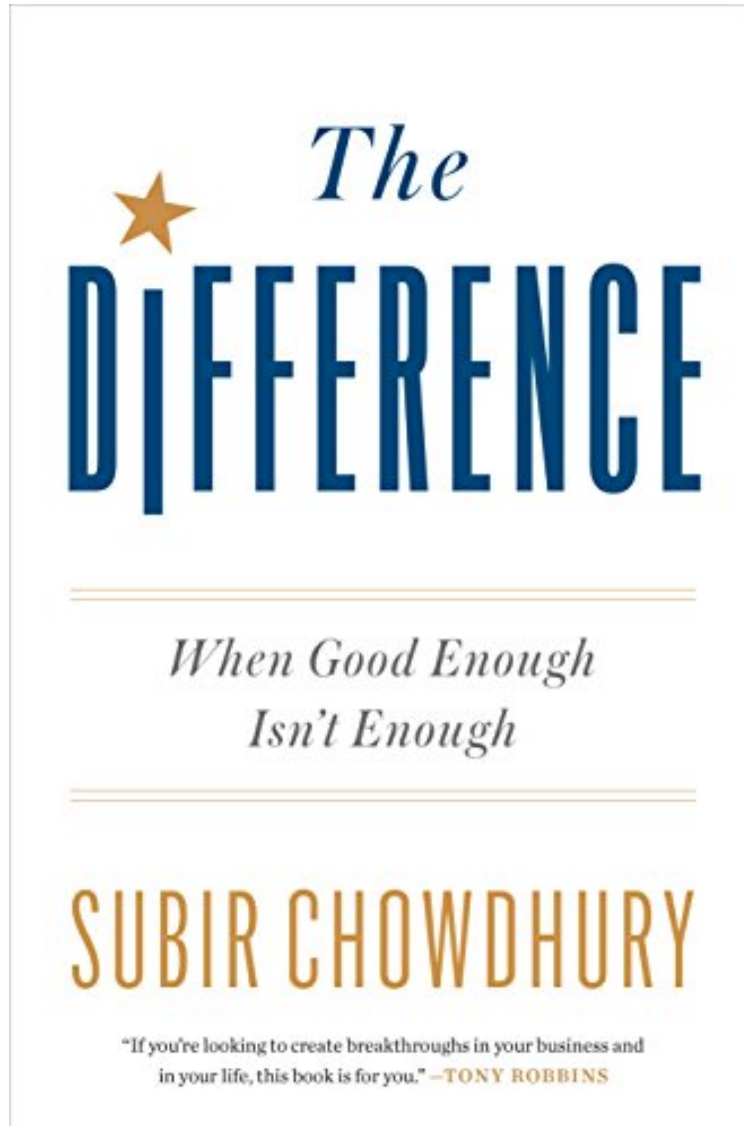


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Subir Chowdhury

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If you saw a toothpick on the floor, what would you do? This seemingly innocuous question was posed to Subir Chowdhury by one of his long-time clients, and ultimately lead him to a profound realization: good enough is not enough. The best processes in the world won't work without developing the kind of mindset—a caring mindset—that is needed to achieve real and sustainable change in both organizations and individuals. In his compelling new book, bestselling author and globally recognized management consultant Subir Chowdhury tackles an issue that has haunted him in his work with many of the world's largest organizations. Why is it that some improve only incrementally, while others improve 50 times that? The ideas and training are exactly the same. What is the difference? The difference, Chowdhury explains, is the ability to nurture the skills, loyalty and passion of the people who make up an organization. It is a culture built on straightforwardness, thoughtfulness, accountability and resolve. Organizations and individuals that embrace all of these "STAR" attributes—not just one or two of them—will shine. He goes further, showing us why having a caring mindset outside of work is integral to both personal and professional success. A powerful guide to living a successful life and career, *The Difference* will inspire you to be the difference—at work or home.

