

KAZGUU LIBERAL ARTS DIGEST

VOLUME 03
MAY 2022



“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



PART 02

KAZGUU LIBERAL ARTS DIGEST

BOOK
REVIEWS



LEADERSHIP SECRETS OF THE WORLD'S MOST SUCCESSFUL CEOs" BY ERIC YAVERBAUM

MURATOVA ASSYLZHAN

Abstract: The review examines Eric Yaverbaum's book "Leadership Secrets of the World's Most Successful CEOs: 100 Top Executives Reveal the Management Strategies That Made Their Companies Great." This book is about leaders from diverse companies throughout the world and their experiences to become leaders. The review's goal is to provide a concise assessment of the book by categorizing the leaders' comments. In addition, the review informs readers about the book's benefits and drawbacks. The review will be beneficial to students who are interested in leadership or who are studying in this area.

Key words: leader, leadership, book-review, management strategies.

SUMMARY

Eric Yaverbaum has almost 40 years of business experience in networking, journalism, and media affairs. He established Jericho Communications. Eric is a worldwide public relations specialist and influencer who has assisted his clients in increasing their visibility in media venues ranging from the Today Show to NBC Nightly News, Good Morning America, CBS This Morning, The Wall Street Journal, and The New York Times.

In terms of the book, it focuses on two primary questions: «What is the most powerful leadership technique?» and «How can a person become a better leader?» (Yaverbaum, E., 2004). The interview featured the world's most successful 100 CEOs, who shared their most important approaches and work-life experiences. Some even skills are best on how to be a better leader.

ANALYSIS

The book's goal is to share the real-life experiences and critical cases of individuals who have achieved success and worked

with others who desire to accomplish more in life. That is, the road to becoming a leader and the attributes that are preferable to possess in order to be a successful leader.

The book was exciting to read as it contains various information about different people, and how did they deal with critical situations in order to rule their company. There are several leadership tactics stated, such as communicating, having a clear vision, particular direction and plan, and conducting business with love and enthusiasm. However, I'd want to draw your attention to certain seemingly basic but, in my opinion, highly important and fundamental traits of a leader. «Listening ability» is a quality that I've found in about 70% of leaders. Yes, if we look around, we can see that most people can hear but not listen. So, being a leader is being a listener: to your staff, to ideas, to visions, to other leaders, to consumers, to critique, to praise, to everything. A person discovers his or her advantages and weaknesses by first listening and then thinking and evaluating.

As a result of listening, you will be able to ask questions. Not to ask for the sake of asking, but to gain something useful for

the greater good. I just saw a comment regarding asking questions on social media. It's a shame that in the current world, we focus on the person's living standards rather than his being, by asking questions like «How much...?» or «What...» rather than «Why...?» or «How...?» So, asking the proper questions may lead to success and the discovery of true experts with strong skills.

The third is about focusing on, doing, and accepting responsibility for no more than three things. While the rest of the world is learning to multitask, great leaders advocate doing only one or two things at a time, but doing them extremely well, and emphasizing priorities. According to Archie W. D, Chairman of ConocoPhillips, one cannot accomplish everything everywhere, and this has an impact on the outcome. I agree with him on this point, because most people nowadays are experiencing «burn-out,» which occurs when they are unable to balance their abilities and complete many tasks at the same time and become exhausted. That in the end, people have to give things up. As a result, the concept of prioritizing work and focusing on real-time obligations appears to be well-thought-out. These are the abilities that lead me to believe that our environment can create them on its own. and can help them to be a good leader.

ADVANTAGES AND DISADVANTAGES OF THE BOOK

Despite the fact that the book is quite intriguing to me, I have identified two positives and one disadvantage. As for the book's advantages, even as a privilege, I can refer to its «true-stories» based format. This book is not just about theories, but also about directors and leaders from all around the world who shared their secrets with others. It truly encourages and inspires people to accomplish their best.

The second aspect to mention is the book formatting; it is simple and straightforward;

each chapter (every interview) has a core point, and each thought is discussed independently in distinct paragraphs, making it extremely easy to read and understand.

Personally, one of the downsides was a lack of background knowledge about the leaders. If every CEO were characterized and given a piece of concise information, that book might be on par with Napoleon.

Nevertheless, I believe the book will be important because, in the current world, people are increasingly shifting from a group type of labor to an individual form of management. The younger generation has begun to construct their own enterprises and engage in freelancing, and they require the skills to manage businesses and people, which is where this book will assist these individuals in creating themselves. Because, as previously said, the book comprises the paths of CEOs of numerous successful organizations as well as their techniques.

In conclusion, I would like to add that the book is worth reading because it offers a lot of important leadership strategies, as well as certain scenarios that one may confront within the firm. Even if a person is unable to read lengthy volumes, there is a short and quick summary of the book at the end of the book. In addition, I can say that the material in the book is useful not only for people who are improving their leadership skills, but also for those who are developing themselves in terms of profession or life. I hope you have a good time reading the book.

REFERENCES

Yaverbaum, E. (2004). *Leadership Secrets of the World's Most Successful CEOs: 100 Top Executives Reveal the Management Strategies That Made Their Companies Great*. Dearborn Financial Pub., Inc.