

Book Review: The Compound Effect Multiplying Your Success, One Simple Step at a Time Values by By Darren Hardy

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This masterpiece of Darren Hardy was released in 2010. The book emphasizes the significance of our daily choices in achieving our life objectives. The compound effect will assist readers in creating a strategy, altering their behaviors, gain momentum to perform better, and challenge their limitations / shortcomings. This book is a brief yet insightful manuscript that looks at the concept of reaping huge benefits from making minor but smart decisions to achieve success and live the life of your dreams. The concept of compound effect is just like compound interest in finance, i.e., small everyday acti

ons give huge returns over time. In this book, Darren Hardy, the founder and editorial director of SUCCESS magazine, has shared his personal life experiences as well as lessons learned from interviewing many of today's most famous achievers. However, the concept of compound effect looks simpler but not easier to achieve without the formulation of strategy. Darren Hardy mentioned six strategies for effectively and prudently directing daily decisions to alter destiny in a righteous direction and offers the course of action for extraordinary outcomes. This review will highlight the most important elements of each book's six chapters in the ensuing paragraphs.

Chapter 1 – The Compound Effect in Action

Darren Hardy systematically unfolds the most significant concept for the reader to embrace: The Compound Effect. According to Hardy, the compound effect is "the idea of gaining huge interest from a sequence of small but sensible decisions." Hardy mentioned that the art of getting successful in the world lies in making these smart choices over time. The fundamental concept that goes through this work is 'Consistency.'

Hardy describes how small actions and decisions that may seem insignificant in life can significantly impact if performed consistently. He encourages readers to comprehend that success does not happen quickly, and one has to remain persistent and concentrate on the bigger picture and long-term objectives. The one who remains consistent will start gaining the compound interest from his actions. Thus, compound gains can be achieved in lives by consistently making good choices over a long time. To attain compound effect, we should show patience and faith. Hardy observes that following an action plan may be adopted to get the benefits of compounding.

- (a) Write down the shortcomings/excuses that have a considerable effect on life.
- (b) Identify and write down six positive measures you can take in your everyday life, no matter how minor, that will help you live a happier life.

- (c) Identify and note down six negative actions that compound your results downward, no matter how little, and make every effort to remove them.
- (d) Examine areas where you used to succeed but no longer do due to complacency.

Chapter 2 – Choices

The preceding chapter highlighted the significance of our small daily choices, which contribute to attaining compound gains to achieve extraordinary outcomes in life. Hardy guides in this chapter on how to improve one's ability to make sound decisions.

Hardy offers beautiful guidance, i.e., one has to stop living his life on autopilot and instead start making conscious choices/decisions in life. It is very challenging to achieve our life goals once we drive them on autopilot mode. To achieve life goals, one has to make mindful decisions to stay aligned with life's aims. Mindful decision-making means taking responsibility for failures and lessons learned from those failures. Stop taking bad luck as an excuse. The difference between becoming lucky and unlucky is the decisions/choices one makes in his daily life. The formula for luck, according to Hardy, is the sum of an individual's attitude, preparation, opportunity, and action.

Hardy further suggested that by monitoring the small daily decisions like start tracking your productive hours daily, such as monitoring your phone usage hours, and time spent taking a daily shower in the morning. Keeping note of the little choices that detract or drive you for attaining higher goals will help you to keep you focused on the desired track. Lastly, in this chapter the Hardy argued to start these mindful choices now. Start making smarter choices and moving forward toward your goal attainment. If you want to become aware of your choices, implement the following actions in life.

- (a) Start keeping a record of choices/areas of your daily life which you wish to improve.
- (b) Identify the area of life where you are not taking responsibility for your failures.
- (c) Begin documenting at least one behavior in this area of your life.

Chapter 3 – Habits

In this chapter, Hardy explains that we are being run by our habits developed over time unconsciously, thus restricting us from achieving ultimate goals. To take your life control back from autopilot mode, one must master his / her habits. To attain mastery over habits means breaking bad habits and creating constructive ones. This chapter elaborates on clear and concise lists of actions to produce good habits. Willpower is the main ingredient to make or break any good/bad habits. Once you realize the compound impact of your habits on your life, it drives you to change them. Extricate the habits that are holding you back from achieving greater results. Visualize your goals and success and makes habits that will help you in attaining those goals. Darren also explains how to identify your core motivation. One has to define his core values clearly to spend life more efficiently. Core values will give you the drive and stimulation to set precise, clear, and awe-inspiring goals. Daren further explains that your behavior is the element that stands between you and your goals. He elaborates it with a simple formula:

$$\text{YOU} \rightarrow \text{CHOICE} + \text{BEHAVIOR} + \text{HABIT} + \text{COUMPOUNDED} = \text{GOALS}$$

5 Strategies to Eliminate Bad Habits

- (a) Identify the bad habits triggers. Critically evaluate your bad habits with '4 Ws,' i.e., what, who, when, and where.

