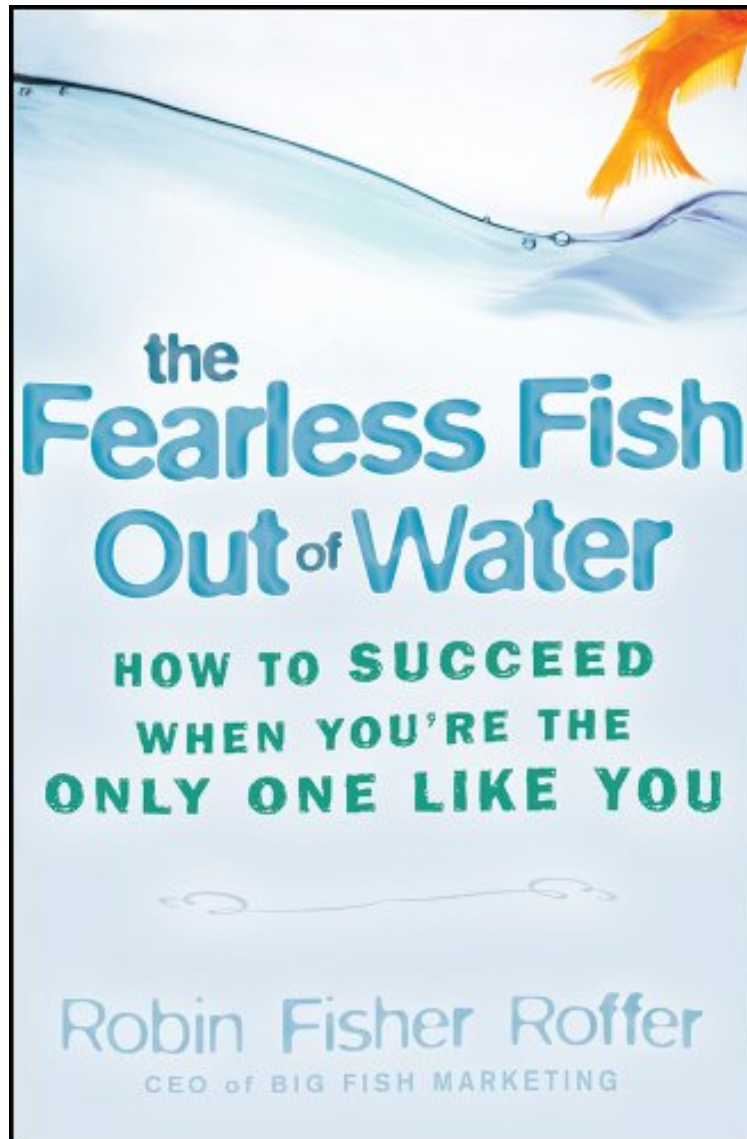


The Fearless Fish Out of Water: How to Succeed When You're the Only One Like You

Robin Fisher Roffer

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Robin Fisher Roffer : The Fearless Fish Out of Water: How to Succeed When You're the Only One Like You before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Fearless Fish Out of Water: How to Succeed When You're the Only One Like You:

1 of 1 people found the following review helpful. I LOVE THIS BOOK!!!By Fearless Peg"What I love about The Fearless Fish Out of Water is that it's practical. Roffer doesn't recommend you dye your hair blue or blast Death Metal from your cubicle if you want to let your true self shine at work. She fills you in on the best way to think about your

