

## **The Enlightened PM Book List**

Over the years as I've been teaching various project management classes I've found myself quoting, in class, from the various business or management books that I've read. I've also noticed that there always seems to be a number of students feverishly working to write down the book titles and authors as they are mentioned in class. In order to relieve some of the stress related to obtaining an education I've created this booklist which I provide to my students so that they can relax in class and browse the booklist at their leisure. I used to walk through the booklist in class but as I read a book about every six weeks the list has grown to the point where I can no longer review the entire list in class (although I do still hit the highlights).

The other thing I've noticed is that much of the material in these books has moved me significantly forward along the path towards project management enlightenment. So as I work to become an Enlightened Project Manager I've chosen to share this information at every opportunity and with as many people as possible in the hope of helping others become more successful and happier in their work and in life.

The descriptions associated with each book are not my words but are copied directly from the Barnes and Noble or Amazon page "Overview" section for each book.

1. Good to Great by Jim Collins .....	5
2. Leadership by Rudi Giuliani .....	6
3. Influencer by Kerry Patterson, Joseph Grenny, Al Switzler, Ron McMillan, David Maxfield.....	7
4. FISH! By Stephen C Lundin PhD, Harry Paul, John Christensen.....	8
5. The 7 Habits of Highly Effective People by Stephen R Covey.....	8
6. Built to Last by Jim Collins.....	8
7. Death by Meeting by Patrick Lencioni.....	9
8. The Five Dysfunctions of a Team by Patrick Lencioni .....	9
9. Silos, Politics, and Turf Wars by Patric Lincioni .....	10
10. 100 Ways to Motivate Others by Steve Chandler .....	10
11. The Hands Off Manager by Steve Chandler .....	11
12. Alpha Project Managers by Andy Crowe .....	12
13. The Art of Possibility by Benjamin Zander and Rosamund Stone Zander .....	12
14. When Fish Fly by John Yokoyama and Joseph Michelli PhD.....	13
15. The Innovators Dilemma by Clayton M. Christensen .....	13
16. The One Minute Manager by Ken Blanchard and Spencer Johnson .....	14
17. Helping People Win at Work by Ken Blanchard and Garry Ridge.....	14
18. Leadership and the One Minute Manager by Ken Blanchard .....	15
19. Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior by Kerry Patterson, Joseph Grenny, Al Switzler, and Ron McMillan .....	15
20. Getting Naked by Patrick Lencioni .....	17
21. Leadership as a Hero's Journey by Eric Kaufmann .....	17
22. The Deadline: A Novel About Project Management by Tom DeMarco.....	18
23. It's Your Ship by Capt. D. Michael Abrashoff.....	18
24. It's Our Ship by Capt. D. Michael Abrashoff.....	19
25. The Three Laws of Performance by Steve Zaffron and Dave Logan .....	19
26. Drive by Daniel Pink.....	20

27. Never Eat Alone by Keith Ferrazzi .....	21
28. The Tipping Point; How Little Things Can Make a Big Difference by Malcolm Gladwell.....	21
29. Multipliers; How the Best Leaders Make Everyone Smarter by Liz Wiseman, Greg McKeown .....	22
30. Blink by Malcolm Gladwell .....	23
31. Switch by Chip Heath and Dan Heath.....	23
32. Made to Stick by Chip Heath and Dan Heath.....	24
33. The 8th Habit by Stephen R. Covey .....	25
34. Delivering Happiness by Tony Hsieh .....	26
35. The Advantage by Patrick Lencioni.....	27
36. Transforming School Culture by Anthony Muhammad .....	27
37. Tribal Leadership by Dave Logan, John King, Halee Ficher-Wright .....	28
38. Start With Why by Simon Sinek .....	29
39. The Five Temptations of a CEO by Patrick Lencioni .....	30
40. The Happiness Advantage by Shawn Achor.....	31
41. Connected by Nicholas A. Christakis and James H. Fowler .....	32
42. The How of Happiness by Sonja Lyubomirsky.....	32
43. Failing Forward by John C. Maxwell .....	33
44. The Extraordinary Leader by John H. Zenger & Joseph R Folkman.....	34
45. Emotional Intelligence for Project Managers by Anthony Mersino, PMP .....	35
46. Mindset – The New Psychology of Success by Carol S. Dweck, Ph.D. ....	35
47. Conscious Capitalism by John Mackey and Raj Sisoda .....	36
48. Firms of Endearment by Raj Sisoda, Jag Sheth, and David B. Wolfe .....	37
49. Conscious Business by Fred Kofman.....	38
50. First Break All The Rules by Marcus Buckingham and Curt Coffman .....	38
51. The Fifth Discipline by Peter Senge.....	39
52. Mastering Communication at Work by Ethan F. Becker & Jon Wortmann.....	40
53. Who Moved my Cheese? by Spencer Johnson M.D. ....	40
54. Leadership Isn't for Cowards by Mike Staver.....	41

55. The Corporate Culture Survival Guide by Edgar H. Schein .....	42
56. Joy Inc. by Richard Sheridan .....	42
57. A Whole New Mind by Daniel H. Pink.....	43
58. Emotional Intelligence by Daniel Goleman.....	44
59. Who’s Got Your Back by Keith Ferrazzi.....	44
60. Crucial Accountability by Kerry Patterson, Joseph Grenny, David Maxfield, Al Switzler, Ron McMillan.....	45
61. Boundaries for Leaders by Dr Henry Cloud.....	46
62. Leaders Eat Last by Simon Sinek .....	46
63. Learned Optimism - How to Change Your Mind and Your Life by Martin E.P Seligman Ph. D.....	47
64. Strengths Finder 2.0 by Tom Rath .....	48
65. Vital Friends – The People You Can’t Afford to Live Without by Tom Rath .....	48
66. The Enthusiastic Employee – How Companies Profit by Giving Employees What They Want by David Sirota and Douglas Klein.....	49
67. An Introduction to Project Management, 4 <sup>th</sup> Edition by Kathy Schwalbe .....	50
68. A Guide to the Project Management Body of Knowledge 5 <sup>th</sup> Edition by The Project Management Institute .....	50
69. Culture Trumps Everything by Gustavo Grodnitzky Ph.D .....	50
70. The Birth of a Brand – Launching Your Entrepreneurial Passion and Soul by Brian Smith.....	51
71. The Speed of Trust – The one Thing That Changes Everything by Stephen M. R. Covey .....	52
72. Fired Up or Burned Out – How to Reignite Your Team’s Passion, Creativity, and Productivity by Michael L Stallard .....	52
73. Trust Matters – Leadership for Successful Schools by Megan Tschannen-Moran	53
74. Agile Project Management – A Nuts and Bolts Guide to Success by Anthony Mersino.....	53
75. Extreme Programming Explained: Embrace Change by Kent Beck.....	54
76. Why Managing Sucks and How to Fix It -- A Results Only Guide to Taking Control of Work, Not People by Jody Thompson and Cali Ressler.....	54

