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## **Making a difference**

Reviewed by Johannes Ridu

DOES YOUR work matter to you? If so, then start reading Tad Waddington's Lasting Contribution: How to think, Plan, and Act to Accomplish Meaningful Work. A book critics have aptly described as 'a powerful dose of wisdom in a concise package', Lasting Contribution is filled with profound and effective advice on how to make the kinds of contributions - to work, to organisations, to communities - that really matter.

Drawing from such varied sources as Aristotle, Sun Tzu, Victor Frankl and Confucius, this book marshals insights that touch on information theory, sociology, Zen, psychology, art history, management theory, and other fields.

Waddington's deft ability to illuminate his ideas using colorful examples - everything from the Titanic and Santa Claus to skateboarding and Oprah's shoes - make the book as engaging as it is wise and thoughtful. Above all, Lasting Contribution offers different benefits to different readers: insightful tips for a better work performance for those looking to improve their careers; practical life-applications for those grappling with high philosophical ideas; and food for thought for anyone seeking to enrich their lives generally.

The author is currently a director of performance measurement for Accenture. Waddington received his MA from the University of Chicago's Divinity School, where he focused on the history of Chinese religions. He earned his PhD from the University of Chicago in measurement, evaluation and statistical analysis.

'Lasting Contribution: How to think, Plan, and Act to Accomplish Meaningful Work',

\* By: Tad Waddington

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