

KAZGUU LIBERAL ARTS DIGEST

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"KLAD" is a student journal first published at M. Narikbayev Kazguu University School of liberal arts. This journal is aimed at enhancing students' involvement into science and research.



INFORMATION ABOUT THE JOURNAL

“KLAD” is a student journal first published at M. Narikbayev Kazguu University School of liberal arts. This journal is aimed at enhancing students’ involvement into science and research.

«KLAD” journal admits for publication various types of articles: original research, review articles, short reports or essays, reflections, case studies, methodologies and cases in english; containing the results of fundamental and applied research in the field of philosophy and identity, history of kazakhstan, pedagogy, linguistics and methods of teaching languages, translation, and tourism.

CONTENTS

WHAT ARE THE EXPERIENCES OF INTERNATIONAL STUDENTS IN TERMS OF LINGUISTIC ADAPTATION	7
Kussainova Zarina	
HUMOUR IN SIMULTANEOUS INTERPRETING: A CASE OF EURASIAN MEDIA FORUM IN KAZAKHSTAN	14
Mukanbednyarova Madina	
TRANSLATION OF EMPHATIC CONSTRUCTIONS FROM ENGLISH INTO RUSSIAN: A COMPARATIVE ANALYSIS OF TRANSLATIONS OF JACK LONDON'S NOVEL MARTIN EDEN	25
Khamidullova Mergul	
STRATEGIC DOING: TEN SKILLS FOR AGILE LEADERSHIP	37
Abilkaiyr A.T.	
THE 360 DEGREE LEADER: DEVELOPING YOUR INFLUENCE FROM ANYWHERE IN THE ORGANIZATION BY JOHN MAXWELL	40
Amanzhol R. S., Nurakhmetova A. Zh.	
LEADERSHIP SECRETS OF THE WORLD'S MOST SUCCESSFUL CEOS" BY ERIC YAVERBAUM	43
Muratova Assylzhan	
SERVANT LEADERSHIP IN ACTION: HOW YOU CAN ACHIEVE GREAT RELATIONSHIP AND RESULTS	45
Gazizova Samal, Prmagambetova Diana	

START WITH WHY: HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION	48
Kudaibergenova R.S., Koigeldiyeva A.A.	
LEADERSHIP IS LANGUAGE: THE HIDDEN POWER OF WHAT YOU SAY - AND WHAT YOU DON'T" BY L. DAVID MARQUET	50
Kurbanova D.G.	
LEADERSHIP STRATEGY AND TACTICS: FIELD MANUAL BY JOCKO WILLINK	53
Serikov Alisher, Temirgali Bakytzhan, Yesbatyrova Zhuldyz	
LEADERSHIP AND SELF-DECEPTION. GETTING OUT OF THE BOX» BY AUTHORS OF ARBINGER INSTITUTE	56
Baltabay D.G	
YOUNG PEOPLE DON'T WORK BY CHOSEN SPECIALTy	61
GRADS UNEMPLOYMENT BY THEIR SPECIALITY	64
HOW TO PREVENT THE HIGH NUMBER OF SUICIDES AMONG YOUNG PEOPLE STRUGGLING WITH THE UNT EXAM FAILURE?	67
Kappassova Dinara	
FAKE NEWS CAUSING ISSUES ON DIFFERENT SOCIAL LEVELS	70
Makhsumova Arina	
Members of Editorial Board	73

The background features a vibrant gradient from purple to blue, overlaid with numerous thin, white, wavy lines that create a sense of motion and depth. Large, semi-transparent, colorful shapes in shades of cyan, magenta, and blue are layered across the composition, adding a dynamic and artistic feel.

PART 02

KAZGUU LIBERAL ARTS DIGEST

BOOK
REVIEWS



START WITH WHY: HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

KUDAIBERGENOVA R.S., KOIGELDIYEVA A.A.

Abstract: The name of the book is Start with Why: How Great Leaders Inspire Everyone to Take Action. The author is Simon Sinek who is considered an American-British writer and inspiring speaker. His aim in writing the book is to help people accomplish the job that inspires them, and then use real-life examples of exceptional leaders to demonstrate how they communicate and how you may apply their ideas to inspire others. Sinek (2009) found that his major purpose is to teach people how leaders may motivate each other and what questions they should ask before taking any action. He highlights three major questions that are relevant to everyone. He ignores ancillary topics and just covers solutions that truly work in this book. In addition, he shows why it is critical to begin your business by asking the appropriate questions.