<b>77. Why Work Sucks and How to Fix It -- The Results Only Revolution by Jody Thompson and Cali Ressler .....</b>	<b>55</b>
<b>78. Happier by Tal Ben-Shahar Ph. D. ....</b>	<b>55</b>
<b>79. Pour Your Heart Into It – How Starbucks Built a Company One Cup at a Time by Howard Schultz and Dori Jones Yang .....</b>	<b>56</b>
<b>80. You Are the Message – Getting What You Want by Being Who You Are by Roger Ailes with Jon Kraushar .....</b>	<b>56</b>
<b>81. The Oz Principle – Getting Results Through Individual and Organizational Accountability by Roger Connors, Tom Smith, and Craig Hickman .....</b>	<b>57</b>
<b>82. Change the Culture, Change the Game by Roger Connors and Tom Smith .....</b>	<b>57</b>
<b>83. Brainwork by David Sousa .....</b>	<b>58</b>
<b>84. Turn the Ship Around by L. David Marquet.....</b>	<b>58</b>

## **1. Good to Great by Jim Collins**

Publisher: HarperCollins Publishers

Pub. Date: October 2001

ISBN-13: 9780066620992

Jim Collins begins this book with a startling and counterintuitive claim: "Good is the enemy of great." We've become so conditioned to think of performance as something that develops along evolutionary lines -- from poor to good to outstanding -- that it takes a minute to grasp the notion that competence can actually inhibit achievement. As Collins says, "The vast majority of companies never become great, precisely because the vast majority become quite good -- and that is their main problem."

Based on an extensive five-year study conducted by Collins and a research team he affectionately refers to as "the Chimps," *Good to Great* defines and analyzes the practices that allowed 11 companies to make the rare transition from solid to outstanding performance. One of the first surprises of the book is the list of companies Collins focuses on: Gillette, Walgreens, and Wells Fargo haven't been touted as top performers in that way that GE or Coca-Cola, for instance, have. Nonetheless, the companies chosen have all met the rigorous criteria that Collins developed to measure the good-to-great transition. Some of the other revelations in the book concern the lack of correlation between executive compensation and corporate performance;

the fact that technology did not in itself engender corporate transformation; and the scant attention that these upward-trending companies paid to such issues as managing change or motivating people.

Collins's philosophy is summed up in one noteworthy phrase from the book -- "Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice." Anyone who wants to make the right choices for their business will find *Good to Great* instructive, accessible, and well worth reading.

## 2. Leadership by Rudi Giuliani

Publisher: Miramax Books

Pub. Date: June 2007

ISBN-13: 9781401360344

Writing in his familiar voice -- a New Yorker's bluntness, leavened by his passion for ideas -- Rudolph Giuliani demonstrates in *Leadership* how the leadership skills he practices can be employed successfully by anyone who has to run anything. After all, until the September 11 attacks on the World Trade Center pushed him into an unwanted role in history, Giuliani was only months away from leaving office with a reputation as one of the most effective mayors New York had ever seen.

Having inherited a city ravaged by crime and crippled in its ability to serve its citizens, Giuliani shows how he found that every aspect of his career up to that point--from clerking for the formidable judge who demanded excellence (and rewarded it with a lifetime of loyalty) to busting organized crime during his years as a federal attorney--shaped his thinking about leadership and prepared him for the daunting challenges ahead. Giuliani's successes in turn strengthened his conviction about the core qualities required to be an effective leader, no matter what the size of the organization, be it an international corporation or a baseball team. In detailing his principles of leadership, Giuliani tells captivating stories that are personal as well as prescriptive: how he learned the importance of staying calm in the face of attack from his father's boxing lessons--as well as the need to stand up to bullies; how a love of reading was early instilled in him by his mother and grew into a determination to master new subjects, and not rely on only the word of experts; how, in his recent fight with prostate cancer, learning to make decisions at the right time and with the right information reflected decision-making on a larger scale.

Leadership, Giuliani writes, works both ways: it is a privilege, but it carries responsibilities--from imposing a structure suitable to an organization's purpose, to forming a team of people who bring out the best in each other, to taking the right, unexpected risks. A leader must develop strong beliefs, and be held accountable for the results--principles he illustrates with candor and courage throughout the pages of this important and timely book. He never knew that the qualities he describes would be put to the awful test of September 11, he says; but he never doubted that they would prevail.

### 3. **Influencer** by Kerry Patterson, Joseph Grenny, Al Switzler, Ron McMillan, David Maxfield

Publisher: McGraw-Hill Companies, The  
Pub. Date: September 2007  
ISBN-13: 9780071484992

The most important capacity you possess is your ability to influence behavior. Think about it—in almost any area of life—from business performance to personal health to relationship success—the most important problems we face will never be solved until we become better at influencing our own behavior or that of other people. And yet most of us stink at influence.

Corporate leaders have racked up a dismal influence record. Over 80 percent of corporate programs fail. Whether the intent of the program is to improve quality, assimilate a newly acquired company, “right-size,” deliver products on time, or boost productivity—the research is clear that most efforts disappoint. And the reason is always the same—leaders failed to change the behavior needed to ensure success.

And the problem is not just with the corporate world. AIDS is raging across the planet. Terrorists are finding ready recruits in too many countries. Marriage breakup statistics hover around a predictable 50 percent. The list goes on—and the common variable in all of these horrendous challenges is *influence*. We seem to be powerless to influence behavior in ways that would make the world work better for everyone.

So what are we to do?

Our new book, *Influencer: The Power to Change Anything*, teaches anyone—executives and front-line employees, mothers and fathers, community and political leaders alike—not only that it is *possible* to influence change, but also that it can be done quickly and produce sustainable results.

*Influencer* brings together the breakthrough strategies of modern-day influence masters. By drawing from the skills of hundreds of successful change agents and combining them with five decades of the best social science research, *Influencer* creates a coherent and portable model for changing behaviors—a model that nearly anyone can learn and apply.

In *Influencer* you’ll meet change geniuses who have used the principles of Influence to solve some of the world’s most profound and catastrophic problems. You’ll meet:

One woman who has turned 14,000 thieves, prostitutes, and murderers into upstanding citizens without therapists, a professional staff, donations, grants, or guards.

A health advocate who has nearly eradicated a debilitating disease without traditional medicines or vaccines.

A healthcare professional who has helped save more than 120,000 lives in America’s hospitals without a medical degree.

And many others who have lost weight, saved a struggling community, improved damaged relationships, secured bottom-line results, revamped corporate culture, etc...

Join us on a journey around the globe and into the lives of these gifted change geniuses.

Become a powerful influencer yourself by learning how to solve the problems you care about most—from the simplest to the most persistent, resistant, and profound challenges you can imagine.

When you understand the forces behind any behavior along with the strategies to change it, you hold within your own grasp the power to *change anything*.

#### **4. FISH! By Stephen C Lundin PhD, Harry Paul, John Christensen**

Publisher: Hyperion  
Pub. Date: March 2000  
ISBN-13: 9780786866021

In this engrossing parable, a fictional manager is charged with the responsibility of turning a chronically unenthusiastic and unhelpful department into an effective team. Addressing today's most pressing work issues with an engaging metaphor and an appealing message that applies to anyone in any sector of any organization, *Fish!* offers wisdom that is easy to grasp, instantly applicable, and profound -- the hallmarks of a true business classic.

