely suits you. Tobin has spent 25 years using the strategies outlined in this book to inspire hundreds of executives and thousands of students to create the kind of lives they want at work.

Offering a mix of inspiring advice, practical suggestions, questions for reflection, and uplifting stories, *What Do You Want to Create Today?* is an essential guide in finding happiness and fulfillment via your work.

You'll gain a new perspective as you learn:
Why focusing on objectives is holding you back

How to “read the air” and act on what people *don’t* say

How to develop courage and confidence

How best to handle difficult coworkers

It’s time to embrace your dreams, surround yourself with positive people, summon your courage, have fun working, and never stop learning.

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Bibliography

- Sales Rank: #1689012 in Books
- Published on: 2014-10-07
- Original language: English

- Number of items: 1
- Dimensions: 8.10" h x 1.00" w x 5.30" l, .0 pounds
- Binding: Hardcover
- 216 pages



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Editorial Review

Review

"Not only is Tobin's book helpful for those who want to pursue a different and more meaningful life at work, it is also an insight into Japan's unique culture. Tobin has learned to utilize and embrace that culture to benefit his own career. His engaging book deftly shows how it might benefit yours."

—***The Diplomat***

"Tobin asks questions that inspire the reader to reflect on their own life. . . . He speaks as a friend who wants the best for his reader."

—***The Japan Times***

"An inspiring, 'inside-out' view of building a life that works. Tobin has an engaging, informal way of writing, making it more likely you will absorb and use his ideas. Learn from his experience."

—**Geoff Bellman, consultant and bestselling author of *Extraordinary Groups and Consultant's Calling***

"Anyone in business or going into business should ask the question 'Do I have the courage to be happy and successful?' If you are not sure of your answer, read this book."

—**Jim Alley, Senior Vice President (Retired) at Mattel, Inc.**

"Bob Tobin is an expert on how to turn around an organization, a team, or a life. In his book, *What Do You Want to Create Today?*, he shares his potent wisdom for adding meaning and passionate productivity to your workplace."

—**Mark Levy, founder of Levy Innovation and author of *Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content***

"Bob Tobin's essential new book gets at the heart of today's professional challenge: a choice between following the 'safe' path, which is getting less secure every day, and finding the courage to create a unique and amazing life. Mixing professional insights with engaging personal anecdotes, Tobin has provided a smart and practical guide for anyone who wants to get inspired and take action."

—**Dorie Clark, author of *Reinventing You* and HBR/Forbes contributor**

"Bob is an inspiration. This wonderful book will help you succeed and have fun in work—and more importantly—in life!"

—**Garr Reynolds, bestselling author of *Presentation Zen and The Naked Presenter***

"Bob Tobin's approach to career satisfaction starts with the most important element: YOU. He throws away the simplistic formulas for success that bind you into prescribed career paths and instead shows you how to achieve your true ambitions by tapping into your individual creativity. This is an important book for anyone wondering why they are not happy at work and what that can do to change that."

—**Melanie Billings-Yun, Ph.D., author of *Beyond Dealmaking***

"Most of us at some time dream of doing what we really want, but are locked in our current reality. This book is almost a 'how to' manual for believing in oneself. Bob Tobin is a living example of what is possible if one has the faith and courage to take that first step toward being truly happy."

—Kiku Taura, Former Head of Human Resources at UBS Global Asset Management

About the Author

Dr. Bob Tobin is a consultant, executive coach, and conference speaker who has consulted to organizations such as IBM, Gap, NEC, AIG, Disney, CitiGroup, the European Commission, the U.S. Navy, UBS, and Louis Vuitton. He was a host of Japan's most popular educational program, a commentator for the Boston ABC-TV affiliate, and a TED speaker in Tokyo.

A resident of Tokyo, Bob has taught at universities throughout the United States and Asia. Now Professor Emeritus, he was the first tenured American professor at Japan's Keio University Faculty of Business and Commerce and has taught thousands in his courses on leadership, creativity, communication, and change.

He blogs at drbobtobin.com and runs the Tobin Ohashi Gallery, which Time magazine called one of the four best places to see art in Tokyo.

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