



One Big Thing: Discovering What You Were Born to Do

Phil Cooke

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"One Big Thing" is about finding out what you were born to do with your life and how to use it to revolutionize your business or ministry-and change the world.

In a complex, multi-layered world, it's more difficult than ever to get your voice heard and to accomplish your dreams. To stand out today, you need to cut through the clutter and get noticed. Making that happen means to focus on the "one thing" in your life that drives you, inspires your passion, and separates you from the pack.

For everyone who's been pulled in different directions, born with multiple abilities, or just wondered what to do with their lives, this is the answer. Phil Cooke helps you not only discover that one big thing, but also teaches you the secrets of making an unforgettable impact with your life.

One Big Thing: Discovering What You Were Born to Do Details

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Author : Phil Cooke

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From Reader Review One Big Thing: Discovering What You Were Born to Do for online ebook

Mike Wech says

If you have never had the opportunity to listen to Phil Cooke speak, then this is a MUST READ catch up course from your Guidance Counselor. For any dream chaser who feels there is more than a 9-5 existence, take notes from "One Big Thing," and put this book into action. There's no excuse to dream when you can "plan" and mark your course toward the "One Big Thing" you were born to do.

This is a timely concept and I really like how Phil breaks it down with examples of success and failure that will make you reconsider the path you are on, take note of the road ahead and make the right moves with precision and wisdom toward your God-given dream!

Jordan says

Wasn't super engaging, but he had a lot of great quotes. This is for anyone that wants help figuring out what they are meant for

Brenten Gilbert says

Life offers so many distractions. In the age of multi-tasking, it's hard to find anyone willing to focus on anything exclusively for very long at all. When's the last time you had an uninterrupted conversation with someone? When's the last time you were able to give your full attention to any one thing. When's the last time you composed a letter or blog post without stopping to check your email? (Guilty, and it was just a couple pieces of SPAM.) And yet, in spite of all the "increased productivity" and improved technology, I think somewhere deep down, we all admit that we would do at least a little bit better in life if we embraced a forgotten concept once called "focus."

Cooke isn't specifically decrying multi-tasking or even the pursuit of multiple goals in life, but he does champion the notion of having one primary aim that is supported or enriched by any ancillary efforts. Our "One Big Thing" deserves our attention, despite the alluring siren call of other interests and activities. Too often, we find ourselves in roles and positions that limit our success because they're not exactly our best chance for success. Cooke's mantra (or one of them) is to pursue that one big thing that will result in you being the best in the world, whatever it is.

It's a welcome message, contrary to the catcalls of those who worship at the throne of multi-tasking and a buckshot approach to achieving life's goals. As I read through the book, I had a picture in my head of a buffet line with every type of food (mostly meat) you could hope for. You want to eat it all, but you'll regret it if you do (really, you will). So you have to pick carefully which selections end up on your plate. I think many of us go through life with uninspiring results in careers we really don't like because we refuse to eat steak instead of steak and chicken and hamburger and fish and ribs and everything else. We have a metaphorical stomach ache because we overdo it on activities trying to do it all. Our fear of missing out on that one thing, forces us to miss out on that one thing, fulfillment.

One Big Thing is a reminder that we need to identify and pursue our primary area of expertise, passion, and calling. Cooke also lays out some practical steps to help readers get through that process. As with Jolt!, Cooke writes in a casual tone, that is easy to read and offers first hand accounts from his personal and professional life. It's enjoyable as far as business/self improvement books go and offers inspiration and worthwhile advice.

- from TRudATmusic[dot]com[slash]raw (9/28)

Karin Hurt says

What's next...?

“It's tough not to notice a raging fire”

-Phil Cooke

What's next? What are you born to do? What is your calling? A vital topic for me and for those I lead.

Phil Cooke contributes well to this conversation with his book, The One Big Thing.

He starts with two Big Questions about what's next:

What am I supposed to do in my life?

In a hyper-connected, cluttered, and distracted world, how do I get noticed?

From there, he asks readers to consider 4 key questions about what's next:

What comes easy for you

What do you love?

What drives you crazy?

What do you want to leave behind?

My favorite of these was, “what drives you crazy....”

The more I live, the more I notice that what ticks me off strangely brings me closer to my calling. In fact, I had a great conversation with a wonderful leader today who asked me... “who is your enemy?”

Turns out, my answer, which I hadn't articulated until today is.... “bad leadership.”