#### **5. The 7 Habits of Highly Effective People by Stephen R Covey**

Publisher: Simon & Schuster Adult Publishing Group  
Pub. Date: November 2004  
ISBN-13: 9780743269513

Stephen R. Covey's incredibly successful book is a pathway to wisdom and power. It offers a revolutionary program to breaking the patterns of self-defeating behavior that keep us from achieving our goals and reaching our fullest potential, and describes how to replace them with a principle-focused approach to problem-solving.

With a balance of theory and practical examples, this guide to personal and professional life describes seven principles of life management. Targeted toward anyone who is interested in personal change, it guides you through private victory, public victory and renewal.

#### **6. Built to Last by Jim Collins**

Publisher: HarperCollins Publishers  
Pub. Date: July 2004  
ISBN-13: 9780060516406

"Good to Great is about turning good results into great results; Built to Last is about turning great results into an enduring great company." so write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time.

Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day, as start-ups, as midsize companies, and as large companies. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?"



Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished outstanding companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, *Built to Last* provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

## **7. Death by Meeting by Patrick Lencioni**

Publisher: Wiley, John & Sons, Incorporated

Pub. Date: March 2004

ISBN-13: 9780787968052

Casey McDaniel had never been so nervous in his life.

In just ten minutes, *The Meeting*, as it would forever be known, would begin. Casey had every reason to believe that his performance over the next two hours would determine the fate of his career, his financial future, and the company he had built from scratch.

"How could my life have unraveled so quickly?" he wondered.

In his latest page-turning work of business fiction, best-selling author Patrick Lencioni provides readers with another powerful and thought-provoking book, this one centered on a cure for the most painful yet underestimated problem of modern business: bad meetings. And what he suggests is both simple and revolutionary.

Casey McDaniel, the founder and CEO of Yip Software, is in the midst of a problem he created, but one he doesn't know how to solve. And he doesn't know where or whom to turn to for advice. His staff can't help him; they're as dumbfounded as he is by their torturous meetings. Then an unlikely advisor, Will Petersen, enters Casey's world. When he proposes an unconventional, even radical, approach to solving the meeting problem, Casey is just desperate enough to listen.

As in his other books, Lencioni provides a framework for his groundbreaking model, and makes it applicable to the real world. *Death by Meeting* is nothing short of a blueprint for leaders who want to eliminate waste and frustration among their teams, and create environments of engagement and passion.

## **8. The Five Dysfunctions of a Team by Patrick Lencioni**

Publisher: Wiley, John & Sons, Incorporated

Pub. Date: April 2002

ISBN-13: 9780787960759

After her first two weeks observing the problems at DecisionTech, Kathryn Petersen, its new CEO, had more than a few moments when she wondered if she should have taken the job. But Kathryn knew there was little chance she would have turned it down. After all, retirement had made her antsy, and nothing excited her more than a challenge. What she could not have

known when she accepted the job, however, was just how dysfunctional her team was, and how team members would challenge her in ways that no one ever had before.

In *The Five Dysfunctions of a Team*, Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

Kathryn Petersen, DecisionTech's CEO, faces the ultimate leadership crisis: uniting a team that is in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's riveting tale serves as a timeless reminder that leadership requires as much courage as it does insight.

Throughout the story, Lencioni reveals the five dysfunctions that go to the very heart of why teams—even the best ones—often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a deceptively simple yet powerful message for all those who strive to be exceptional team leaders.

## **9. Silos, Politics, and Turf Wars by Patric Lencioni**

Publisher: Wiley, John & Sons, Incorporated

Pub. Date: February 2006

ISBN-13: 9780787976385

Marketing won't speak to engineering. Sales thinks production hogs the budget. Front desk believes back room's lazy. These sorts of turf wars, which turn outwardly unified companies into groupings of uncommunicative "silos," are the stuff of management lore. According to bestselling author Lencioni (*The Five Dysfunctions of a Team*), "they waste resources, kill productivity and jeopardize the achievement of goals"—they also drive workers into tizzies of frustration. Like his previous books, Lencioni's latest addresses the management problem through a fictional story; this one revolves around a self-employed consultant named Jude, who has to dismantle silos at an upscale hotel, a technology company and a hospital. Split into two sections, Lencioni's book first shows Jude discovering a solution to silos, then summarizes Jude's lessons into a strategy that readers can apply to any business. Lencioni's proposal is so full of common sense—namely, end turf wars by getting departments to rally around a common goal—that managers will be eager to apply it themselves. Just as refreshing is Lencioni's use of character and plot, which is far above average for the business genre. As sympathetic as Jude is, he makes Lencioni's management lessons memorable.

## **10. 100 Ways to Motivate Others by Steve Chandler**

Publisher: Career Press, Incorporated

Pub. Date: February 2008

ISBN-13: 9781564149923

100 Ways to Motivate Others is the culmination of many years of successful leadership coaching and training by best-selling author Steve Chandler and attorney Scott Richardson, and the natural follow-up to Steve's two previous best-sellers-100 Ways to Motivate Yourself and Reinventing Yourself. Chandler and Richardson have crafted a vital, user-friendly, inspirational guide for executives, managers, and professionals... and those aspiring to reach their level.

100 Ways to Motivate Others draws on the success of live workshops, seminars, and personal coaching programs on communications and leadership. These seminars, done for such organizations as Banner Health, General Dynamics, Scripps Hospital, Wells Fargo Banks, Bristol-Myers Squibb, and M&I Banks, appeal to managers, teachers, parents, CEOs, and coaches everywhere.

The first step in motivating others is for you, if you're the leader wanting the motivation, to realize that "if there's a problem, I'm the problem." Once you truly get that, then you can use these 100 ways. After you've learned to motivate yourself, Steve and Scott will help you learn:

- How to slow down and enjoy a new level of focus
- Why multitasking is a myth, not a strength, and keeping life simple and straightforward is the goal
- The power of building on your peoples' strengths
- How to avoid the damaging inclination to obsess about people's weaknesses
- A simple and creative way to hold people accountable
- How to enjoy cultivating the art of supportive confrontation

This book inspires extremely tough-minded leadership that gives the gift of clarity and vision to every person following the leader.

## **11. The Hands Off Manager by Steve Chandler**

Publisher: Career Press, Incorporated

Pub. Date: March 2007

ISBN-13: 9781564149503

The #1 reason cited in exit interviews for an employee quitting is "my manager." Most managers and executives not only aren't aware of this obvious problem, but probably wouldn't know what to do about it if they did.

Today's employees do not respond to the old hands-on, militaristic management styles. They are highly independent, individual professionals with their own fully developed ideas. Leaders and managers who try to micro-manage them will inevitably confront wide-spread disgruntlement, absenteeism, and turnover...and increase their own and their employees' stress levels.

In *The Hands-Off Manager*, Chandler and Black offer a new vision for all managers. With stories, examples, and vibrant activities for the reader to practice; this book shows any manager-new or seasoned-how to coach and mentor employees rather than hover over their shoulders and goad them into action.

In this system, each employee's strengths are honored and honed in a climate of partnership and mutual goal-setting. Chandler, whose 100 Ways to Motivate Others is a best-selling favorite with small and large businesses alike, has called *The Hands-Off Manager* "my most original work to date" because it finally solves the age-old problem of getting the best performance out of people without frustrating yourself and them.

