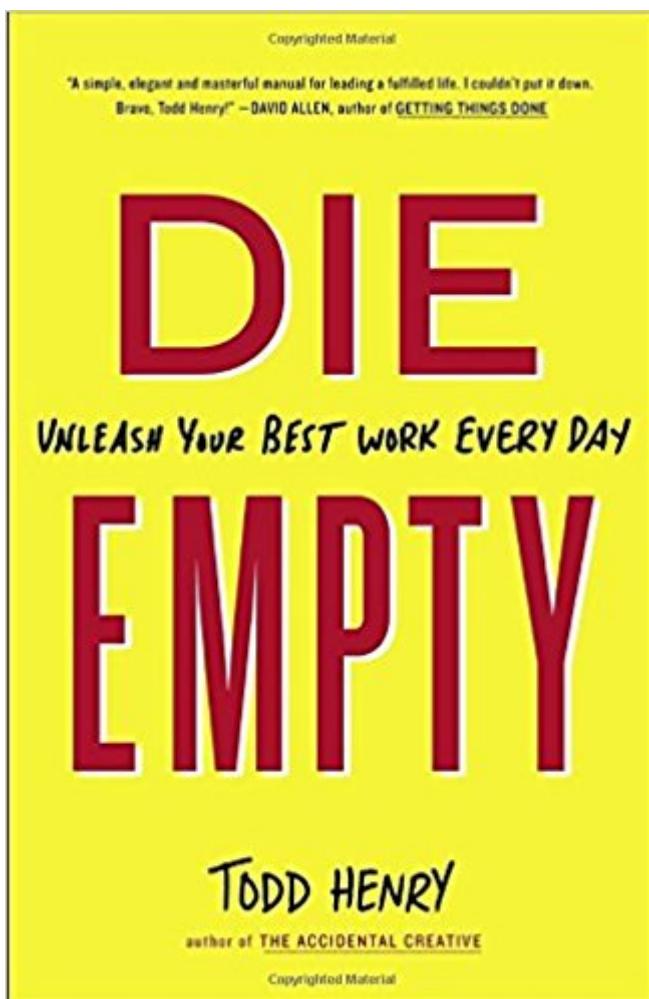


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# Die Empty: Unleash Your Best Work Every Day



## Synopsis

"One of the best books of the year. Passionate, practical and powerful, Todd will help you do more and do it better, starting right now." - Seth Godin, author of *The Icarus Deception*Most of us fill our days with frantic activity, bouncing from task to task, scrambling to make deadlines and chase the next promotion. But by the end of each day we're often left wondering if any of it really mattered. We feel the ticking of the clock, but we're unsure of the path forward.*Die Empty* is a tool for people who aren't willing to put off their most important work for another day. Todd Henry explains the forces that lead to stagnation and introduces practices that will keep you on a true and steady course. The key is embracing the idea that time is finite, so you should focus on the unique contribution to the world that only you can make. Henry shows how to sustain your enthusiasm, push through mental barriers, and unleash your best work each day.

## Book Information

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## Customer Reviews

Henry is the founder and CEO of Accidental Creative, a consulting firm that helps organizations generate new ideas. His first book, *The Accidental Creative* (2011), offered strategies for how to thrive in the creative marketplace and was supported by a podcast of the same name. The imperative of the new book to "die empty" may sound exhausting, but it's not about working yourself to the bone until you have nothing left to give. Instead, it's about reminding yourself that your life is finite to create a sense of urgency that breaks the habit of putting your best work off until tomorrow. Many modern professionals are "busily bored," cranking through a lot of work but not engaged or meeting their larger objectives. Henry provides a

number of tactics and mental challenges to keep you focused on short, medium, and long-range goals. Keep this one by your bedside and read a section or two at the beginning or end of the day to keep yourself on track. --David Siegfried --This text refers to the Hardcover edition.