uniqueness (Each chapter provides helpful exercises!) and your company's culture and teaches you how to make the two things come together harmoniously. Great anecdotes from real-life Fearless Fish are included for good measure. This book is more than worth what you'll pay for it and the inspiration you'll get, especially in these touch economic times, is priceless."1 of 1 people found the following review helpful. Change perceptions of you by fearlessly showing yourself. By NaiThe Fearless Fish Out of Water is a wonderful career success book. The general idea of this book is that instead of trying to conform to something you are not, you can embrace your uniqueness in the workplace and accept yourself. We all need to fit in, but its always important not to lose your unique identity. By being your true self, instead of trying to be someone you are not, you thrive and those around you benefit as well. Author Robin Fisher-Roffer includes inspirational stories from other 'fearless fish'. She advises to first find the real you, and accept yourself. You can then be part of any group, yet not get lost in it. This is a great book for anyone who is feeling anxious about fitting in at the workplace or at school. There's useful exercises and helpful tips included as you read. 16 of 18 people found the following review helpful. Good business advice for talented people By M. L Lamendola There's nothing wrong with conforming, at least in some ways. In other ways, it's a huge mistake. Look at how many stupid things are done to avoid being different. Kids smoke cigarettes due to peer pressure, not stopping to think that those peers are not thinking either. People go out to restaurants and suck down a day and a half of calories at one sitting--because everyone else is. You could make a list of the twenty dumbest things people do, and probably 15 of those are done out of a misplaced "need" to conform. We can look at "over-conformity" from a different perspective than that of doing dumb things. We can look at it from the perspective that too much conformity stifles your potential to achieve. Roffer takes this other perspective in this book. What she's talking about is embracing what makes you different and using that as a strength. This concept may violate what you read in many career success books (talk this way, dress this way, etc.). And it may conflict with the cliquish culture among some influencers in your organization (what do you mean you won't golf with us?). But when you stop and think about it, this concept is logical. Consider what every company does in the marketplace. It tries to show its unique selling proposition, a concept marketers call "USP." What is it that differentiates you from the herd (or in Roffer's metaphor, school) and makes you special? I have come across some good works by motivational speakers and others who advise to be true to who you are. They expound on the virtues and benefits of this and that's good. What has been missing is the same kind of thing presented from a business mentor viewpoint. This is where Roffer comes in. She doesn't have a formula or paint by numbers process, so it's not a book that you can mindlessly follow. But it is laid out logically. And if you read it and think over the concepts you will find it contains much wisdom and insight. It also contains practical tips, easy-to-follow guidelines, and useful exercises for further developing and applying what you learn. Her basic premise is that rather than "fix what's wrong" with being different, use what sets you apart as a powerful force for achieving your goals. People want to fit in. They want to be accepted by others. You can be accepted without changing who you are. You can be you without apology and without alienating others. Roffer explains how to make that happen. Most nonfiction books consist of ten chapters. That's the standard formula. Roffer chose to write hers in seven chapters. She could have chosen to "fit in" by adding three fluff chapters, but her focus instead was on serving the reader. She had material for seven chapters, so seven chapters it was. She had material for seven chapters because she provides a seven-step process for succeeding as the person you are. She uses a fish metaphor throughout. She uses examples, mostly from the entertainment industry, to illustrate various points and concepts. Here are the chapters: Step 1: Go Fishing for the Real You. Self-knowledge is a lifelong process. This chapter helps move that along. Step 2: Use your Differences as a Lure. This chapter focuses on presenting what's different in a positive light, rather than apologizing for it. Step 3: Find a Few Fish Like You. How to create a support system, basically. Step 4: Swim in Their Ocean Your Way. I found this chapter particularly interesting. My approach has generally been to just stay out of the water (avoidance). Her approach relies on engagement. Step 5: Put Yourself Out on the Line. Great stuff here on self-advocacy, an area where many people go way overboard and many others just don't get off the pot. Step 6: Evolve by Casting a Wide Net. Being yourself doesn't mean being insulated from the rest of the world. How do you strike a balance? Step 7: Reel in Your Unique Power. This chapter looks at how to turn belief and courage into action. This book has a few flaws. For example: *The profusion of sentences constructed in parallel. These always make a reader have to do mental flipflops. *The persistent use of "flounder" where, judging from the context, the author meant "founder." These are not synonyms. *Other grammatical errors, such as using a modifier with "unique." *Too many references to television. People tend to be readers or television watchers, but not both. The reason is physical, because the brain adapts to the particular use. A knowledgeable medical examiner can identify which group an autopsied person belonged in by looking at the structure of that person's brain. Readers and television watchers really are that different. So, many of her references were simply foreign to this avid reader. *The writing style lacked snap. One reason is Roffer used many complex, compound, multi-clause sentences. The flaws are form, rather than substance. But they do detract from the reading experience. The message is good, and the author knows what she's talking about. I think for anyone who feels anxiety about fitting in, this book is a good investment of time and money.