*The Hands-Off Manager* and its breakthrough content will take its place beside *In Search of Excellence*, *The One Minute Manager*, and "Who Moved My Cheese?" as an instant classic that will forever change the way we lead and manage.

## **12. Alpha Project Managers by Andy Crowe**

Publisher: Velociteach  
Pub. Date: October 2006  
ISBN-13: 9780972967334

The top 2% of the world's project managers ("The Alphas") outrank their peers in almost every measure. This book focuses on what they know that the other 98% do not.

The majority of professional project managers generally share a common set of misconceptions about the knowledge and tactics that make the Alpha project managers highly successful. The Alphas work approximately the same number of hours as everyone else, face the same challenges, and deal with the same difficulties; yet they manage their projects, teams, and stakeholders in a way that takes them far ahead of the pack.

Building on a landmark survey of over 800 project managers from around the world, author Andy Crowe identifies the traits that make the Alphas stand out in the minds of the teams, senior managers, customers, and stakeholders who ranked them at the top. Through in-depth interviews, Crowe draws out common knowledge, attitudes, and practices of the Alpha project managers that contribute to their success. By interviewing not only the Alpha group, but also other sub-groups of project managers, Crowe uncovers and explains the underlying factors related to attitudes and beliefs, communication, project alignment, approach and organization, management of priorities, issue management, relationships and conflict, and leadership. Crowe also delves into the myths and realities surrounding the world's top project managers, as well as the underlying traits that make the Alphas stand out among their peers. The book is filled with knowledge, skills, and techniques that all project managers can incorporate into their management style

## **13. The Art of Possibility by Benjamin Zander and Rosamund Stone Zander**

Publisher: Penguin Group (USA)  
Pub. Date: January 2000  
ISBN-13: 9780142001103

Presenting twelve breakthrough practices for bringing creativity into all human endeavors, *The Art of Possibility* is the dynamic product of an extraordinary partnership. *The Art of Possibility* combines Benjamin Zander's experience as conductor of the Boston Philharmonic and his talent

as a teacher and communicator with psychotherapist Rosamund Stone Zander's genius for designing innovative paradigms for personal and professional fulfillment.

The authors' harmoniously interwoven perspectives provide a deep sense of the powerful role that the notion of possibility can play in every aspect of life. Through uplifting stories, parables, and personal anecdotes, the Zanders invite us to become passionate communicators, leaders, and performers whose lives radiate possibility into the world.

#### **14. When Fish Fly by John Yokoyama and Joseph Michelli PhD**

Publisher: Hyperion

Pub. Date: January 2004

ISBN-13: 9781401300616

*The remarkable story of the Pike Place Fish Market -- told by the owner, who transformed the small company into the world famous business depicted in the bestselling parable FISH!*

In this revealing business advice book, the magic of the World Famous Pike Place Fish Market proves a dynamic example of what a group of people can create when they are aligned and living a powerful vision. Here for the first time, owner John Yokoyama explains in his own words just how he transformed his business into a workplace that is renowned worldwide.

*When Fish Fly* offers Yokoyama's cohesive strategy for achieving world famous results for owners, managers, and front-line workers alike. Once you understand the generative principles behind the World Famous Pike Place Fish Market; you too can develop a culture that leads to excellent employee morale and legendary customer service.

*John Yokoyama* is the owner of the World Famous Pike Place Fish Market. John's love of fish began as a child fishing with his father on Puget Sound. He learned the retailing business by working at his dad's produce stand in the Pike Place Farmer's Market. At age 25, he purchased the fish stand across from his dad's produce stand. He lives in Seattle. *Joseph Michelli, Ph.D.*, is a psychologist, organizational consultant, daily radio show talk host, professional speaker, and author of *Humor, Play and Laughter*. He presents and consults on the creation of dynamic and playful corporate cultures for corporations around the world. He lives in Colorado Springs, Colorado.

#### **15. The Innovators Dilemma by Clayton M. Christensen**

Publisher: HarperCollins Publishers

Pub. Date: January 2003

ISBN-13: 9780060521998

In this revolutionary bestseller, Harvard professor Clayton M. Christensen says outstanding companies can do everything right and still lose their market leadership — or worse, disappear completely. And he not only proves what he says, he tells others how to avoid a similar fate.

Focusing on "disruptive technology" — the Honda Super Cub, Intel's 8088 processor, or the hydraulic excavator, for example — Christensen shows why most companies miss "the next great wave." Whether in electronics or retailing, a successful company with established products will get pushed aside unless managers know when to abandon traditional business practices. Using the lessons of successes and failures from leading companies, *The Innovator's Dilemma* presents a set of rules for capitalizing on the phenomenon of disruptive innovation.

Find out:

When it is right *not* to listen to customers.

When to invest in developing lower-performance products that promise lower margins.

When to pursue small markets at the expense of seemingly larger and more lucrative ones.

Sharp, cogent, and provocative, *The Innovator's Dilemma* is one of the most talked-about books of our time — and one no savvy manager or entrepreneur should be without.

## **16. The One Minute Manager by Ken Blanchard and Spencer Johnson**

Publisher: HarperCollins Publishers

Pub. Date: September 1982

ISBN-13: 9780688014292

A phenomenon when first published, the strategies of *One Minute Management* are as timely as ever, and will remain so as long as job satisfaction, employee morale, and profit and productivity building are top workplace priorities. For any manager striving to get the most from people, *The One Minute Manager* is an indispensable success tool.

## **17. Helping People Win at Work by Ken Blanchard and Garry Ridge**

Publisher: FT Press

Pub. Date: May 2009

ISBN-13: 9780137011711

Ken Blanchard's Leading at a Higher Level techniques are inspiring thousands of leaders to build high-performing organizations that make life better for everyone. Now, Blanchard and WD-40 Company leader Garry Ridge reveal how WD-40 has used Blanchard's techniques of Partnering for Performance with every employee—achieving levels of engagement and commitment that have fortified the bottom line.

Ridge introduces WD-40 Company's year-round performance review system, explaining its goals, features, and the cultural changes it requires. Next, he shares his leadership point of view: what he expects of people, what they can expect of him, and where his beliefs about leadership and motivation come from. Finally, Ken Blanchard explains why WD-40 Company's Partnering

for Performance system works so well—and how to leverage its high-value techniques in your organization.

## **18. Leadership and the One Minute Manager by Ken Blanchard**

Publisher: HarperCollins Publishers

Pub. Date: October 1999

ISBN-13: 9780688039691

In clear, simple terms Leadership and the One Minute Manager® teaches managers the art of Situational Leadership®--a simple system that refutes the conventional management mandate of treating all employees equally. Here, you'll learn why tailoring management styles to individual employees is so important; why knowing when to delegate, support, or direct is critical; how to identify the leadership style suited to a particular person; and how consistent use of the One Minute techniques will produce better management and enhanced motivation on all levels. This remarkable, easy-to-follow book is a priceless guide to creative, personalized leadership that elicits the best performance from your staff--and the best bottom line for any business.

