



Why People Fail: The 16 obstacles to success and how you can overcome them

Simon Reynolds

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If you learn the 16 principles in this book you'll be able to do more than turn your life around. You'll be able to uplift and transform it, taking it to levels that will amaze and delight.'

There are thousands of books on success - but this is a book on failure.

Mastering failure is a vital step in achieving your aims, hopes and dreams. Failure is the ambitious person's constant companion. It can dog you for months, years or even decades before you finally achieve your goal.

Siimon Reynolds, one of Australia's most successful ad men, explores the main causes of failure and reveals solutions for overcoming them and creating a successful, happy life. Why People Fail offers strategies and tips for beating failure habits such as:

- * unclear purpose
- * destructive thinking
- * low productivity
- * weak energy
- * not asking the right questions
- * poor presentation skills
- * stress
- * lack of persistence
- * money obsession

Master just one of the timeless principles in this book and you can increase your wealth, success, contentment and happiness. Master all of them and your life will rocket to a totally new level.

Why People Fail: The 16 obstacles to success and how you can overcome them Details

Date : Published March 1st 2010 by Penguin Australia

ISBN :

Author : Siimon Reynolds

Format : Paperback 256 pages

Genre : Self Help, Nonfiction, Personal Development

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From Reader Review Why People Fail: The 16 obstacles to success and how you can overcome them for online ebook

Jonathan Vazquez-Perez says

I think we've all seen the cheesy books on success and they have their value and merit but this one stood out because I actually just thought the title was pretty hilarious. It's pretty interesting to see all the common pitfalls we tend to fall in with regards to our goals and things we pursue, it gives you that clarity of realizing not just what to do, but what not to do. The biggest take away from this book for me is realizing what you even want in the first place, having clarity of what you even are going for in the first place, sounds obvious I know. I have friends who are well on their way to becoming great and I noticed they all have much more clarity about what they want out of life, than other people who are nebulous and kind of just go with whatever life brings. There is other pitfalls to consider but you can just read the book :P

Caroline says

The negative tilt of the title caught my eye and I made an impulse buy. This is the kind of book that needs to be read slowly, one chapter at a time, with a period of reflection before moving onto the next step of the reader's journey into self-discovery. Read it with a pen and notepad easy to hand as well as a fluro highlighter and those little paper tags. There is simply so much in this book that you'll want to remember and refer back to. And don't rush past all those little personal exercise in each chapter - they are an important park of your journey. In short, this simply isn't going to be a 'read in a weekend on the beach' kind of book at all.

It's a book filled with very accessible advice, written in a clear and conversational tone, well structured and useful, educational and always inspirational. I recommend it for anyone who has a personal project of any sort that they want to achieve.

Chung Chin says

In "Why People Fail", Siimon Reynolds explains 16 obstacles to and dishes out antidotes for each obstacle.

Although the book title is rather "negative" in a sense, this is a wonderful book with very positive message for the readers. If you're looking to find a book to understand some of the struggles you are going through, this book may be of help. Rather than going into details reason why someone is failing, the author briefly explains the reason and then moves on to give out some advice on how to overcome it. However, if you are a keen reader of "self-improvement" genre, this book may sound superficial to you, as it draws a lot of its advice from other top-notch authors out there such as Carol Dweck, Brian Tracy, Anthony Robbins and the like.

The writing style is concise and straight to the point. There are a few stories provided to help illustrate the point better, but these stories are neither long-winded nor redundant.

All in all, would recommend this book as a quick-read.

James says

Contains a lot of common sense and a fair few interesting things I hadn't thought about before.

Nick Brown says

Siimon Reynolds puts pen to pad to discuss why people fail and what you can do Not to join the ranks of the failed. I liked the book for the simple fact that much of

what Siimon discusses has been discussed before.

The Breakdown:

Siimon defines the 16 areas that prevent individuals from achieving their very best. Each chapter covers one of these areas. He begins with a discussion of the problem

and how it hinders success seekers. Siimon then explains how the wise will be able to avoid this potential pitfall with concrete actions.

The Emotional Punch:

There were a couple of 16 obstacles that touch an emotional cord with me.

His focus on "Weak Energy" dragged up my exhausting experiences working my way through the Georgia Institute of Technology as an undergrad and then as a graduate

student. I realized that human beings can't burn the candle on both ends forever. Siimon's discussion of the professional and personal power of building relationships

in "Few Relationships" struck another cord with me being a self-professed introvert (I'll be working on this in 2012).

The obstacle that probably struck the strongest chord with me was "Unclear Purpose." I personally feel this has been my cardinal sin for bulk of my life! Always

running to complete the next task, the next assignment, then to take a break. But, if you asked me I couldn't articulate my purpose nor could I give a definite long

and short-term goal. I'm in a much better position today and working hard to gain even more clarity. Since making this a priority in my life, I've definitely seen

myself moving closer to my goals.

One last emotional punch provided by Siimon Reynolds in the last chapter titled "Money Obsession." His

discussion sounds like a similar discussion by economist John

Kay in his book *Obliquity*. *Obliquity* (as far as I can tell since I haven't read the book yet) is about how sometimes it is better to approach your goals by aiming for

another goal that is "oblique" to your first goal. In this case, aiming to make a lot of money may not be the best goal. The more appropriate goal would be to aim to

create a thriving business or create a memorable product. As a consequence of achieving this goal, then you will earn lots of money. I do want lots of money but after

reading this chapter, it has become somewhat apparent that I won't be able to start the world over

What Did I Learn?:

I don't think I learned anything new reading Siimon Reynolds' book. What the book did for me was reinforce the need to avoid the 16 obstacles laid out by Siimon

Reynolds.

