

Q1: As an advisor to some of the globe's F500, top CEOs and executives, along with many professional athletes, what have you found to be some of their key concerns recently?

Robin's Reply: In this day and age – a time of dramatic distraction - it's so easy to be busy just being busy. With our Blackberrys, 24 hour news cycle, demanding jobs, Facebook, Twitter, etc., we can lose sight of our most important objectives. My clients often come to me unable to cope with competing demands: work is over-demanding and stressful, unable to lead their organizations effectively, family life is suffering, health has become a distant priority, and they're no longer happy in their current situation. Modern life has become so complex, and for many people, it's overwhelming. So, my coaching allows these people to prioritize, get rid of the 'clutter', and focus on what's most important.

Q2: In these uncertain times, what is your advice for people going through some difficult situations?

Robin's Reply: We must remember that the most successful and resilient people are able to transform challenges into opportunities. Each distraction or challenging situation that life throws our way must be interpreted as a learning point and as an opportunity to improve as human beings. This is the time to shed our old ways, to create and be remarkably innovative, and remake old business models. A simple way to deal with stress is to focus on the positive and distance yourself from the overwhelming negative news in the world right now.

Q3: How did you get the idea for your book, *The Monk Who Sold His Ferrari*? And why do you think it has resonated with millions of people around the world?

Robin's Reply: *The Monk Who Sold His Ferrari* is largely a book that reflects my life's journey. I was a very unhappy litigation lawyer, just like the lead character Julian Mantle. I had two law degrees, I was working with a very successful firm, but in many ways, I was living someone else's life. I was living by an external definition of success rather than by my own. So I decided to do some soul searching, and get my life on a new path.

I wrote *The Monk Who Sold His Ferrari* in the form of a story because fundamentally, adults are nothing more than deteriorated children. Everyone of us loves to be entertained. Every one of us loves to be inspired. I thought that if I wrote a book that was entertaining and fun, yet shared real and powerful ideas that help people achieve greater success, people would enjoy it.



Q4: What do you think about all the international success that your books and work has generated?

Robin's Reply: I'm humbled by it. And I'm so grateful to everyone who has helped me along the journey. I'm a very ordinary man. No different from the person reading your story. I was born in Africa and grew up in a town of 2000 people on the East coast of Canada. I fell into this whole thing – almost by accident. I used to be a lawyer. I was successful on the outside but very empty within. So I began to search for answers. I began to try and learn how the best got there. How happy people created their happiness. How superstars created their mastery. I discovered some very powerful lessons. I shared them in a self-published book that my Mom edited and my Dad and I sold out of the trunk of my car. The book began to sell very quickly. That led to invitations from companies to help them inspire their employees and assist them in developing their leadership capacities. The message spread. The dream grew.

Q5: Who inspires you?

Robin's Reply: My two children are my heroes. They teach me what passion, curiosity, joy and unconditional love looks like. People like Bono, Richard Branson, and Nelson Mandela inspire me. Unknown human beings reaching for their own unique form of personal and professional greatness inspire me. My readers – and all their stories of personal and professional transformation – inspire me deeply.

Q6: You talk and write a lot about this concept “Lead Without Title”. Explain what leadership means to you.

Robin's Reply: Every person within an organization has the opportunity to show leadership behavior each day. To Lead Without Title. Leadership is far less about position than it is about attitude and the way you show up each day. Leaders without a title are able to seize opportunities amidst setbacks, constantly innovate, and treat people with compassion. Every person can be the CEO his or her own role. For example, frontline sales staff can become ‘CEOs’ of the division or business they’re responsible for. This enables them to assume job ownership and foster a sense of freedom to control their own careers. The role of great leaders is to help their staff to realize their own potential, driving them to do their best and work towards excellence.



The best companies get that. Their race is to grow leaders faster than their competition. My company, Sharma Leadership International Inc., helps the best organizations do exactly that.

Q7: Could you name 3 of your best tips, or pieces of advice, that people can quickly adopt into their daily lives?

Robin's Reply: Be the greatest you can be before it is too late, because no one knows how long we are going to live. Run towards your fears rather than away from them. Within your business or organization, show leadership in whatever title you have, and help build a culture of success, and build strong relationships.

Q8: How do you define happiness?

Robin's Reply: Happiness is being in the process of creating what's most important to you in all significant areas of your life (including work, home and personal). Happiness is not about reaching the destination, but about enjoying the process of getting to your own personal mountaintop. Happiness is also about being true to yourself and living life on your own terms rather than according to the values and dreams of others.

Q9: In your books, you encourage people to spend 60 minutes a day reading. What are your favorite books?

Robin's Reply: Reading is having a conversation with the author. Just imagine having a conversation today with Mahatma Gandhi and Richard Branson and Lance Armstrong and Salvador Dali and Madonna – by reading their books. One idea read in one book has the power to revolutionize your life or your career. I love to read. My greatest gift to my kids will be my library.

Some of my favorite books are “The Alchemist” by Paulo Coelho, who has become a good friend. “The Meditations of Marcus Aurelius” and “The Prophet” by Kahlil Gibran. I still love classics like “How to Win Friends and Influence People” by Dale Carnegie as well as a lot of the popular business books out there like “Winning” by Jack Welch and Jim Collins’ “Good to Great”.

