



**DAVID NEFF**, president, Neff Associates, Inc.

Title: Outliers: The Story of Success

Author: Malcolm Gladwell

**My Review:** "Being someone who is always curious to know why people turn out the way they do, I was intrigued by how Gladwell's explanation answers many of these questions. His theory that not only genetics but also luck, circumstance and culture play an important role in determining our rate of success in life is intriguing. Some readers were a bit skeptical about Gladwell's ideas about the root of success; however, after he applied his theory to Microsoft's co-founder Bill Gates, he had me convinced. Gladwell's page-turning writing style and ability to simplify the complex sociological phenomena of success make this book a must-read."



**DAVID NEFF**, president, Neff Associates

**Our vision:** To continue the award-winning strategic work that we initiated over 20 years ago.

**I know it's working:** There are quantifiable analytics you can apply to what your qualitative vision might be. Obviously, sales and the kind of work we're trying to expand upon – have we been successful in tracking those kinds of clients, and have we been successful in making the needle move for our clients. Those are somewhat objective ways for us to analyze our own performances and see whether we met our strategic goals.