

Par Excellence

Excellence in Writing - Book Reviews

BOOK REVIEW: *Managing with Aloha! Bringing Hawaii's Universal Values to the Art of Business* by Rosa Say

This book resonates with imagery. After all, who among us wouldn't like to live in Hawaii? Who wouldn't like to be surrounded by palm trees and warm breezes all day long? Who wouldn't like to stroll down to the beach at lunchtime, soaking up the warm sunshine, feeling the water tickle your bare toes? I bet folks find it relaxing even when it rains in Hawaii.

Judging from the title, your first impression of this book just might include the descriptions in the paragraph above. But, don't be fooled. There is an enormous amount of valuable advice and information in these 260 pages. Rosa Say, founder and head coach of **Say Leadership Coaching** - "a mentoring, coaching and training firm with a mission to bring Aloha to the art of management and leadership" - has written a book that will have you taking notes and planning meetings. Yes, you will want to implement Aloha starting- *now!*

Rosa charts her course carefully, bringing you into the soft, customer-focused world of business in the new millenium by sharing the language of her homeland with you. As you read through the 18 chapters, it's as if you can hear Rosa's lilting voice sharing her world, her business experiences, and her passion for people as she shares the true meaning of "Aloha."

"Aloha is a value, one of unconditional love. Aloha is the outpouring and receiving of the spirit."

From learning about Ho'ohana (working with intent and purpose), to Pono (rightness and balance), I guarantee that you will be transformed as you read. Visions of Hawaii will never leave your mind, but more importantly, visions of managing your business with Aloha will mingle with those thoughts of gentle breezes, warm water, and watching dawn arrive over the mountaintops. Your inner spirit will hunger for the shores of the islands, while you eagerly learn how to bring the spirit of Alaka'i (leadership and initiative) to your business.

Visit Rosa Say's website to buy the book and learn more about how to manage with Aloha:

<http://www.managingwithaloha.com/>

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