

BOOKENDS

► Stephanie Yap

READER: Dale Beaumont, 25, co-founder of Tomorrow's Youth International, a Sydney-based organisation which runs self-development programmes for teenagers.

He was in town last week to conduct a workshop and promote his new series of Secrets Exposed books, which profile successful people, including 77th Street's Elim Chew.

After finishing high school in 2000, the younger of two sons of a self-employed businessman attended several personal development workshops with the idea of starting a career in public relations or personal fitness.

However, he realised that a lot of life skills were not being taught to youths, and within a year had started Tomorrow's Youth International with a friend. It now runs programmes in Australia, New Zealand, Singapore and Indonesia.

Beaumont is married and lives in Sydney.

What are you reading now?

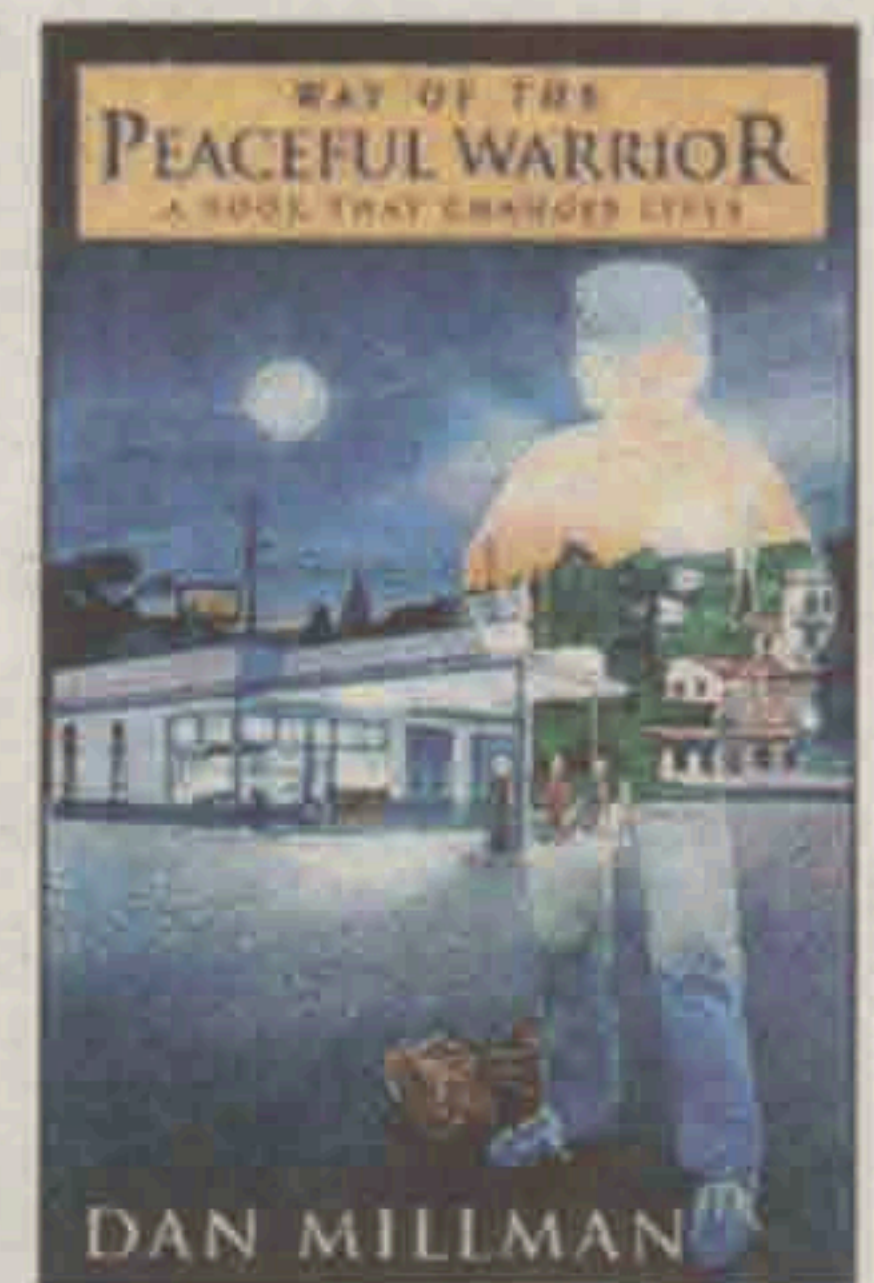
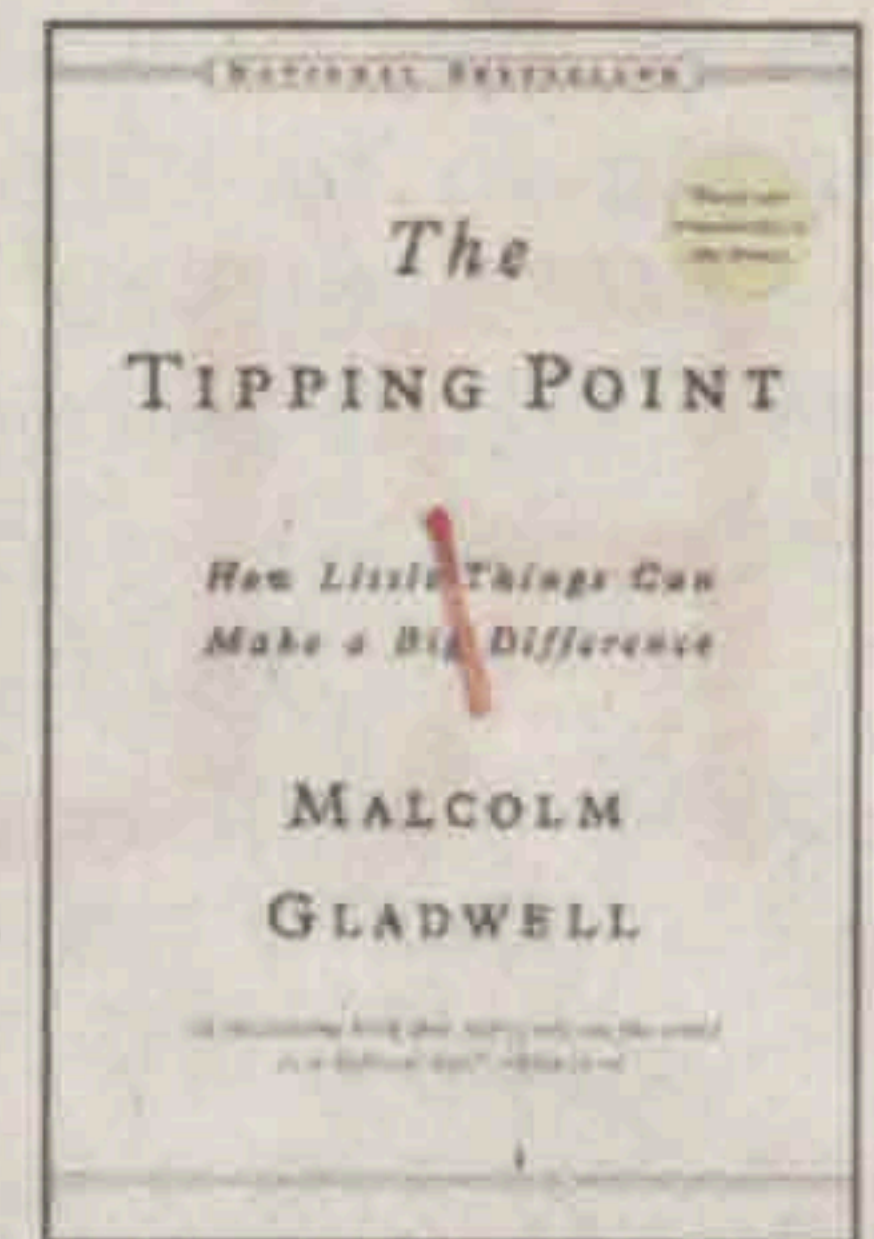
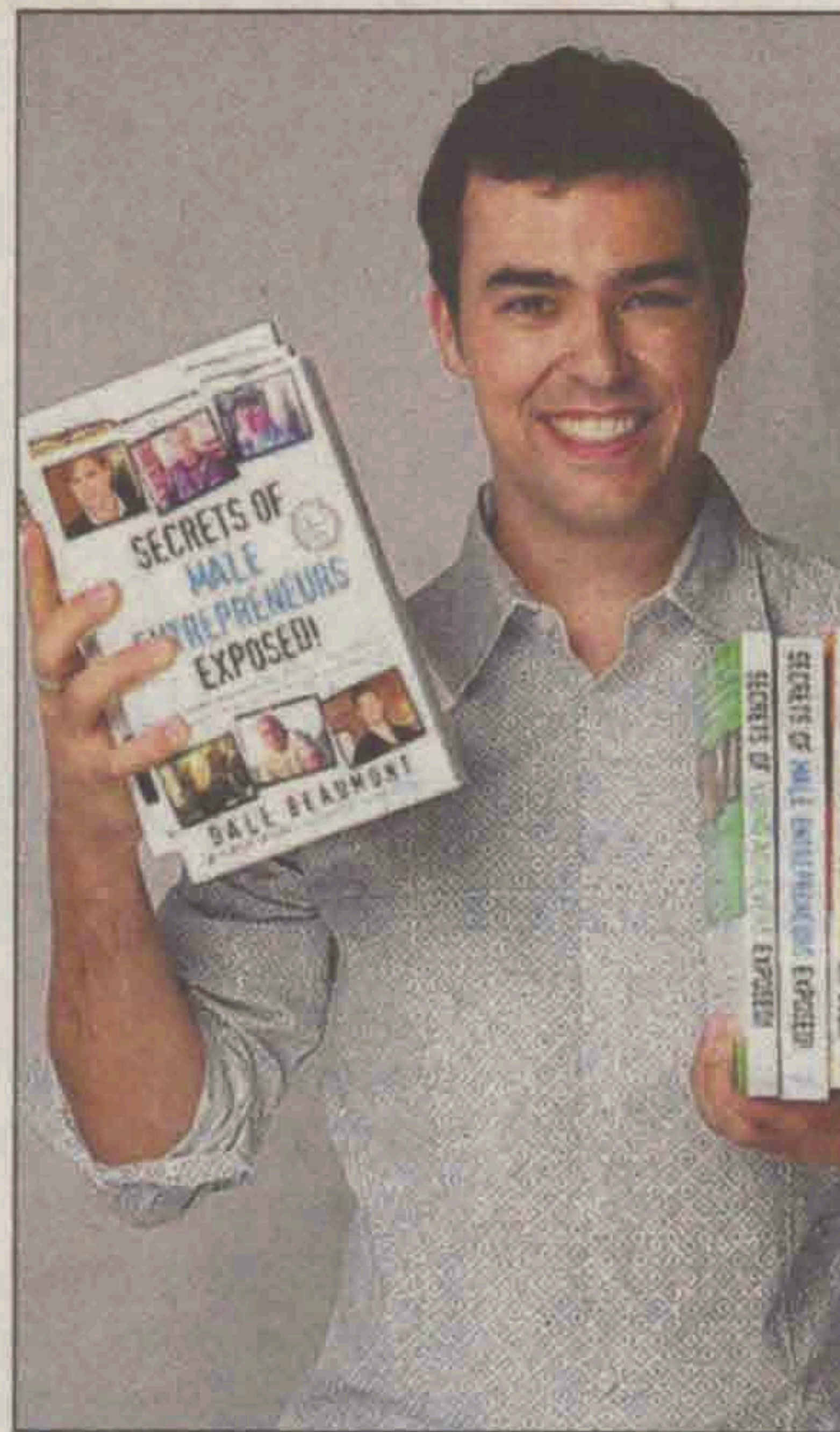
I just finished *The Tipping Point* by Malcolm Gladwell, about how to create a trend epidemic. He relates the fast growth as being very similar to how a virus grows: It starts very slow but then it starts to compound really quickly.

I had heard so much about this book, and wanted to learn some skills about how to make my own books more viral and increase the word of mouth.

If your house was burning down, which book would you save?

I really like this book called *Way Of The Peaceful Warrior* by Dan Millman. It is fiction, but it has a lot of powerful life lessons.

It is the story of a boy who meets this mentor who isn't successful by normal definitions of



success – he runs a gas station. But this boy is intrigued because the man is quirky and seems so free and in touch with who he is.

I first read this book three years ago when a really successful Australian entrepreneur called Brad Sugars said it was one of his favourite books. I'd been hearing about a lot of famous self-help books like *Think And Grow Rich* and *The 7 Habits Of Highly Effective People*, and then there was this book. I wanted to learn why such an obscure book was recommended by such a successful person.

The Tipping Point by Malcolm Gladwell (\$16.80 with GST) and **Way Of The Peaceful Warrior** by Dan Millman (\$23.24 with GST) are available at Books Kinokuniya. Beaumont's books are available at \$28.50 each (without GST) at major bookstores.