

When You Come to a Fork in the Road, TAKE IT!

by Yogi Berra with Dave Kaplan

Reviewed by Jake Simons and Don Berez

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Yogi Berra has become something of a folk hero. Baseball enthusiasts know him as the Hall of Famer and three-time Most Valuable Player who played in more World Series (14) and was on the winning side (10 times) more than any player in history. But he is also known for his seemingly nonsensical or paradoxical sayings. Technically called malapropisms, these are more often referred to simply as "Yogiisms". Aside from their humor, these sayings have become popular because of their ability to suggest an important truth.

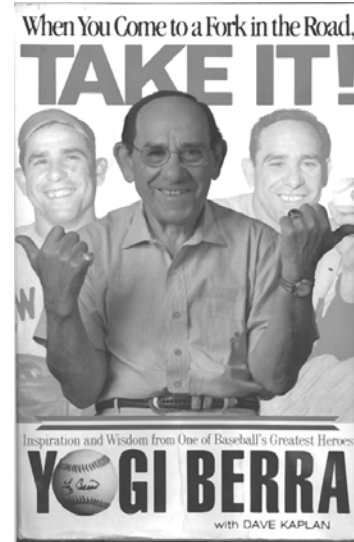
Although I began this book strictly for entertainment, I found much of Yogi's focus to be the application of what he's learned to business management. (Yogi has been a successful manager in a variety of businesses outside of baseball.) His perspective is truly unique. Yogi quit school after the 8th grade, so he is not a product of classical education. Even in baseball, he received little formal coaching before turning professional. Instead, Yogi attributes his ideas to a combination of instinct and observation. He seems to have a knack for quickly discerning the essence of life and people – the things that are truly important. His street sense transitions through his work ethic, decision making, and consideration of the quality of life.

Yogi's experiences have often led him to the same conclusions we teach in business schools. But he has a more memorable way of



saying them. Here are some samples.

What Yogi said...	How Yogi's ideas apply to business...
"If I didn't wake up, I'd still be sleeping."	Be early and be prepared. Bad things can happen, and often do, when you leave things to chance.
"Nobody goes there anymore. It's too crowded."	If you run a business, you can't overlook anything needed to make your customers feel comfortable and want to come back. Their impressions become your reputation.
"If you come to a fork in the road, take it."	When you face tough decisions, get advice, but then trust your instincts and make a firm decision. Don't second-guess yourself in the process, but learn from your choices.
"If you don't know where you're going, you might not get there."	Nobody knows how life is going to turn out. But you need to have a plan, confidence, and desire. Feel the sense of planned accomplishment.
"You can observe a lot by watching."	Companies spend a ton of money for consultants to spot the latest trends. But a lot of time they just spot fads. You can save all that money by watching the stuff people buy, learning about it, and then keeping track of it. Watch out for tunnel vision.
"It ain't over 'til it's over."	Be calm, be patient, and don't over-worry. Good things can happen if you persevere. Finish the project, don't let it conclude.
"Always go to other people's funerals, otherwise they won't go to yours."	Loyalty is a selfless proposition, based on trust and respect. Never violate the trust placed in you by other people. It's not always about you.



The Cover Story

Title: When You Come to a Fork in the Road, TAKE IT!

Author: Yogi Berra with Dave Kaplan

Number of pages: 175

Area(s) of business: Any level of management

Readability: Easy

Time needed to read: A few hours

Why should I read this book? For thought-provoking tips from a successful athlete and businessman with a unique perspective and a great sense of humor.

Overall rating: 4 bulbs

In addition to enjoying this book, I think you'll laugh and find it worthwhile for both what Yogi says and for what he makes you think about.