There are lots of us fighting that fight... working toward a common big thing.

Why Phil's Approach is Intriguing...

He is an interesting guy... while completely advocating for a focus on “One Big Thing” he also recognizes that having broad interests creates paths to discovery and nurturing of that goal, “no matter what your OBT might be, you'll be better because you approach it from a wide variety of perspectives”

He creates a tight linkage with finding a platform and getting noticed, “It's tough not to notice a raging fire” He's got relevant experience (leadership, writing, film producing, non-profit change) he's been successful in various arenas... and yet continues to refine his big gig with grace

He writes from the perspective of the Christian tradition in relevant ways, and yet is very open and accessible to those with differing backgrounds
What could be done better...

He seems to assume that this concept is a bit new to the reader...he offers lots of great fodder, but I imagine this will not be a new thought for most picking up this book
He relies a lot on frequently cited and tweeted leadership quotes, I would have preferred to hear more call-outs from his thinking
Overall a good read,to get people thinking about what's next...

Disclosure of Material Connection: I received this book free from the publisher through the BookSneeze®.com book review bloggers program. I was not required to write a positive review. The opinions I have expressed are my own.

<http://letsgrowleaders.com/2012/08/22...>

Hazellie says

Listened on audiobook.

There was a lot of talk, talk, talk, but no substance. He gave a lot of examples of people who made it and people who didn't, but there was no relevance to that one big thing we're supposed to know for ourselves.

He keeps talking about how hard it is to make it in the world so we should have a one big thing, but it doesn't make sense, because a lot of examples he gave of people who did well, they didn't have a one big thing. I get confused about what I'm really listening to, because he says, let's talk about apples, and then he starts talking about oranges.

I have no idea what he's trying to get at, and it feels like he's just blowing hot air. I've seen a few videos of people like that. They're good speakers, as in, they speak confidently in good English, in front of an audience, and the audience think that these speakers know what they're talking about, just because they have confidence. But confidence does not equal knowledge or wisdom.

It's dangerous to listen to people like that, because they have no idea what they're talking about and they end up leading you astray. It's like someone coming up to you and saying, "Hey, you should totally jump off that cliff! I know it's scary, but it's an amazing experience and you'll never know just how amazing until you try it!" And you listen to him and jump off that cliff to your death, because he sounds so confident he must know what he's talking about!

Beware these speakers.

Morgan says

I really loved listening to this audiobook.

It was a lot of fun to listen to quotes & ask myself the introspective questions I needed to.

The truth is, it's a lot of work to not only figure out what your ONE BIG THING is but to also put it into practice.

This book has helped me identify how I can start to figure it all out!

Julie Baylor says

Great book for me, inspiring me to continue on to what I once believed to be my "calling," or as the author calls it my One Big Thing. Easy and quick to read. I recommend for anyone who is looking for what's next, or needs encouragement to continue amidst opposition to what they believe they were meant to do.

Stefani Celine says

Listened to the audio book. Lots of talk no substance. If you're interested in one off out of context quotes from famous people this is the book for you because other than that there's nothing here.

Paju says

I made it to chapter 6 of the audiobook before I gave up on trying to glean any meaningful or interesting advice from this author. This seems like an endless introduction to the topic with no real substance.

Alain Burrese says

“One Big Thing: Discovering What You Were Born to Do” by Phil Cooke is a motivating book that encourages readers to ask themselves questions, determine what their one big thing is, and then pursue that thing with gusto. I enjoyed the book and it did get me thinking about what my main purpose, or my one big thing is.

After a short introduction, The Big Questions, there are twelve chapters and then an epilogue, You're Not Crazy. The chapters are entertaining, have many examples, and get you thinking about what is important in your life and why you'll be more successful if you focus on your one big thing. These chapters include: Who's Painting The Portrait Of Your Life? Do We Really Have A Destiny? Why One Big Thing? The Power Of One Big Thing: The Power Of Perception: The Power Of Values: What's Your One Big Thing? The Map Of Your Future: Become A Force To Be Reckoned With: Just When You Thought It Would Be Easy: It's Never Too Late: and It's Not About You.

I think my favorite chapter was the one on it never being too late and that the time to begin is now. I liked that the chapter started with the example of Raymond Chandler, the American mystery writer who didn't

start writing the Detective Philip Marlowe stories until after he was fired from a job when he was forty-four years old., and he was fifty when his first novel was published to only moderate success. But then things took off and he became one of the most popular and respected writers in his genre.

