



RECOMMENDED READING





PEOPLE

- ❑ *The 21 Irrefutable Laws of Leadership / John C. Maxwell*
- ❑ *The 5 Levels of Leadership: Proven Steps to Maximize Your Potential / John C. Maxwell*
- ❑ *The Coaching Habit: Say Less, Ask More & Change the Way / Michael Bungay Stanier*
- ❑ *Crucial Conversations / Kerry Patterson, Al Switzler, Joseph Grenny, & Ron McMillan*
- ❑ *The Culture Code: The Secrets of Highly Successful Groups / Daniel Coyle*
- ❑ *Delivering Happiness / Tony Hsieh*
- ❑ *Drive: The Surprising Truth About What Motivates Us / Daniel H. Pink*
- ❑ *Fierce Conversations / Susan Scott*
- ❑ *First, Break All the Rules / Marcus Buckingham & Curt Coffman*
- ❑ *The Five Dysfunctions of a Team: A Leadership Fable / Patrick M. Lencioni*
- ❑ *Go Put Your Strengths to Work / Marcus Buckingham*
- ❑ *The Ideal Team Player / Patrick M. Lencioni*
- ❑ *Leadership Challenge / James Kouzes & Barry Posner*
- ❑ *Multipliers / Liz Wiseman*
- ❑ *Now, Discover Your Strengths / Marcus Buckingham & Donald O. Clifton*
- ❑ *Our Iceberg Is Melting / John Kotter & Holger Rathgeber*
- ❑ *Oz Principles / Roger Connor, Tom Smith, & Craig Hickman*
- ❑ *The Power of Full Engagement / Jim Loehr & Tony Schwartz*
- ❑ *Powerful: Building a Culture of Freedom and Responsibility / Patty McCord*
- ❑ *Radical Candor / Kim Scott*
- ❑ *Strengths-Based Leadership / Tom Rath & Barry Conchie*
- ❑ *Topgrading / Bradford D. Smart*
- ❑ *Turn Your Ship Around / David Marquet*
- ❑ *What Got You Here Won't Get You There / Marshall Goldsmith & Mark Reiter*
- ❑ *Who: The A Method for Hiring / Geoff Smart & Randy Street*
- ❑ *The Work of Leaders / Julie Straw, Mark Scullard, Susie Kukkonen, & Barry Davis*



STRATEGY

- *Abundance* / Peter Diamonds & Steven Kotler
- *The Advantage* / Patrick M. Lencioni
- *Blue Ocean Strategy* / W. Chan Kim & Renée Mauborgne
- *Blueprint to a Billion* / David G. Thomson
- *The Brand Promise* / Duane Knapp
- *Built to Last* / Jim Collins & Jerry I. Porras
- *Business Model Canvas* / Alex Osterwalder & Yves Pigneur
- *Catalytic Mechanism* / hbr.org/1999/07/turning-goals-into-results-the-power-of-catalytic-mechanisms
- *Competitive Advantage* / Michael E. Porter
- *Exponential Organizations* / Salim Ismail, Michael S. Malone, & Yuri Van Geest
- *Good to Great* / Jim Collins
- *Good to Great to Gone* / Alan Wurtzel
- *Great by Choice* / Jim Collins & Morten T. Hansen
- *Hidden Champion of the 20th Century* / Hermann Simon
- *How Companies Win* / Rick Kash & David Calhoun
- *How the Mighty Fall* / Jim Collins
- *The Inside Advantage* / Robert Bloom & Dave Conti
- *The Lords of Strategy* / Walter Kiechel
- *Outthink the Competition* / Kaihan Krippendorf
- *The Sales Playbook* / Jack Daly & Dan Larson
- *Start with Why* / Simon Sinek
- *Turning the Flywheel* / Jim Collins
- *The Ultimate Question* / Frederick F. Reichheld & Rob Markey
- *Uncommon Service* / Frances Frei & Anne Morriss
- *The Value Proposition* / Alexander Osterwalder, Yves Pigneur, & Gregory Bernarda
- *X-Factor* / hbr.org/2015/07/break-your-industrys-bottlenecks



EXECUTION

- ❑ The 4 Disciplines of Execution / Chris McChesney, Sean Covey, & Jim Huling
- ❑ The 4 Hour Workweek / Tim Ferriss
- ❑ Balanced Scorecard / Robert S. Kaplan & David P. Norton
- ❑ Death by Meeting / Patrick M. Lencioni
- ❑ Execution Without the Drama / Patrick Thean
- ❑ Getting Things Done / David Allen
- ❑ The Goal / Eliyahu M. Goldratt & Jeff Cox
- ❑ Key Performance Indicators / David Parmenter
- ❑ Seven Habits of Highly Effective People / Stephen Covey
- ❑ Switch: How to Change Things When Change Is Hard / Chip Heath & Dan Heath



CASH

- ❑ The Automatic Customer / John Warrilow
- ❑ Built to Sell / John Warrilow
- ❑ Cash Flow Story / cashflowstory.com
- ❑ Confessions of a Pricing Man / Hermann Simon
- ❑ Financial Intelligence / Karen Berman, Joe Knight & John Case
- ❑ Great Game of Business / Jack Stack & Bo Burlingham
- ❑ Keys to the Vault / Keith J. Cunningham
- ❑ Profit First / Mike Michalowicz
- ❑ Simple Numbers, Straight Talk, Big Profits! / Greg Crabtree & Beverly Harzog
- ❑ A Stake in the Outcome / Jack Stack & Bo Burlingham
- ❑ Ultimate Blueprint / Keith J. Cunningham