Keywords: golden circle, WHY strategy, action theories, behaviour.

We have learned from the book that you may convince people to follow you in one of two ways: by forcing them or by piquing their interest. The second strategy is used by the most effective leaders. Essentially, people will only follow you if they share your interests. Accordingly, we must find an approach for everyone in order to arouse their interest.

The book by Simon Sinek examines several case studies to establish the success of leaders who inspire action. The book provided examples of Apple's, Martin Luther King's, and the Wright brothers' success. The author evaluates their behavior concerning three concerns: What? How? Why? Individuals and organisations are all aware of WHAT they do, many are sure of HOW they do it, and only a tiny minority are mindful of WHY they do it. Starting this approach with the question of WHY

is a quality that characterises exceptional leaders.

Everyone is aware that everything has both strengths and drawbacks. This did not go unnoticed by this book. The author explores the stories of each case he uses, which we believe to be the book's most unique aspect. That is, he discusses each incident in detail and explains why it occurred and why we feel it contributed to the leaders' success.

Unfortunately, strengths are always accompanied by weaknesses. The book itself is titled "Start With Why", and it complements how great leaders inspire each other to take action. According to the author, you need to ask questions such as «what?» and «how?» as well as «why?» when setting up a business. However, the author does not clarify what to do after asking the major questions. Before doing

anything, the book explains what questions should be asked. The author does not provide a precise and correct direction for what we should do next and what decisions we should make after that. The extremely poor concept here is, to begin with, the question “why” when describing why you do what you do - or why you are in business. The question «why» is not a strategy. It is not even a strong starting point, and the book is superficial. We also feel Mr Sinek is unsure of the difference between mission and vision statements. The physical expression of where you are going is described in a vision statement. As noted by Sinek (2009) it is called a vision statement because it is something you can see.

After weighing the benefits and drawbacks of this book, we are led to the realisation that there are many more shortcomings. Of course, reading the author gives you some useful insights, but the book is still only about one item and is full of fillers that advocate for that one idea. The book is divided into sections that all deal with the same subject. Despite the author’s use of examples from various fields and practises, there is no obvious strategy for doing so. With the same title, the author has a Tedx talk. Many readers of the book and watchers of this video, including us, felt that watching the video was sufficient because everything expressed there is the core component of the content in the book.

Despite many disadvantages, this book is a useful supplement to the Leadership Psychology course since it looks at the psychological element of motivation and how it is influenced by the leader’s inspiration and actions. In consequence, complementing the book with experiences of outstanding leaders might serve as models for future leaders or those practising their leadership skills. These examples can help you get an understanding of leadership, analyse your leadership traits, identify your strengths and weaknesses and begin working on them. The book also includes advice from some of the world’s most influential and

compelling leaders, which is considered its most distinguishing characteristic. One of the book’s important concepts that stuck with us was that if you have a powerful Why, you will naturally attract people to your business who share your Why. Instead of using manipulative strategies like pricing, services, and bonuses, a strong Why will allow you to promote based on these beliefs. Another crucial element to consider is the hiring process (or being hired). To have the greatest performing team, everyone in the company must believe in the same Why. This necessitates a leader who understands their Why and how to communicate it to others. In addition, leaders are those who are driven by good attributes. Motivating and encouraging the other person by making the right use of the means at their disposal is part of this. Leaders must recognize that certain people require inspiration to behave.

Drawing conclusions, we can note that in spite of some weaknesses, the book turned out to be compelling and easy to read. Moreover, we can say that this book is intended for a wide range of readers, because each person should strive to be a leader, despite his work activities. The most important thing to remember while reading any motivational book, including this one, is to know why you are reading it. Furthermore, it is critical to employ all of the approaches suggested by the author. We strongly advise you to read this book, and we hope it will help you develop your leadership abilities.

REFERENCES

Sinek, S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action* (Illustrated ed.). Portfolio.