If your management motto is "everyone should be treated equally"; Leadership and the One Minute Manager. will show you why this style not only hinders workplace efficiency, but also frustrates your staff. In clear, simple terms, Ken Blanchard, co-author of the enormously popular The One Minute Manager., coupled with business gurus Patricia and Drea Zigarmi, teach managers the art of Situational Leadership.. You'll learn why tailoring management styles to individual employees is so important; when to delegate, support, or direct; how to identify the leadership style suited to a particular person; and how consistent use of the One Minute techniques will produce better management and enhanced motivation on all levels. This remarkable, easy-to-follow book is a priceless guide to creative, personalized leadership that elicits the best performance from your staffand the best bottom line for any business.

## **19. Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior by Kerry Patterson, Joseph Grenny, Al Switzler, and Ron McMillan**

Publisher: McGraw-Hill Companies, The

Pub. Date: August 2004  
ISBN-13: 9780071446525

The authors of the New York Times bestseller *Crucial Conversations* show you how to achieve personal, team, and organizational success by healing broken promises, resolving violated expectations, and influencing good behavior. Discover skills to resolve touchy, controversial, and complex issues at work and at home--now available in this follow-up to the internationally popular *Crucial Conversations*. Behind the problems that routinely plague organizations and families, you'll find individuals who are either unwilling or unable to deal with failed promises. Others have broken rules, missed deadlines, failed to live up to commitments, or just plain behaved badly--and nobody steps up to the issue. Or they do, but do a lousy job and create a whole new set of problems. Accountability suffers and new problems spring up. New research demonstrates that these disappointments aren't just irritating, they're costly--sapping organizational performance by twenty to fifty percent and accounting for up to ninety percent of divorces. *Crucial Confrontations* teaches skills drawn from 10,000 hours of real-life observations to increase confidence in facing issues like:

An employee speaks to you in an insulting tone that crosses the line between sarcasm and insubordination. Now what?

Your boss just committed you to a deadline you know you can't meet--and not-so-subtly hinted he doesn't want to hear complaints about it.

Your son walks through the door sporting colorful new body art that raises your blood pressure by forty points. Speak now, pay later.

An accountant wonders how to step up to a client who is violating the law. Can you spell unemployment?

Family members fret over how to tell granddad that he should no longer drive his car. This is going to get ugly.

A nurse worries about what to say to an abusive physician. She quickly remembers "how things work around here" and decides not to say anything.

Everyone knows how to run for cover, or if adequately provoked, step up to these confrontations in a way that causes a real ruckus. That we have down pat. *Crucial Confrontations* teaches you how to deal with violated expectations in a way that solves the problem at hand, and doesn't harm the relationship--and in fact, even strengthens it.

*Crucial Confrontations* borrows from twenty years of research involving two groups. More than 25,000 people helped the authors identify those who were most influential during crucial confrontations. They spent 10,000 hours watching these people, documented what they saw, and then trained and tested with more than 300,000 people. Second, they measured the impact of crucial confrontations improvements on organizational and team performance--the results were immediate and sustainable: twenty to fifty percent improvements in measurable performance.



## 20. **Getting Naked** by Patrick Lencioni

Pub. Date: February 2010  
Publisher: Wiley, John & Sons, Incorporated  
Format: Hardcover, 220pp  
ISBN-13: 9780787976392

“I'm not going to lie; Michael Casey was one of my least favorite people in the world. Even the mention of his name could put me in a moderately bad mood. And so, if you had told me a year earlier that I would spend four solid months of my professional life learning about him and his annoying little consulting firm, I would have told you it was time for me to change careers. But that's exactly what happened, and I've lived to tell about it.”

After focusing on topics ranging from teamwork and leadership to employee engagement and meetings, acclaimed management expert, consultant, speaker, and New York Times best-selling author Patrick Lencioni has finally turned his attention toward his own craft—consulting and client service. Tapping into the simple but powerful model that his firm, The Table Group, has been built on for more than a dozen years, Lencioni presents what may be his most engaging, humorous book yet.

Getting Naked tells the remarkable story of a management consultant who is trying desperately to merge two firms with very different approaches to serving clients. One relies on vulnerability and complete transparency; the other focuses on proving its competence and protecting its reputation for intellectual prowess. In the process of managing the merger, the consultant is forced to learn life-changing lessons that prove to be as relevant as they are painful. As he does in his other books, Lencioni provides readers with concepts that are accessible and compelling. Here, he explains the three fears that provoke service providers—whether they are internal consultants, sales people, financial advisors, or anyone else serving long-term clients—to unknowingly sabotage their ability to build trust and loyalty. And, as always, Lencioni provides a practical approach for overcoming those fears.

## 21. **Leadership as a Hero's Journey** by Eric Kaufmann

ISBN-13: 978-1939187000  
Edition Number: 1  
Publication Date: 1 July 2013  
Publisher: Ben Adam Press LLC

A leader aims high, makes sacrifices, and gives back. So does a hero. The path you must travel leads away from the familiar, serves your community, and winds through uncertainty. Uncertainty causes anxiety. It is also a gateway to growth. This book is a manual about four virtues that embolden your hero's spirit: • Focus: leading from choice and purpose rather than from habit • Courage: walking toward the fear that you'd rather walk away from • Grit: pressing forward in spite of fatigue and disheartenment • Faith: evolving and surrendering what is no longer working This book is written for leaders who are seekers; for those who choose to explore the unknown, accelerate results, and unfold their authentic selves. “Eric's book shows

leaders how to transform themselves into masters of chaos and uncertainty. From this place of power, they become a force of clear and calm direction that aligns their people and accelerates results.” Garry Ridge, CEO, WD-40 Companies

## **22. The Deadline: A Novel About Project Management by Tom**

**DeMarco**

ISBN-13: 9780932633392

Edition Description: New Edition

Edition Number: 1

Pub. Date: July 1997

Publisher: Dorset House Publishing

From prolific and influential consultant and author Tom DeMarco comes a project management novel that vividly illustrates the principles — and development team. With his trademark wit set free in the novel format, DeMarco centers the plot around the development of six software products. Mr. Tompkins, a manager downsized from a giant telecommunications company, divides the huge staff of developers at his disposal into eighteen teams — three for each of the products. The teams are of different sizes and use different methods, and they compete against each other . . . and against an *impossible* deadline. With these teams, and with the help of numerous consultants who come to his aid, Mr. Tompkins tests the project management principles he has gathered over a lifetime. Key chapters end with journal entries that form the core of the eye-opening approaches to management illustrated in this entertaining novel.

## **23. It's Your Ship by Capt. D. Michael Abrashoff**

Pub. Date: May 2002

Publisher: Grand Central Publishing

ISBN-13: 9780446529112

ISBN: 0446529117

The story of Captain D. Michael Abrashoff and his command of USS Benfold has become legendary inside and outside the Navy. Now Abrashoff offers this fascinating tale of top-down change for anyone trying to navigate today's uncertain business seas. When Captain Abrashoff took over as commander of USS Benfold, a ship armed with every cutting-edge system available, it was like a business that had all the latest technology but only some of the productivity. Knowing that responsibility for improving performance rested with him, he realized he had to improve his own leadership skills before he could improve his ship. Within months he created a crew of confident and inspired problem-solvers eager to take the initiative and take responsibility for their actions. The slogan on board became "It's your ship," and Benfold was soon recognized far and wide as a model of naval efficiency. How did Abrashoff do it? Against the backdrop of today's United States Navy-Benfold was a key player in our Persian Gulf fleet-Abrashoff shares his secrets of successful management including:

- See the ship through the eyes of the crew: By soliciting a sailor's suggestions, Abrashoff drastically reduced tedious chores that provided little additional value.

