

## PM WORLD BOOK REVIEW



Book Title: ***You've Got 8 Seconds: Communication Secrets for a Distracted World***

Author: **Paul Hellman**

Publisher: AMACOM

List Price: \$17.95 Format: Soft cover, 208 pages

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Reviewer: **Larry Barnett, PMP**

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### Introduction

Paul Hellman has penned a book to help people capture and keep the attention of others. One might think our world is more “distracted” than it was in generations past. And that may be true, given that most people today carry at least one portable electronic device almost 24/7 *and* try to multitask. And it may be inevitable for today.

“***You've Got 8 Seconds: Communication Secrets for a Distracted World***” can give an edge here.

### Overview of Book's Structure

The challenge for communicating in business and professional circles is this: To be heard. To be remembered. And to achieve results. The theme of “**8 Seconds**” could be, “capture attention.” This core thought is woven throughout three sections, FOCUS, VARIETY, and PRESENCE.

Fifteen chapters, all easy to read and good for a reread, fill the three parts in logical organization. The title of each chapter is brief and to the point. And 100 distinct, often humorous, tactics are spread across the chapters to round out the captivating message – *how to make your 8 seconds count.*

### Highlights

Make it interesting. Tell them what you are not going to tell them. To say less, measure...or for some, say more.

Be the audience, and ask yourself,

1. Why should I listen (or read this)?
2. What exactly are you saying?
3. What should I do with this info?

Ten tactics, *actions of presence*, cover everything from Composure to Nonverbals.

### **Highlights: What I liked!**

Watch your words...and your emails. Find 10 tactics to sharpen your emails (pages 41-44).

With “Play to your evil secrets,” Hellman quotes David Maister, a consultant and former Harvard Business School professor. He skillfully ties this in with “Career Anchors” (search, “Edgar Schein’s 8 career anchors”), and encourages his readers to notice and do more of what energizes them.

### **Who might benefit from the Book?**

Project managers, team leaders, professionals, and anyone wanting to communicate more effectively would find good value in Paul Hellman and “***You’ve Got 8 Seconds: Communication Secrets for a Distracted World.***”

### **Conclusion**

In the realm of communication, conciseness is a virtue everyone can appreciate.

“***You’ve Got 8 Seconds***” is an excellent modern-day interpretation of an ancient saying, “A truly wise person uses few words.” Paul Hellman articulates this wonderfully for *today’s* Distracted World.

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For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814438305>

*Editor’s note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

## About the Reviewer



### **Larry Barnett, PMP**

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**Larry Barnett, PMP** has broad experience in information technology, IT Project Management, Business Analysis, and Solution Development and Delivery. His work experience covers a variety of industries, most recently, Healthcare, Energy, and Paper & Forest Products. He holds a Bachelor of Business Administration, Accounting, from Texas Tech University. Larry is a member of the Project Management Institute, Dallas Chapter, having acquired PMP certification in 2015. He can be contacted at [LarryBarnettPMP@gmail.com](mailto:LarryBarnettPMP@gmail.com)