Call it a spiritual journey through life and profession. The title itself sums it all. You need not have a title or a formal position to be a leader. Leadership, largely believed to be the requirement of people, holding top positions in military, profit and non-profit organizations, politics etc., has been candidly told by Robin, that it is essential for any human to be successful, be it in the personal or the professional life. The leadership method is delivered in the form of a story, where the hero an ex war soldier, Blake Davis meets his mentor Tommy Flinn and the four extra ordinary teachers, who take him through what leadership is all about and the four principles to Lead without a Title.

Blake Davis a wounded warrior returning from the Iraq War, seemed to be carrying the ghosts of the battle, even long after his return. Losing his parents soon after, added to his woes. His life was in a total mess. He worked for a bookstore, obviously not giving his best in business. It was here that he meets Tommy Flinn, an elderly man in his seventies, who later becomes Blake’s mentor. Tommy sensing the great potential in Blake, promises him to teach and transform him to Lead without a Title (LWT). One expects Tommy to show various tools and techniques to reach great heights in his profession. But the journey starts at the Rosemead Cemetery in the two freshly dug graves. Each grave consisting of a tablet. One with the 10 Human regrets etched in the tablet which is the sad cost of mediocrity when a person reaches the tomb. The other is 10 Human Victories which is a spectacular reward of Leadership Mastery. It is interesting to reflect on one’s death to understand what is true about life.

Tommy takes Blake to meet the first teacher Anna, who is a housekeeper in one of the best hotels in New York, who gives the 1st principle- You Need No Title to be a Leader. The 2nd principle ‘Turbulent Times Build Great Leaders’ is given by Ty Boyd, who is a skiing champion. Using the metaphor of skiing, he brilliantly explains how when one feels the greatest discomfort and all the limiting beliefs, start to scream through your brain and you think there’s no way you’ll make it, that’s where the biggest growth happens. The third principle ‘The deeper your Relationship, stronger your Leadership’ given by Jackson Cha, who is a Gardner gives the natural leadership truth: people are really the most important element in winning business. The fourth principle of leadership ‘To be a Great Leader first become a great person’, is given by Jet Brisley the famous massage therapist.

The metaphors and acronyms each teacher uses is a delight to the reader. When you complete the book, acronyms like LWT, SPARK, SEW, KMF, BIW, FMOB etc., become a part of your self talk and keep lingering through. Mediocrity and comfort zones have become bad words and one understands how small little leadership acts, really will compound into breathtaking consequences. As Robin Sharma says, we all need to lead from where we are planted and shine where we now find ourselves.

The conclusion of the story is indeed moving and one gets a feeling that you were indeed born awesome! An inspiration to live beautifully and to Lead Without a Title, until the last breath.