- Communicate, communicate, communicate: The more Abrashoff communicated the plan, the better the crew's performance. His crew would eventually call him "Megaphone Mike," since they heard from him so often.
- Create discipline by focusing on purpose: Discipline skyrocketed when Abrashoff's crew believed that what they were doing was important.
- Listen aggressively: After learning that many sailors wanted to use the GI Bill, Abrashoff brought a test official aboard the ship-and held the SATs forty miles off the Iraqi coast. From achieving amazing cost savings to winning the highest gunnery score in the Pacific Fleet, Captain Abrashoff's extraordinary campaign sent shock waves through the U.S. Navy. It can help you change the course of your ship, no matter where your business battles are fought.

## **24. It's Our Ship by Capt. D. Michael Abrashoff**

Pub. Date: May 2008  
 Publisher: Grand Central Publishing  
 ISBN-13: 9780446199667  
 ISBN: 0446199664

The story of Captain Abrashoff and his command of USS *Benfold* has become legendary inside and outside the Navy. By governing his ship through his unique management techniques, Abrashoff turned the *Benfold* into a model of naval efficiency, with amazing cost savings, the highest gunnery score in the Pacific Fleet, and a highly motivated and top performing crew. In IT'S YOUR SHIP, he first demonstrated how to bring his successful management techniques from the ship to the boardroom. Now, in his newest book IT'S OUR SHIP, in the same rugged, can-do voice, Abrashoff will focus on the leadership, motivational, and management insights and tips that he has learned from his last six years of addressing business and corporate audiences.

Abrashoff's timely advice will be eminently prescriptive, and will feature anecdotes and insights from leaders of businesses large and small and from public and non-profit sectors.

## **25. The Three Laws of Performance by Steve Zaffron and Dave Logan**

Pub. Date: February 2009  
 Publisher: Wiley, John & Sons, Incorporated  
 ISBN-13: 9780470195598  
 ISBN: 0470195592

How did companies, both large and small, in different countries and industries, all achieve breakthrough performance when the odds were stacked against them?  
 How did an engineer turned CEO transform his New Zealand steelmaking company around in one year and become a leader in the industry? How did a 600-person team, within the largest petroleum company in Brazil, overcome skepticism and dysfunctional dynamics to achieve the biggest process integration success in history? How did a major Japanese housing manufacturer

thrive despite the worst economy in a generation? How did a South African platinum mine improve its safety performance by 57 percent in one year?

All of these results were possible because people applied *The Three Laws of Performance* and rewrote their futures. This book will show you how to do the same in your organization and your life.

Although most of us aren't aware of it, we have a future that's already been written. Our future is written by hopes, fears, dreams, expectations, and decisions made about life. In the same way, organizations have futures written by history, circumstances, culture, aspirations, successes, and failures. These already-written futures determine and shape the level of performance that's possible for individuals and organizations.

In *The Three Laws of Performance*, Steve Zaffron and Dave Logan crack the code on rewriting the future for people and organizations, elevating performance to unprecedented levels.

As Warren Bennis wrote in his editor's note: "I believe this book may be one of the most important written in many years. The ideas aren't tips, tools, or steps, but are in fact laws that govern individual, group, and organizational behavior. This book can be a resource for generations to come."

## 26. **Drive by Daniel Pink**

Pub. Date: April 2011

Publisher: Penguin Group (USA) Incorporated

Format: Paperback , 272pp

ISBN-13: 9781594484803

ISBN: 1594484805

**The *New York Times* bestseller that gives readers a paradigm- shattering new way to think about motivation.**

Most people believe that the best way to motivate is with rewards like money-the carrot-and-stick approach. That's a mistake, says Daniel H. Pink in *Drive*. In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction-at work, at school, and at home-is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world.

Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does-and how that affects every aspect of life. He examines the three elements of true motivation- autonomy, mastery, and purpose-and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

## **27. Never Eat Alone by Keith Ferrazzi**

Pub. Date: February 2005  
Publisher: Crown Publishing Group  
Format: Hardcover , 320pp

ISBN-13: 9780385512053  
ISBN: 0385512058

Do you want to get ahead in life? Climb the ladder to personal success? The secret, master networker Keith Ferrazzi claims, is in reaching out to other people. As Ferrazzi discovered early in life, what distinguishes highly successful people from everyone else is the way they use the power of relationships-so that everyone wins. In *Never Eat Alone*, Ferrazzi lays out the specific steps-and inner mindset-he uses to reach out to connect with the thousands of colleagues, friends, and associates on his Rolodex, people he has helped and who have helped him. The son of a small-town steelworker and a cleaning lady, Ferrazzi first used his remarkable ability to connect with others to pave the way to a scholarship at Yale, a Harvard MBA, and several top executive posts. Not yet out of his thirties, he developed a network of relationships that stretched from Washington's corridors of power to Hollywood's A-list, leading to him being named one of *Crain's* 40 Under 40 and selected as a Global Leader for Tomorrow by the Davos World Economic Forum. Ferrazzi's form of connecting to the world around him is based on generosity, helping friends connect with other friends. Ferrazzi distinguishes genuine relationship-building from the crude, desperate glad-handling usually associated with "networking." He then distills his system of reaching out to people into practical, proven principles. Among them: Don't keep score

## **28. The Tipping Point; How Little Things Can Make a Big Difference by Malcolm Gladwell**

Pub. Date: January 2002  
Publisher: Little, Brown & Company  
Format: Paperback , 301pp  
ISBN-13: 9780316346627  
ISBN: 0316346624

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

## 29.      **Multipliers; How the Best Leaders Make Everyone Smarter**

by Liz Wiseman, Greg McKeown

Pub. Date: June 2010

Publisher: HarperCollins Publishers

Format: Hardcover , 268pp

ISBN-13: 9780061964398

ISBN: 0061964395

Are you a genius or a genius *maker*?

We've all had experience with two dramatically different types of leaders. The first type drain intelligence, energy, and capability from the ones around them and always need to be the smartest ones in the room. These are the idea killers, the energy sappers, the diminishers of talent and commitment. On the other side of the spectrum are leaders who use their intelligence to amplify the smarts and capabilities of the people around them. When these leaders walk into a room, lightbulbs go off over people's heads, ideas flow, and problems get solved. These are the leaders who inspire employees to stretch themselves to deliver results that surpass expectations. These are the Multipliers. And the world needs more of them, especially now, when leaders are expected to do more with less.

In this engaging and highly practical book, leadership expert Liz Wiseman and management consultant Greg McKeown explore these two leadership styles, persuasively showing how Multipliers can have a resoundingly positive and profitable effect on organizations—getting more done with fewer resources, developing and attracting talent, and cultivating new ideas and energy to drive organizational change and innovation.

In analyzing data from more than 150 leaders, Wiseman and McKeown have identified five disciplines that distinguish Multipliers from Diminishers. These five disciplines are not based on innate talent; indeed, they are skills and practices that everyone can learn to use—even lifelong and recalcitrant Diminishers. Lively, real-world case studies and practical tips and techniques bring to life each of these principles, showing you how to become a Multiplier too, whether you are a new or an experienced manager. Just imagine what you could accomplish if you could harness all the energy and intelligence around you. *Multipliers* will show you how.

