



# The Art of Significance: Achieving the Level Beyond Success

*Dan Clark*

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## **The Art of Significance: Achieving the Level Beyond Success Dan Clark**

What would you rather have-conventional success or a high level *beyond* success?

Dan Clark, one of the world's leading inspirational speakers and leadership trainers, vehemently opposes the conventional wisdom about success. He believes it's tragic and superficial to build our careers and personal lives around getting more money, bigger houses, cooler toys, and fancier job titles.

What's it all worth in the end? How many outwardly successful people still feel empty inside?

Clark has spent decades traveling around the world, interviewing the famous and powerful; consulting with presidents and generals and sheikhs and corporate leaders; creating a multimillion-dollar business; and (before any of the above) overcoming a paralyzing injury

## **The Art of Significance: Achieving the Level Beyond Success Details**

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Author : Dan Clark

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## **From Reader Review The Art of Significance: Achieving the Level Beyond Success for online ebook**

### **Sivananthi T says**

Not a conventional management book, and pushes one to higher levels of articulating what success means and what leads to that.

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### **Brady says**

I heard Dan speak at an event in Alabama and saw his book come across the AF Chief of Staff's reading list. I gave it a shot, not really knowing what to expect.

I found the writing style to be over-the-top on "this is THE solution to life" and light on a structured, common-sense format. The book has 12 principles that are all pretty universally accepted as good things. Within each, he tended to give more lists of things to do to implement the principle, then application steps at the end. Too much information to take in at once.

As a Christian, I can't endorse this as solely a "Christian" book, although many of the principles were clearly derived from Biblical principles. I found at times familiar quotes from the Bible being taken out of context, which kind of detracts from their use. But on the flip-side, if I were reading this as a non-Christian, I would imagine it would come across as way too "preachy" and would likely disengage.

The book's redeeming factor = the many stories and Dan's storytelling ability.

In summary, the book probably could have been a one page brochure talking about significance rather than success, as that concept was insightful. But the endless chapters on principle after principle filled with stories that were more entertainment factor in my opinion than concept reinforcing led me to my overall rating of 2 stars.

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### **Mark says**

A thought-provoking and inspirational book. I like how the author made me look at things in a new perspective and also dive deeper into my own morality.

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### **Tucker says**

I was drawn to the overall idea that "success" indicates we've met a goal but it doesn't say anything about the value of what we're achieving.

Clark's first "law" is obedience, and it is religious in origin. Although the book overall does not deal with religious belief, he quickly reveals his own: "As we see in the Jewish/Islamic/Christian tradition, people have sensed this since the beginning of recorded history — the biblical Adam, the first human creation, was held

accountable for his obedience." He goes on to say that we have intuitive knowledge of laws "granted us by a higher authority." Then, in the middle of the book, he advises: "Create your own personal 'Board of Directors' made up of at least six people of all ages and professions, both men and women, representing three different religions (including your own)." He does not discuss this further so it isn't clear why religious diversity (specifically, compared to other types of diversity) is important among one's chosen mentors and if he deliberately means to exclude people with no religious belief. At the book's conclusion, he makes a statement that is more humanist and has nothing to do with religiously motivated obedience: "One big, cosmic meaning does not exist for all of us. We have only the meaning we each give to our lives — an individual meaning, an individual plot, like an individual novel, a book for each person." That sounds contradictory.

The third "law" endorsed "stretching inside the box" before (or instead of) going "outside the box." This is "a process of bringing change out from within." I suppose it relates to obedience. The chapter meandered away from itself. What seems to me an obvious question, but was not addressed: What's the difference, really, between stretching the box and breaking it? Furthermore: How do we know when we accurately perceive the boundaries of any given box, especially when we have to perceive it from the inside? And: How do we deal with the fact that we inhabit multiple systems simultaneously and that stretching, breaking, or abandoning one system impacts another system? I do not think he really wants to answer any of these questions. I think his career as a motivational speaker hampers how candid and thoroughgoing he can be with advice to "change your life" because CEOs bring him in to motivate their employees so that is why he backpedals to the word "stretch" and why he specifies *within your current box*.

Many concepts were introduced in a similarly diffuse, contradictory manner. It was difficult to assess whether any given recommendation rose above a platitude.

I was also a little confused about the intended audience. Half of the book seemed to be directed at individuals wanting to live a more meaningful life, and half seemed geared to managers or people heavily invested in organizational culture and employee retention. I understand the idea of *take your significance to work* but it just added another level of diffuseness to assume that the reader has a certain kind of job and is empowered to promote certain values at their job and to flip back and forth between "personal" and "work" contexts.

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### **Shannon Farrell says**

Clark approaches an interesting topic of the difference between Success and Significance. Try basic premise is that while many people focus on becoming and being successful, those individuals who really lead change and leave legacies are significant. Clark then lays out 12 Laws of Significance. He delves into each of those laws, delineating the differences for each between success and significance. He includes personal and touching stories to highlight each. The laws make sense and are beneficial to study, I think. Clark's stories are good and support each point, but they almost become unbelievable. I mean that because Clark name drops big names from many different sectors in society as well as has so many stories that have apparently happened to him, it becomes hard to believe. It can also start to separate him from a common reader, which may make it harder to believe his laws are achievable by most folks. I think it's a worthwhile read, but I'm not sure it's life-changing.