- (b) Eradicate the triggers which compel you for that bad habit.
- (c) Swap the bad habit with a good habit, e.g., playing a game with a friend instead of taking an unhealthy meal with him/her.
- (d) Take small but consistent steps toward eliminating your bad habits.
- (e) Some people do better while changing a lot of bad habits at once. These people should instantly start to extricate those unwanted habits.

6 Techniques for Installing Good Habits

- (a) The key to building a good habit lies in an instant start. Eradicate all the barriers that lie between you and your desired action.
- (b) To keep your morale boosted, consider what good habits might bring to your life instead of focusing on what you could be losing.
- (c) Make this behavior change public. Your public habits will encourage responsibility and generate peer pressure, both of which will help you make sound decisions.
- (d) Look for a successful buddy who could accompany you on a good habit journey.
- (e) Make a self-competitive nature to beat your previous records.
- (f) Reward yourself after you've successfully established a good habit.

Chapter 4 – Momentum

This chapter introduces the notion of becoming achievers through getting into a successful rhythm or 'momentum.' The positive compound effect could only be produced through building good habits. However, we need to remain steadfast on those good habits. For that, momentum is required as it helps us get through the difficult moments when we are trying to adopt a healthy habit. Momentum can be related to that sensation when it feels odd that you have not read your daily chapter or had your daily run. Once you master your daily routine, it shapes into momentum. Hardy emphasizes that if a ritual or habit is no longer delivering significant outcomes, you should not be scared to modify it. Remain constant, but if you realize that a certain routine is no longer beneficial to you, switch it with something more constructive.

Darren further emphasized that once you have got discipline in your daily routine, it is time to start concentrating on your weekly, monthly, quarterly, and yearly rhythms. Darren advised using 'Rhythm Register' to keep track of your habit's routine. Finally, make your habits and actions consistent. A lack of consistency is a momentum-killer. However, do not try to achieve too much too soon. Most importantly, surround yourself with individuals who will support you in maintaining momentum and understand your positive changing behavior.

Chapter 5 – Influences

In this chapter, Hardy argued that our decisions, choices, and habits are influenced by three main types of powerful external factors:

- (a) **Mind input.** Controlling the mind's input (thoughts / positive approach) would directly impact on attaining goals. Your thinking is influenced by the inputs you allow into your brain. You have to stand vigilant and guard your brain against any negative, dark, and dismal thoughts. One must protect the mind from worrisome and destructive input and be very selective about what you allow.

(b) **Associations.** Hardy quotes research that claims individuals impact us subtly yet powerfully and that influence can be negative or positive. Dr. David McClelland of Harvard proposed that 95% of our life's success and failures attribute to the individuals we associate with. Therefore, we must be careful in deciding our friendships. If the inspiring and cooperative group surrounds us, they will ultimately lift us to success. In case if they are not, then maintain a distance and disassociation from such people. Later, Hardy suggests that if you want to develop certain traits, connect yourself to those who already possess such traits. Finally, he recommends that one keep his mind open and acceptable to learn under the coaching and mentorship of successful people.

(c) **Environment.** In this section, Hardy elaborated that the environment impacts our physical and mental state. Changing our thinking methodology could completely change our perspective on matters. We must eliminate all of the partial, poisonous clutter from our lives, both physical and psychological. Therefore, Hardy suggests immersing oneself in an environment that facilitates the establishment of a compound effect. Exposure to a constructive environment entail taking control of the information you consume, the relationships you establish, and the physical environment in which you live.

Chapter 6 – Acceleration

While following Darren Hardy's instructions, we may enhance our outcomes by constantly applying a little more focus or attention to our efforts than usual. We should consider difficulties as challenges for growth and true development. True personality growth occurred when one responded when he hit a wall; pushing and destroying that wall/obstacle can take you to the ultimate success or create the compound effect.

Hardy also urges readers to consider that most people face similar challenges and that the majority of people quit up when they face those hardships. Few people are extremely successful because they work on the measures to overcome those challenges. Remember that if your life's challenges, you will have much success on the other side.

Develop the ability to think and act outside of the box in order to overcome such challenges. In order to become extraordinary, you have to think and resolve your challenges differently from ordinary people. One should strive to exceed his expectations as this will multiply their success, rise above their challenges, and attain happiness and fulfillment in life.

Key Message / Conclusion

The compound effect reveals that the key to a successful life is realizing that you're responsible for your life. Taking smart decisions in our daily routines will shape our destiny. Cultivating discipline, making healthy habits, and pushing past your comfort zone would contribute to achieving business and relationships. Getting your life goals with breakneck speed might be detrimental at times, and it is often impossible to achieve success overnight. Instead, consistent development and perseverance will have a compounding effect and lead you to your desired destination. Lastly, for success, there are no elevators; one has to climb through stairs.

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