"A simple, masterful manual for leading a fulfilled life. I couldn't put it down. Bravo, Todd Henry!" -- David Allen, author of the international bestseller "Getting Things Done" "In a field crowded with rivals, Todd Henry stands out as a unique and original voice. I love Todd's outstanding thoughts on how each of us possesses a career-in-potential, and it's our challenge to bring it forth so that we can 'die empty.' If you can read this book and not be inspired, you need a 100 percent full-body-and-soul transplant." -- Steven Pressfield, author of *The War of Art* and *Turning Pro* "You have a limited number of days on Earth. This book sends an urgent message: make them count!" -- Chris Guillebeau, author of *The \$100 Startup* and *The Art of Non-Conformity*

Todd Henry's first book was *Accidental Creative: How to Be Brilliant at a Moment's Notice*, which examined the creative process and provides strategies to maximize your creativity while maintaining healthy work habits. In *Die Empty*, Todd helps individuals and companies stop deferring their most important work. The book provides a process and principles for tapping into your passion -- at first, that may sound like several other books on the market, but this incorporates Todd's uber-valuable approach to the create-on-demand expectations of today's workplace. The book is organized around the "seven deadly sins of mediocrity" for individuals and teams: AIMLESSNESS: The book's chapter "Define Your Battles" helps you identify what you will stand for. BOREDOM: "Be Fiercely Curious" provides several strategies to avoid "busy boredom," including what he calls a "bliss station." COMFORT: "Step Out of Your Comfort Zone" helps you establish a new vector and set step, sprint, and stretch goals on your new course. DELUSION: "Know Yourself" helps you identify what truly resonates with you and what unique contribution you alone are capable of pursuing. EGO: "Be Confidently Adaptable" helps you prevent an inflated ego from stalling progress on your most important work. FEAR: "Find Your Voice" helps you take small, calculated risks every day. GUARDEDNESS: "Stay Connected" helps you maintain productive collaboration rather than closing off from relationships when things get busy. Todd also outlines four key factors that will determine your long-term effectiveness in life and work. Your F.A.T.E. determines your fate! I liked *Accidental Creative*, but I love *Die Empty*. As the author has continued to develop his ideas and speak to audiences large and small, his writing style, insight, and fascinating stories hit a whole new

level in this book.

I had the opportunity to read Todd Henry's first book (The Accidental Creative: How to Be Brilliant at a Moment's Notice) and also interact with him in my Innovation consulting. After meeting him in person, I was most impressed with his unyielding desire to do things that matter and make sure they impact other people. As I learned of this new book, it seemed like the perfect topic for someone who was already living the content. The book has been easy to digest and apply quickly. I found myself immediately brainstorming ways that my current commitments could have significantly more meaning and also dream (and plan) for work that could bring fulfillment. I have always had a deep sense that there was something in this world that I was "supposed to do" and this book gives a strong foundation for following that through and making sure I don't put it off until it's too late. Todd is often tongue and cheek about the irony of writing a book about ways to live with the focus of death on the forefront. He handles this existential topic well. There are also tools created to make a nice component for this content. I plan on using them with my small work team and also with some of my clients. As I talk to more and more people about this topic, it seems that we live in a day when most people want to do more than just earn money. This book really helped clarify how to walk that out.

Wow - a book everyone of every age should read. I am currently journaling through the book, deepening the impact of my first read. Takes my passion for encouraging nurturing empowering legacy building to a whole new, every day joy level. A book about living your life, rather than spending decades just dying. BIG help moving me from concept & theory to practice.

Todd Henry provides inspiration and practical advice for those seeking a greater sense of meaning and purpose in work — doing the work that we are meant to do. Henry articulates that daily work can be parsed into Mapping, Making, and Meshing and that by purposefully engaging in all three types of work we position ourselves to contribute the most value. He offers powerful suggestions to guide what he terms "the Five Conversations": the Clarity Conversation, the Expectations Conversation, the Fear Conversation, the Engagement Conversation, and the Final 10 Percent Conversation. These five questions expand our skills in collaboration and building trusted partnerships. This is an inspiring and practical guide for the journey along the job, career, and calling continuum.

Like Todd Henry, I believe we will all live a better life if we share our knowledge, skills and abilities with the world. But Die Empty is not a book that's filled with positive thinking platitudes. Instead, you'll learn how to create value where it didn't exist before. This is huge. From a career and personal perspective, it sets you apart from everyone else. People will want to work with you. You'll be making a bigger difference. You'll enjoy what you're doing at a much deeper level. In the book, Henry states: If you believe you're capable of more, your best work is ahead of you. I love it. Then, he guides you through a process to step out of your comfort zone. His 3-step approach includes:1) Mapping: figuring out your plan.2) Making it happen; doing the work.3) Meshing: prepping for long term success. I strongly encourage people to read this book simply to understand that concept better and hopefully, embrace it. My life has changed immeasurably since I committed to wholeheartedly giving away my personal gifts. Don't settle for a life of mediocrity. Go for it.

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