Everyone's felt out of place at some point - be they female, minority, a geek, a non-conformist, or just boldly

individual. Fearless Fish will show readers how to stay connected while maintaining a unique identity, how to fit in without blending in, how to transform exclusion and have an impact. After all, there is tremendous opportunity for influence when you're on the edge -- you're already noticed! Fearless Fish will demonstrate how to make the most out of being noticed as you gain the tools for becoming more of who you are, instead of trying to change who you are. It will help readers use the tools they already have to find everything they want in their careers -- without sacrificing their souls.

From Publishers Weekly Roffer, CEO of entertainment branding firm Big Fish Marketing, has long felt like a "fish out of water" in the office place (a convenient metaphor, to be sure, but also smart marketing). Instead of conforming to corporate culture, however, she learned to achieve success by turning "uniqueness into an advantage." From her own experience and others', Roffer draws seven "career-tested steps" to help anyone facing the daily problem of feeling "left out, undervalued, unheard, ineffective, or misunderstood." Unsurprisingly, finding and accepting yourself is the first step; later steps encourage risk taking, open-mindedness and trusting one's instincts. At first glance, chapters entitled "Find a Few Fish Like You" and "Swim in Their Ocean Your Way" seem counter to the book's thesis, but are rooted in solid strategies: identifying what gives you comfort "so you can anchor yourself in your own uniqueness," and observing closely the office ecosystem. Thoughtful, motivating and compassionate, Roffer does an excellent job laying out the give and take of corporate culture--and how not to get taken. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Roffer, CEO of entertainment branding firm Big Fish Marketing, has long felt like a "fish out of water" in the office place (a convenient metaphor, to be sure, but also smart marketing). Instead of conforming to corporate culture, however, she learned to achieve success by turning "uniqueness into an advantage." From her own experience and others', Roffer draws seven "career-tested steps" to help anyone facing the daily problem of feeling "left out, undervalued, unheard, ineffective, or misunderstood." Unsurprisingly, finding and accepting yourself is the first step; later steps encourage risk taking, open-mindedness and trusting one's instincts. At first glance, chapters entitled "Find a Few Fish Like You" and "Swim in Their Ocean Your Way" seem counter to the book's thesis, but are rooted in solid strategies: identifying what gives you comfort "so you can anchor yourself in your own uniqueness," and observing closely the office ecosystem. Thoughtful, motivating and compassionate, Roffer does an excellent job laying out the give and take of corporate culture--and how not to get taken. (Feb.) (Publishers Weekly, February 23, 2009) From the Inside Flap Conform to the norm or stand out? Fit in or break the mold? What's the key to success in the business world? Can you be what they expect you to be and still be yourself? In *The Fearless Fish Out of Water*, Robin Fisher Roffer offers a business success guide for anyone who's different, and gives readers a permission slip to celebrate their unique style. Here are the insider secrets to doing it your way and doing it big! You can be true to yourself and you can be your own person--without sacrificing the success you know you're capable of achieving. No matter what sets you apart--gender, race, age, style, attitude, or anything else--you can still make it to the top, not despite your differences, but because of them. In fact, being different is a powerful force if you know how to make the most of it. At one time or another, we've all been the fish out of water. You might have felt left out, undervalued, ignored, or misunderstood--whether because of your style or your circumstances. But when you focus on the positive aspects of what makes you different, you can turn your differences into an advantage. Here, you'll find personal stories from successful professionals who were also fish out of water and learn how to make the most of your differences with practical insight, easy-to-follow guidelines, and engaging exercises. You can fit in without blending in or disappearing, because being different gets you noticed. The secret lies in learning how to be more of who you are without alienating those around you. *The Fearless Fish Out of Water* shows you how to open up to your authentic self, use your differences to attract opportunities, and project a magnetic persona out of those personal qualities that set you apart. It's time to stop apologizing for who you are and instead celebrate it. You may be different, but you aren't alone. Standing out is often the critical key to success for everyone from businesspeople to entrepreneurs to entertainers. Follow their lead, but do it your way. Read *The Fearless Fish Out of Water* and learn to show your true colors and reel in unlimited success.