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### **Jeff Hennore says**

Loved this book! Dan is so personable and teaches simple principles using captivating stories. I've already

began applying a few of the principles and noticed a dramatic change in my self-health. Thanks Dan!

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### **Shon Neal says**

He spends the entire book redefining common terms, like success, and making them sound like something bad. He then tells you how to be significant which is what success previously stood for. This guy may be good live, but written he comes off inconsistent and completely empty.

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### **Heather says**

Normally I do not read self-help books. Having won this in a give-a-way I thought I would give it a shot. (this is a review of an advance copy)

There was a lot of good stuff, more than the usual "you can be more than you currently are." I found a lot of the discussion was geared toward business, with practical application rather than "dream it do it."

I liked it well enough, perhaps 3&1/2 stars.

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### **Matthew Barrus says**

If you're looking for a book to enhance you capabilities as a human being, to broaden your horizons, and to look deep within yourself to find who you are, this is the book to read. Dan Clark does an excellent job of identifying ways in which we settle for less when we are really capable of so much more, in other words, turning success into significance or a significant life. It is an inspiring read, leaving you with a fire in your chest to do and be more. Within the book are several reoccurring strengths. First, is the way he writes. The book is written in such a way that it feels as though you are having a one on one advising session with Dan Clark, giving you the secrets to many of life's problems. And secondly, the examples given in the text really bring each individual topic home, giving you a sense of hope and peace that, "other people have gone through the same struggles and trials that I am going through, so I can make it through them too." One of my favorite quotes from the book comes from the first chapter when he says, "It's easier to hesitate, holding on to the familiar, clinging to people, positions, and possessions that are no longer sustaining, because we fear the unknown. We seek a renaissance of spirit, a return to understanding that being is more important than having, and yet we lose our vitality by resisting the very steps that could help us create a dynamic and fulfilling life." I found myself studying this book rather than simply reading it. If you go into it with an open mind, you may find yourself desiring a more significant life.

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### **Bryce says**

Excellent book to be read and re-read again! Dan Clark outlines the difference between the successful and the significant and what it takes to become significant. Using universal principles Mr. Clark shows why the successful get what they want; the significant want what they get. The successful think wealth flows to them; the significant know that wealth flows through them, to bless the lives of others. The successful earn financial independence, influence and popularity; the significant earn financial independence, influence,

popularity, admiration, loyalty and respect. The successful compare themselves against others; the significant compete only against themselves. The successful are quickly forgotten when they die; the significant leave a long-lasting legacy.

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### **Rick Kuehn says**

Vascillated wildly between 1-5 star content & writing... it's worth picking up just for the action steps that close each chapter, but the rest is mostly a locker room speech turned into a book. The author tortures the language by redefining words to make his points, sacrificing clarity.

If you find the concept interesting, I'd recommend wishcraft, the war of art, or the art of nonconformity over this.

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### **Emily Martha says**

When I first started this book, I was expecting something like Good to Great by Jim Collins, or The Seven Habits of Highly Effective People by Steven R. Covey -- both good books that are self-help, with good insights, which can be used for personal improvement, but include a strong business bent. This book was not quite what I was anticipating. It does include a business bent, but it's a little broader in scope than most books like it, and the advice is excellent.

I was blessed to receive an early reviewer copy of this, and I can say with all honesty that I am delighted I did. The author is clearly a religious and spiritual man who is applying his personal beliefs (the kind of "this is how you ought to treat people" sensibilities that most religions agree with) to teaching people how to live in a way that will make them feel fulfilled and happy -- without having any kind of specific religion or even specific spiritual beliefs. It is very sensible and wise, and the examples he gives are useful and sweet.

I think this is a book that will make you feel good to read it -- and then want to DO good when you've finished it. It's not just a source of comfort, relaxation, and contentment -- it's also a spur to action and an increase in confidence that your life can and will mean something.

We all want to succeed, but we too frequently think success is going to give our lives meaning. How frequently do we hear the story of people who've destroyed their lives after great success -- or who felt their success was empty? What he's speaking about right here is MEANING, and teaching how to achieve this, with success, before succeeding, in your own personal and unique way.

I highly recommend this to people who feel the desperate need to succeed, who feel frustrated, or particularly who feel driven to succeed past the point of what is healthy. I'm so glad I received an early reviewer copy.

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### **Ajay Palekar says**

For an interesting concept, a variety of interesting anecdotes, and a generally intriguing proposition -- this was an incredibly disappointing book. Not only was the book poorly structured, generally boring, and the arguments do not constitute as true support for the proposition at hand. But Dan Clark comes across as the type of guy who believes he has found the path 'to significance' and seeks to share it. Yet, his 'discovery' is

little more than a rendition of personally disagreeable ideas that largely are rooted in his exposure to the Christian fate.

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### **Maria says**

I really struggled with this self-help book as it was a poor imitation of the principles of the Church of Jesus Christ of Latter Day Saints without the religion.

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### **Sidney Aulds says**

I've been fortunate enough to hear Dan speak at multiple company events, and every time I leave his messages a more complete and transformed individual. I would recommend this book to anyone looking for a way to live a purposeful life, outside of their own world. Dan is a shining example of leaving people and places better than they were before his presence.

It is one thing to know about Dan's 12 Laws and another to practice them. I will be reading this book many more times so I will learn to habitually live a life of significance!

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