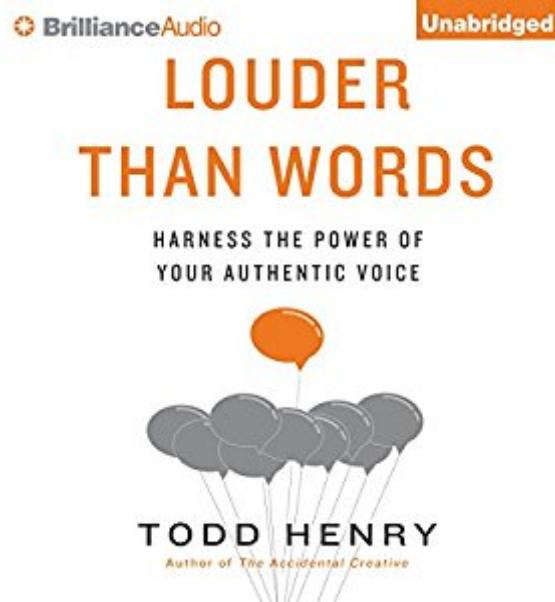


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# Louder Than Words: Harness The Power Of Your Authentic Voice



## **Synopsis**

The next step in personal effectiveness, by the acclaimed author of *The Accidental Creative* and *Die Empty*. There has never been a better time to build an audience around your idea or product. But with so many people and companies clamoring for attention, it's also more challenging than ever to do work that deeply resonates with the marketplace and creates true and lasting impact. According to Todd Henry, the key to standing apart from the noise is to find your unique voice. Those who identify and develop their voices will gain more attention and wield more influence. But first they have to identify what they truly stand for, develop a compelling vision, and become masters of expressing their ideas in whatever media they choose. Henry offers strategies, exercises, and true stories that illustrate the five attributes of resonant work: **Authenticity**: Uncover the narratives that are at the core of your personal and professional identity. **Uniqueness**: Identify what makes your work distinct from that of others, and learn to creatively package and present your message. **Consonance**: Cultivate internal consistency and harmony in your work. **Empathy**: Listen to your audience's aspirations and struggles to make your message more compelling. **Timing**: Learn how to coordinate your work with ideas that already have cultural momentum. Making your work speak is a life-long process of trial, error, and realignment. Henry's audiobook will help listeners build a body of work that resonates deeply and achieves lasting impact.

## **Book Information**

Audible Audio Edition

Listening Length: 6 hours and 14 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Brilliance Audio

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Whispersync for Voice: Ready

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## **Customer Reviews**

I haven't finished *Louder Than Words* yet. I've been working through it and taking advantage of the

thoughtful prompts and questions that author Todd Henry has provided to really apply the perspectives, knowledge, and strategies in the book. This isn't a quick read-and-forget self improvement or do-better-at-work reference that you'll finish and forget about. It's really more of a very practical, grounded tool set to intentionally apply to improve the congruence of your vision, strategy, and performance to achieve your work, and life, goals. Todd acknowledges that there is no free lunch, you do have to invest yourself in thinking about, planning, and executing the work then reflecting on your outcomes so that you can start the cycle all over again. That's another thing I like about Todd's candor and insight - you can't put your life in order all at once, nor can you "fix" it and then leave it on autopilot. You have to stay engaged and aware, investing thought and action at the appropriate time. And it's not just for your day job or corporate occupation. The principles and perspectives here apply to that environment, certainly. But they apply to your passions as well. I'm in a corporate role but want to develop the skills and knowledge to move to a full-time occupation as an artist at some point in the future. What I'm learning in Louder than words will serve me well in both areas. I can get better at what I do at work, to include refining and charting my growth and progression going forward, and I can coherently and effectively improve and grow as an artist. In both cases it will help me to grow in either role and to prepare for future opportunities.

Todd Henry's inspired and inspiring new book, Louder Than Words, is bold, beautifully crafted, and deeply engaging. As the author notes early on, Louder Than Words is "...a book for doers" with a specific, if challenging goal: "...to inspire you to act differently as you shape your work." Inspire us, Henry does, in his third, and perhaps his deepest and yet most pragmatic work to date. The first half of the book focuses on three driving forces that shape us and our work: Identity, Vision, and Mastery. Henry fleshes out each theme in a detailed, multi-layered, and yet accessible and actionable way, inviting us to think through who we are, where we are going, and how we work toward the highest level of command of our life's work, Mastery. LTW is not a light and breezy read, nor is it a volume that quickly and easily gives up its layers of meaning. More than one read is not only possible, but I decided early in my first reading that it would be a book I would return to for at least a second reading, and likely often as a welcome reference. This said, LTW is a book that I could not put down. This is both a powerful and illuminating guide, and a thorough framework to which readers are likely to return to capture nuances missed in a first reading. Such efforts will be rewarded with greater clarity and sharper focus for each reader's uniquely individual approach to the main themes. Louder Than Words is an important and valuable work that should appear on many reading lists, most especially the lists of those who are questioning the major and essential themes.

that lie at the core each of us confronts more than once in our lives.

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