### 30. **Blink** by Malcolm Gladwell

Pub. Date: April 2007  
Publisher: Little, Brown & Company  
Format: Paperback , 320pp

ISBN-13: 9780316010665  
ISBN: 0316010669

How do we make decisions--good and bad--and why are some people so much better at it than others? That's the question Malcolm Gladwell asks and answers in the follow-up to his huge bestseller, *The Tipping Point*. Utilizing case studies as diverse as speed dating, pop music, and the shooting of Amadou Diallo, Gladwell reveals that what we think of as decisions made in the blink of an eye are much more complicated than assumed. Drawing on cutting-edge neuroscience and psychology, he shows how the difference between good decision-making and bad has nothing to do with how much information we can process quickly, but on the few particular details on which we focus. Leaping boldly from example to example, displaying all of the brilliance that made *The Tipping Point* a classic, Gladwell reveals how we can become better decision makers--in our homes, our offices, and in everyday life. The result is a book that is surprising and transforming. Never again will you think about thinking the same way.

### 31. **Switch** by Chip Heath and Dan Heath

ISBN-13: 9780385528757  
Publisher: Crown Publishing Group  
Publication date: 2/16/2010  
Pages: 305

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort—but if it is overcome, change can come quickly.

In *Switch*, the Heaths show how everyday people—employees and managers, parents and nurses—have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients.

- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping.
- The manager who transformed a lackadaisical customer-support team into service zealots by *removing* a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

## 32. **Made to Stick by Chip Heath and Dan Heath**

ISBN-13: 9781400064281

Publisher: Random House Publishing Group

Publication date: 1/02/2007

Pages: 336

Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas “stick.”

Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the brothers Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the “human scale principle,” using the “Velcro Theory of Memory,” and creating “curiosity gaps.”

In this indispensable guide, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits.

*Made to Stick* is a book that will transform the way you communicate ideas. It’s a fast-paced tour of success stories (and failures)—the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of “the Mother Teresa Effect”; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.



### **33. The 8th Habit by Stephen R. Covey**

ISBN-13: 9780743287937

Publisher: Free Press

Publication date: 11/29/2005

Edition description: Reprint

Pages: 432

That the world has changed and is continuing to change at a rapid pace is not news. People are much more aware of everything around them. The consumer revolution has accelerated dramatically. But something vital is missing in all of this change.

Leadership has not kept up with the changes going on in the world. From board rooms to classrooms, leadership is being challenged on a daily basis yet no new leadership model has been given. In this new, important work, bestselling author Stephen R. Covey offers ideas of how leadership roles have changed and how one can take on the roles of the new leader.

Dr. Covey introduces the 4 roles of the new leader--modelling, pathfinding, aligning and empowering--and how those qualities can change you and your organization. He discusses how trust can be lost throughout organizations and how it is imperative that any organization bring trust back to the company if it is to survive. Covey also shows how to go from what he calls a "want to" person to a "can do" person and how doing so can completely transform people and organizations.

Through his ideas, one will discover how to:

- \*Use the four vital roles to establish trust and make growth a given
- \*Build and sustain an atmosphere of respect and openness
- \*Keep and inspire your most talented workers
- \*Apply creative cooperation to reach new levels of performance
- \*Stay more "promotable"
- \*Develop leadership at every level of your organization
- \*Take advantage of strengths and compensate for weakness
- \*Reduce cynicism and improve morale
- \*Stay flexible and focused to recognize larger opportunities.

Stephen Covey's new book will transform the way we think about leadership just as The 7 Habits of Highly Effective People changed our thinking about success.

## 34. Delivering Happiness by Tony Hsieh

ISBN-13: 9780446563048

Publisher: Grand Central Publishing

Publication date: 6/7/2010

Pages: 253

- Pay brand-new employees \$2,000 to quit
- Make customer service the responsibility of the entire company-not just a department
- Focus on company culture as the #1 priority
- Apply research from the science of happiness to running a business
- Help employees grow-both personally and professionally
- Seek to change the world
- Oh, and make money too . . .

Sound crazy? It's all standard operating procedure at Zappos, the online retailer that's doing over \$1 billion in gross merchandise sales annually. After debuting as the highest-ranking newcomer in *Fortune* magazine's annual "Best Companies to Work For" list in 2009, Zappos was acquired by Amazon in a deal valued at over \$1.2 billion on the day of closing.

In *DELIVERING HAPPINESS*, Zappos CEO Tony Hsieh shares the different lessons he has learned in business and life, from starting a worm farm to running a pizza business, through LinkExchange, Zappos, and more. Fast-paced and down-to-earth, *DELIVERING HAPPINESS* shows how a very different kind of corporate culture is a powerful model for achieving success-and how by concentrating on the happiness of those around you, you can dramatically increase your own.

## 35. The Advantage by Patrick Lencioni

ISBN-13: 9780470941522

Publisher: Wiley, John & Sons, Incorporated

Publication date: 3/13/2012

Pages: 240

Praise for *The Advantage*

"*The Advantage* has more common sense in its 200 pages than I have ever found in a business book. A must-read."

—**Colleen Barrett**, president emeritus, Southwest Airlines Co.; coauthor, *Lead with LUV*

"Here is the next business classic. Even the best leaders will read this and wonder, 'Why aren't we already doing this?'"

—**Enrique Salem**, president and CEO, Symantec

"We are doing what most said could not be done in a down economy—start and exponentially grow a business. Using Lencioni's model for organizational health is an everyday choice and a way of life for our company."

—**Liz Townsend**, COO, My Fit Foods

"For more than a decade I've been using Lencioni's approach to run the departments I lead, and it has never failed me."

—**Rick Friedel**, vice president, AT&T Service Management

"Our teams and leaders have really embraced Lencioni's methodology. We've put these ideas into practice and we're experiencing the results that prove it works."

—**David Gordon**, COO, The Cheesecake Factory

"In *The Advantage*, Lencioni cuts through the corporate 'bull' that creates a culture of stonewalling and feet-dragging, and shows leaders at every level how to build up a culture of productivity and communication."

—**Dave Ramsey**, *New York Times* best-selling author and nationally syndicated radio talk show host

## 36. Transforming School Culture by Anthony Muhammad

ISBN-13: 978-1-934009-45-1

Publisher: Solution Tree

Publication date: 2009

Pages: 130

Transforming School Culture provides a framework for understanding how school cultures operate and how leaders can overcome staff division to improve relationships and transform toxic cultures into healthy ones.

## **37. Tribal Leadership by Dave Logan, John King, Hallee Fischer-Wright**

ISBN-13: 9780061251320

Publisher: HarperCollins Publishers

Publication date: 6/7/2011

Pages: 320

It's a fact of life: birds flock, fish school, people "tribe."

Every company, indeed every organization, is a tribe, or if it's large enough, a network of tribes-groups of 20 to 150 people in which everyone knows everyone else, or at least knows of everyone else. Tribes are more powerful than teams, companies, or even CEOs, and yet their key leverage points have not been mapped-until now. In Tribal Leadership, Dave Logan, John King, and Hallee Fischer-Wright show leaders how to assess their organization's tribal culture on a scale from one to five and then implement specific tools to elevate the stage to the next. The result is unprecedented success.