“One Big Thing” does a good job of outlining why you should discover your main thing, and it provides guidance in the kinds of questions you should be asking yourself to figure it out. The case studies and examples illustrate how discovering and focusing on one thing helped others succeed. And Cooke also writes about how you must get known once you figure out what your one big thing is. So in this way, the book motivates one to start their own self-discovery. However, the book is not a “workbook” and the reader will have to do much on his or her own. This book is kindling with a spark, but the reader will have to provide the wood to keep the fire going.

So if you need that spark to begin thinking about what you really want to do with your life, and some great encouragement to figure it out and then let others know about you and your one big thing, this quick motivating read may be just what you need. So let Phil Cooke help you start living a life of purpose by finding your One Big Thing.

Kristyn says

This book changed my life and I highly recommend it for anyone who is planning a career/lifestyle/mindset change.

HornDevil says

"One big thing" gave lot to think about finding your true passion. What i didn't like was the Christian values undertone.

Jose says

Lacks ability to engage the reader. But overall very helpfull and extremely well written.

Mathew says

Phil Cooke seeks to answer one of the major questions of life “QUESTION 1: WHAT AM I SUPPOSED TO DO WITH MY LIFE?” (p. xiii). This question is a highway with two lanes of traffic. The first lane’s answer is big picture: to glorify God and enjoy him forever. You will cause a twenty car pileup trying to swerve into the second lane without properly understanding the first. The second lane (Cooke drives in this lane) is less big picture but important answering the practical concern of what job, what skill, what purpose will I seek? The first lane places the guardrails which create our values. Cooke discusses the importance of values in chapter six “The Power of Values” but disconnected from a discussion of God I’m not sure “honesty, integrity, and forgiveness” (p. 67) have any reference point.

Cooke sets the expectations for One Big Thing early,

This book won't give you all the answers, but it will help you start asking the right questions (p. xxi)

and that sums up well the ethos of One Big Thing. Cooke isn't trying to tell you what to do but an atmosphere where you can decide for yourself. He argues strongly we should determine the one thing we are truly talented at and pursue that single-mindedly (that single-minded pursuit doesn't prevent us from pursuing hobbies but it keeps us focused when making decisions).

I loved the format of the book. It was easily navigated. It was full of helpful resources and impactful quotations. I filled out a dozen or more 3x5 cards with quotations from people ranging from Ed Macaulley to Dr. Seuss to Samuel Johnson. You may find my review biased because I am predisposed to any book that quotes Ed Macauley (p. xvi), Celtics legend from the 50s who was traded to bring Bill Russell to the Celtics and 11 champions following quietly behind. Returning from the rabbit trail now. . .

Near the end, Cooke offers four practical questions to ask yourself. I jotted these down and having been chewing on them over the last forty-eight hours. I will add a fifth question which is absolutely necessary for Christians.

What comes easy for you?

What do you love?

What drives you crazy?

What do you want to leave behind?

Have prayed and sought God in this endeavor?

If you are looking for some motivation in finding your OBT One Big Thing could be a helpful supplement to godly counsel and the means of grace you are already using.

Deena Shoemaker says

This book is not your typical "get rich quick" book. It's not one of those "I'm going to hand you the answers to life" books.

It's the "find out who you are, find out what you love, and be that thing" book. It's a road map, if you will, that points you in all the right directions for discovering yourself. It's an organized, detailed, logical approach to finding what you are good at in life and being that person.

I was kind of skeptical about this book, as I am about most books that claim to help you find your purpose. But I was actually surprised to find out that it wasn't like the other books I've seen on the topic. It doesn't claim to hold magical 8-ball powers that send you on your way. Instead, it actually says it can't and won't tell you your purpose.

There is a series of steps you can take and questions you must ask yourself in order to start discovering who you are and what you do best.

I really liked the analogy inside this book about "the bread plate lady."

The author, Cooke, went to a market one day and discovered many stands full of everything imaginable. But there was one old lady in the corner selling only bread plates. Everyone locally knew her as "the bread plate lady" and anyone looking for a bread plate was directed to her. Now, there were several other stands that also

sold bread plates, but everyone was still directed to her.

Why?

Because she focused on One Big Thing.

Was her purpose in life bread plates? No. I'm sure it wasn't. But, as the analogy says, "focus on the one thing you're good at, and people will notice."