Praise for *The Difference*: "Years ago, my dad taught me a secret, one that Subir brings home in this heartfelt little book: CARE. It's easy to spell, but hard to do. Worth it." —Seth Godin, Author of *New York Times* bestseller *Linchpin* "A disarmingly powerful, fresh-news slant on why and how people (you and I and everyone we work for, or with, or work for us), are the most important factor in every facet of business success, and why so many miss the mark. If you're looking to create breakthroughs in your business and in your life this book is for you." —Tony Robbins "Subir Chowdhury's STAR mindset deserves five stars. Take his advice—and take it to your team. It will make a huge difference in your organization." —Harvey Mackay, Author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive* "Whether you are serving a customer as part of your job or interacting with a stranger on the street, you have the power to make a positive difference in the lives of others. *The Difference* proves that a caring mindset can lead to great things. Don't settle for good enough—read this book and aim for excellence!" —Ken Blanchard, coauthor of *The New One Minute Manager* and *Collaboration Begins with You* "Full of cautionary and inspirational tales, *The Difference* digs deep into corporate culture to show what it really means to strive for excellence. It's not just about hitting the numbers; it's about a culture of caring based on honesty and regard for others. *The Difference* will help you make a difference in your own life and to those around you." —Daniel H. Pink, Author of *Drive* and *To Sell Is Human* "A thoughtful book about what it means to be thoughtful—and how we can contribute in a meaningful way to others, at work and in our personal lives." —Adam Grant, Wharton professor and New York Times bestselling author of *Originals* and *Give and Take* "Those who fail to adopt the caring mindset Subir Chowdhury describes in *The Difference* will find themselves falling behind in innovation, employee engagement, and productivity. Reading and practicing the ideas *The Difference* will change your life." —Marshall Goldsmith, #1 New York Times bestselling author of *Triggers* and *Thinkers 50*; #1 Leadership Thinker in the World "The *Difference* is a must read to understand the required mindset that is the difference between success and failure." —Vijay Govindarajan, Coxe Distinguished Professor at Tuck at Dartmouth Marvin Bower Fellow at Harvard Business School "Subir Chowdhury nailed it with this book. *The Difference* has what you need to succeed in business and life that they don't teach you in school." —Mark A. Wagner, President of Business Operations, Walgreens "Subir has simplified the true meaning of business life with his gripping, haunting yet disarmingly liberating book. Readers completing the last page of *The Difference* will entirely be transformed—you will be quite different from the person you were when you began the journey." —Jay Abraham, World Wide Business Growth Strategist "The *Difference* is Superb. Subir Chowdhury has again eloquently and insightfully captured why some organizations win and others don't. The STAR framework leads to marvelous cases, tools, and actions that can be quickly adapted to improve organizational success. The applications to professional and personal settings are captivating and useful." —Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan and Partner, The RBL Group "Subir Chowdhury opens a new door to understanding with his STAR philosophy, and no one will ever look at a toothpick in the same way as they did before. *The Difference* helped them to respond to 'Who cares?' Leaders at every level will learn and grow with Subir's latest and greatest book. We are grateful." —Frances Hesselbein, President and CEO, The Frances Hesselbein Leadership Institute, 1998 Presidential Medal of Freedom Recipient "When *Good Enough* is not *Enough* is a profound distinction that will

make a significant difference in your business and your life. The fact that Subir's extraordinary reputation was informed by his grandfather's wisdom of the ages advice from Bangladesh is a testament that true principles transcend geography, not just time. We are all blessed that Subir chose to pick up the pen as his grandfather intended. The secret of teaching his grandson to write to the authors of the books he was reading is worth the price of this book alone. It reveals the principle used to fuel Facebook and LinkedIn. Read this book twice.

— Greg Link, co-founder Covey Leadership Center and Author of Smart Trust. Drawing on the real-world situations he deals with in his professional life, Subir Chowdhury reveals why certain organizations succeed while others don't. Thoughtfully written, and a compelling read.

— Narayana N. R. Murthy, Chairman and Chief Mentor, Infosys Limited. Insightful! The Difference shows managers and leaders at every level how to better engage and develop a company's most fundamental resource: its people. It is the difference between good enough, and being truly great.

— R.C. Bhargava, Chairman of the board, Maruti Suzuki India Ltd. And Chairman of the board of Governors, IIT Kanpur. Myths about how we should live our lives abound. But they are just that, myths. And too often they lead us to lesser, and poorer lives. In this straightforward and inspiring book, Subir Chowdhury distills a lifetime of experience, rising from impoverished beginnings in Bangladesh, to his decades of consulting work with CEOs of the many of the top Fortune 500 companies, to becoming one of our leading thinkers on workplace culture and organizational values. His STAR model for making a difference at work and in our personal lives, is seemingly simple, but surprisingly nuanced and profound. This short but powerful book could change your life.

— Rita Gunther McGrath, Professor, Columbia Business School. Author, The End of Competitive Advantage. A small book that will make a big difference in your life and career. Buy two, and give one to a friend.

— Keith Ferrazzi, Author of Never Eat Alone. We all like to make a difference in our lives and make the world a better place; the wisdom and insights that Subir Chowdhury imparts in this short but remarkable book will help to show you how.

— Eric J. Topol, MD, Professor, The Scripps Research Institute. Author, The Patient Will See You Now. About the Author. Praise for The Difference: "Years ago, my dad taught me a secret, one that Subir brings home in this heartfelt little book: CARE. It's easy to spell, but hard to do. Worth it."

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