

Book Report

Name: Priya Sanjayrao Kadam (UB # 50462717)

Book: Build

Book Written by Tony Fadell

This report is based upon the book Build: An Unorthodox Guide to Making Things Worth Making, written by Tony Fadell. This book is published by Harper Business, an imprint of Harper Collins Publishers.

Introduction of the Author

Heard about iPods? This is one invention done by Steve Jobs and Tony Fadell. He has worked as an engineer, designer, investor and now an author. He has worked on technologies right from microprocessor to mobile applications. Fadell founded Nest Labs to work on smart technology as well. The book, 'Build' is a massive opportunity to learn how to start a business.

Summary

To say the least, this book is one stop to realize how building a business is possible with, what Tony claims, are unorthodox ways. I found this book an incredible read. He splits the book into 6 topics: **Build Yourself**, Your Career, Your Product, Your Business, Your Team and become CEO. Through each section, the focus is on learning about working on each quality that is required to build a business and see the light to its success. Through Build Yourself, the author explains how important learning is, rather than earning in first career. He talks about adulthood being the stage of life where a person can do, fail, and learn from it and focus on understanding the field and try to connect with the best people who will guide throughout the journey. And as an individual contributor, looking beyond deadlines and mingling out of your comfort zone is paramount. In Build Your Career, Tony focuses on how managing people is a critical skill and what it takes to be a good manager, how to take decisions that can be data-driven or opinion-driven, how to get around some of the people who are the hardest to work with and how passion is the driving force to work on anything. Next, in Building your Product, the author explains the importance of a good product and how important working on its intangible aspect is. He points that every product should touch the emotional side of a customer and remind people of the problem that is getting solved, and that execution is very important to make a successful product, even if it takes multiple versions to become successful. Learning takes time, which is why it takes so long to reach gross margins and even longer to make net profits. In Build Your Business, the author explains building a business is as important as building a product. He explains that "why drives what". He describes how understanding if a person is ready to start a business is important, and that the approach to look at the money that is loaned is important. And that prioritization is key to achieve a good work life balance. In situations of crisis, he talks about keeping focus on fixing problems, and to get advice, and that management will be a key role to resolve the crisis. Building a great team requires hiring right people, and that there may be situations where you must fire people but do so only after giving warnings. Lastly, the author explains that once one becomes CEO, one must 'set the tone for the company'. The finest CEOs encourage their teams to strive for excellence and then look out for them so they can succeed. Only after working on each of these, the author claims that a good product can be built. **Thus, the most important point that author represents through this book is** that-making something that customers will buy and addressing an issue worth fixing are both tremendously predominant.

The road is certainly worth it even if the results aren't spectacular. He elaborates on taking a meaningful action and to making something that is worthwhile. In this way, he is trying to narrate that building a product might not always be successful in the first version, but one must keep working towards it. One must care about every step in the way and must build relations with people as Tony believes product and people are two things that matter the most.

He focuses that the idea that one chases to build a product and the people they work with for building that product defines its success. To make sure the product is precisely how it should be, one needs to plan (think through) the full customer journey from start to finish. One needs to make things that other people need and want rather than merely create ones that make one feel good requires understanding why people want them. That is when an individual ends up not just building a product, but a business and a culture. Raising the bar is necessary. It can improve a market and an ecosystem. And one must be aware that product may become a failure and that he should be ready to handle such scenario. Even if it fails, an individual will gain the understanding and might work again to find the unrealized potential and the chance to try again to build the product. To accomplish things well is worth the effort. Making the effort to strive for greatness is cardinal. Helping others and your team are worthwhile endeavors. Tony believes that by earning a common sense, a person is one step closer to building something. When creating new products, it's crucial that they satisfy customer wants, address problems already in existence, or improve upon what they already can do. Additionally, successful product development goes beyond the **what** to include the **why**, describing the product and creating a story that connects it to people's daily lives. These are the kinds of questions and insights that will help build a product. This is the approach that I believe **Tony concentrates on, for developing a new product.**

From the topics covered throughout the book, there are a lot of learnings I find incredibly useful to incorporate in my career. These are some of the **key learnings that I will carry throughout my journey:**

- To have a steep learning curve.
- Be passionate while being curious
- Accept responsibility for decisions made using data or judgment.

By understanding where I want to go in career, who I want to work with and what I want to learn, I'll come to terms with what kind of person I want to be in my career. I think that the drive to ask questions, be challenged, be inspired, and never stop learning is the essence of the intellect, which is the point Tony tries to make by stating to take risks when choosing where to work. I will bring along a curious mind to the table whenever I'll be able to build something new. While building an idea, I will make sure I learn most from every experience rather than just be output oriented. I will iterate on the idea wherever required. Every concept is unique; thus, I will lead it differently from the one before it and the one after it. According to Tony Fadell, a person will not have all the information needed to decide because other factors are always possible. A decision cannot be made just by statistics. These are the situations where I'll follow my intuition by keeping faith in my instincts, and I will own responsibility. I will also learn from every person I meet along the way in my career who will indirectly help me understand what's the right thing to do in my professional life.