

Tribes

By Seth Godin

Seth Godin has a powerful, choppy approach to conveying his principles of networking within common interest groups. Tribes are groups who share a common interest. As leaders, our goals are to connect these people and sharpen their communication. Though there are a few foundational disagreements that I may have with Godin, I feel that his interpretation of tribes and the development of our culture through tribes is VERY accurate!

The idea of connecting people who share common interests is powerful. The power comes from the idea that we have commonly associated organizations or companies with this priority. Tribes take the power from the organizations and place it in those who facilitate community and communication between those people with common interests.

In order to lead such a group, Godin's approach suggests that it would be primarily through the willingness to be unique in your approach to leadership. Challenge the status quo. Drive to be a heretic, which is someone who is not willing to let other people simply dictate the direction in a routine, complacent manner.

Godin also brings out the distinct difference between faith and religion. Faith is dangerous and edgy, whereas religion is attempting to box faith.

One of the most challenging illustrations, which Tribes is full of, for me was the contextualization that ladies used in Rwanda to communicate the need for AIDS screening. They made posters that told them this, but the illiteracy rate was simply too high for this to be an effective manner. So they chose to create a song about it, as this was the primary method of communication... powerful idea, and even more powerful in the effects.

Overall this was a choppy, well entertaining, and somewhat challenging book. The stories and examples led to the impact, and the ideas of community dripped throughout the content.