The Last Round Up:

Siimon's book is a solid read and a great reminder of what to avoid to increase the probability of success for you. The 16 obstacles Siimon outlines are a great list to

address and help you move forward to success. Though Siimon is discussing how people fail he is in fact giving the reader the blueprint for success by avoiding the mentioned points of blunder.

Favorite Quotes:

Remember: you are what you think about most of the time.

Great success belongs to the dreamers of this world - but dreamers who work daily to make their golden dreams a reality, step by step.

As success coach Robin Sharma says, "With better awareness you make better choices and with better choices you get better results."

In the long run, you usually get what you believe you deserve. Not what you wish for, not even what you desire, but what you expect deep down. And your level of

expectation is determined largely by your self-image.

The somewhat ugly truth about success is that it consists of lots of small, often tedious steps. Expect excitement all the way to your goal and you'll surely be

disappointed. The bigger the goal, the more boring steps you'll have to take. Simple.

Pros:

- Siimon Reynolds provides concrete actions to overcome each of the 16 obstacles that prevent men and women from achieving success
- Siimon Reynolds points the reader to other valuable books for further research and exploration

Cons:

- It may be worth discussing how one could identify the problem in themselves in the first place. The biggest problem might not be the fact that the person has a

problem that is preventing them from achieving success but the ability to not be capable of identifying it in themselves. I'm afraid someone suffering from one of these problems would not be able to see that faulty behavior play out in their own life.

Austin Moore says

General thoughts:

Frustrated with some lack of results, I remembered this book I hadn't gotten around to & opted to read through in anticipation of refreshing my mindset with all the standard material relevant to setting & pathing towards goals. It was just that, a refresher; there isn't a lot of new material beyond what any general self help/development/success book would offer. That said, it does delve into some introspection/EQ beyond what I recall within the few self help books I've been through. I'd chalk it up at this time as a good reminder of principles & procedures that can be utilized in everyday life to find & then plan/progress towards our goal, & insure avoidance of stagnancy & self induced frustration along that path.

On a side note, I can't recall exactly what it was, but I think there were a few bits where opinion/supposed experiences were written as a factual or expected outcome examples. Perhaps it's just the writing style or inexperience of the author. There's another review somewhere in here which touches on this better. (fuzzy on it, but look for that review if it concerns you)

Would I recommend it:

Mostly to first time self help book seekers. Experienced readers will have already absorbed most of these principles elsewhere. I felt it touched more on introspective self awareness/emtional intelligence more than the few self help books I've read, which to me understanding even some EQ would immensely benefit many people. (I'm not saying deep discussion of EQ, but it does have a small section specifically reviewing EQ, it's implications & importance in everyday life). That reason alone is why I would consider passing this on to a few people I know who haven't read any self help material, & I think would benefit from being a bit more aware of the power of EQ in their life.

Would I read it again:

Very unlikely due to feeling familiar & well practiced in all areas it touches. It served a decent reminder of said areas though, & where I have skimmed lately. A review of my personal notes would suffice over re-reading it.

Rik Schnabel says

I've always been impressed with fellow adman Siimon Reynolds work. He's curious and willing to model

great leaders and entrepreneurs. Why People Fail is therefore a great book for busy business people who want to learn how to be not so busy, but more successful.

There are some brilliant strategies to help you and I was so inspired by many of his ideas that I couldn't but help sharing them in a recent radio interview.

A great read.

Rehmat says

Soon after entering in the new year's starting days, I finished reading this book, Why People Fail by Siimon Reynolds, for bolstering my outlook toward my work and searching ways of improving my professional skills. The book unlocks one's creativity and regulates thinking which really changes the way of positive/constructive thinking; how to think and give up habitually traditional & destructive thinking. It shows the methods and techniques to think really big thoughts even bigger than one's mind which would usually come up with.

Supported arguably with well-documented research data, the book teaches the ways of improving presentation skills, IQ, EQ, productivity, strengths, persistency, and avoiding money obsession...

A reader would find it one of the best books on earning gains in one's life. It is a mental wake-up call and a mind shape-up book for high performance and achievement elevation.

Anyone whether journalists, managers, leaders, teachers and sportsman etc. would find the book affective guides for achieving elevation in their professional life. In short, "this is a book on success disguised as a book on failure," rightly noted by Seth Godin, author, Poke the Box.

A precised review by Remat Chinggisi

Dennis says

Tactical steps to move yourself from a victim to a success. I've always thought mindset was the key, and putting yourself in the best circumstances will lead to success. Simon and I agree. This isn't a sluggish read so you can make changes quickly and keep going

Emma Johnson says

A #businessbookclub read!

This is like 16 books in one. It's a quick read, but going back and actually doing the exercises is time consuming. Some sections were more relevant to me than others.

I would have like more in-depth details about the background and studies behind each of the obstacles, but the quick three paragraph overview format worked for this book.

Hesham Sabry says

It is an outstanding book .Usually most of books about how other people succeeded or how u can succeed ,but this is different because it is on how people fail ! some reasons are simple but this is the reality ,not having a goal for example or not focusing ! it is strongly recommended .

Debbie Carr says

Excellent Book. One of my favourites.

Jennifer says

Loved it! I'm implementing many of the strategies into my daily life. I plan to read this again, this time with a pencil in hand.

Kath Potter says

Not bad. Not great. Some concepts I disagree with. Decided I had had enough half way through. Life is too short to persevere with books that are not inspiring.

Lauren Bradshaw says

Very helpful. I have adopted several of the suggestions.