In a rigorous eight-year study of approximately 24,000 people in over two dozen corporations, Logan, King, and Fischer-Wright refine and define a common theme: the success of a company depends on its tribes, the strength of its tribes is determined by the tribal culture, and a thriving corporate culture can be established by an effective tribal leader. Tribal Leadership will show leaders how to employ their companies' tribes to maximize productivity and profit: the authors' research, backed up with interviews ranging from Brian France (CEO of NASCAR) to "Dilbert" creator Scott Adams, shows that over three quarters of the organizations they've studied have tribal cultures that are merely adequate, no better than the third of five tribal stages.

Leaders, managers, and organizations that fail to understand, motivate, and grow their tribes will find it impossible to succeed in an increasingly fragmented world of business. The often counterintuitive findings of Tribal Leadership will help leaders at today's major corporations, small businesses, and nonprofits learn how to take the people in their organization from adequate to outstanding, to discover the secrets that have led the highest-level tribes (like the team at Apple that designed the iPod) to remarkable heights, and to find new ways to succeed where others have failed.

## **38. Start With Why by Simon Sinek**

ISBN-13: 9781596596979

Publisher: Gildan Media Corp

Publication date: 11/16/2010

Pages: 225

Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their successes over and over?

People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with why. Their natural ability to start with why enabled them to inspire those around them and to achieve remarkable things.

In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way—and it's the complete opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Any organization can explain what it does; some can explain how they do it; but very few can clearly articulate why. WHY is not money or profit—those are always results. Why does your organization exist? Why does it do the things it does? Why do customers really buy from one company or another? Why are people loyal to some leaders, but not others?

Starting with WHY works in big business and small business, in the nonprofit world and in politics.

Those who start with WHY never manipulate, they inspire. And people follow them not because they have to; they follow because they want to.

Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire. This book is for anyone who wants to inspire others or who wants to find someone to inspire them.

## 39. The Five Temptations of a CEO by Patrick Lencioni

ISBN-13: 9780470267585

Publisher: Wiley, John & Sons, Incorporated

Publication date: 6/20/2008

Pages: 160

The Commemorative Edition of a Landmark Book from Patrick Lencioni

"Patrick Lencioni's combination of homey management truths and simple prose has struck a chord with business leaders tired of jargon and complicated strategic models."

—*The Wall Street Journal*

"This book reflects so much of what I love about Patrick's insights; thought provoking, challenging of the accepted, simple but not simplistic, and highly practical. It should be a primer for leaders at all levels—not just CEOs."

—**Colleen C. Barrett**, president Southwest Airlines Co.

"Lencioni's remarkable ability to tell a compelling story is what sets this book apart from most other leadership books."

—**Pat Esser**, president, Cox Communications

"I talk about the Five Temptations in all my leadership programs and have used it to enhance my leadership and the leadership of others."

—**David C. Novak**, chairman, CEO, and president Yum! Brands

"The Five Temptations of a CEO is a thought provoking story, a reason to examine your behavior in light of your current challenges. Read it, reflect on its message, make changes, and read it again in a few months."

—**Edward T. Reilly**, president and CEO, American Management Association

In an intense and often combative exchange, the two debate fundamental issues faced by all leaders—issues involving personal integrity and effectiveness in the ongoing struggle for success. While some of these topics have been bandied about in the leadership literature for years, in *The Five Temptations of a CEO* they actually begin to make sense.

## 40. The Happiness Advantage by Shawn Achor

ISBN-13: 9780307591548

Publisher: Crown Publishing Group

Publication date: 09/14/2010

Pages: 256

### **Our most commonly held formula for success is broken.**

Conventional wisdom holds that if we work hard we will be more successful, and if we are more successful, *then* we'll be happy. If we can just find that great job, win that next promotion, lose those five pounds, happiness will follow. But recent discoveries in the field of positive psychology have shown that this formula is actually backward: Happiness *fuels* success, not the other way around. When we are positive, our brains become more engaged, creative, motivated, energetic, resilient, and productive at work. This isn't just an empty mantra. This discovery has been repeatedly borne out by rigorous research in psychology and neuroscience, management studies, and the bottom lines of organizations around the globe.

In *The Happiness Advantage*, Shawn Achor, who spent over a decade living, researching, and lecturing at Harvard University, draws on his own research—including one of the largest studies of happiness and potential at Harvard and others at companies like UBS and KPMG—to fix this broken formula. Using stories and case studies from his work with thousands of Fortune 500 executives in 42 countries, Achor explains how we can reprogram our brains to become more positive in order to gain a competitive edge at work.

Isolating seven practical, actionable principles that have been tried and tested everywhere from classrooms to boardrooms, stretching from Argentina to Zimbabwe, he shows us how we can capitalize on the Happiness Advantage to improve our performance and maximize our potential. Among the principles he outlines:

- The Tetris Effect: how to retrain our brains to spot patterns of possibility, so we can see—and seize—opportunities wherever we look.
- The Zorro Circle: how to channel our efforts on small, manageable goals, to gain the leverage to gradually conquer bigger and bigger ones.
- Social Investment: how to reap the dividends of investing in one of the greatest predictors of success and happiness—our social support network

A must-read for everyone trying to excel in a world of increasing workloads, stress, and negativity, *The Happiness Advantage* isn't only about how to become happier at work. It's about how to reap the benefits of a happier and more positive mind-set to achieve the extraordinary in our work and in our lives.

## **41. Connected by Nicholas A. Christakis and James H. Fowler**

ISBN-13: 9780316071345

Publisher: Little, Brown & Company

Publication date: 09/28/2009

Pages: 336

Your colleague's husband's sister can make you fat, even if you don't know her. A happy neighbor has more impact on your happiness than a happy spouse. These startling revelations of how much we truly influence one another are revealed in the studies of Drs. Christakis and Fowler, which have repeatedly made front-page news nationwide.

In **CONNECTED**, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners. Intriguing and entertaining, **CONNECTED** overturns the notion of the individual and provides a revolutionary paradigm—that social networks influence our ideas, emotions, health, relationships, behavior, politics, and much more. It will change the way we think about every aspect of our lives.

## **42. The How of Happiness by Sonja Lyubomirsky**

ISBN-13: 9780143114956

Publisher: Penguin Group (USA) Incorporated

Publication date: 12/30/2008

Pages: 384

You see here a different kind of happiness book. *The How of Happiness* is a comprehensive guide to understanding the elements of happiness based on years of groundbreaking scientific research. It is also a practical, empowering, and easy-to-follow workbook, incorporating happiness strategies, exercises in new ways of thinking, and quizzes for understanding our individuality, all in an effort to help us realize our innate potential for joy and ways to sustain it in our lives. Drawing upon years of pioneering research with thousands of men and women, *The How of Happiness* is both a powerful contribution to the field of positive psychology and a gift to people who have sought to take their happiness into their own hands.



### **43. Failing Forward by John C. Maxwell**

ISBN-13: 9780785288572

Publisher: Nelson, Thomas, Inc.

Publication date: 4/3/2007

Pages: 224

Are some people born to achieve anything they want while others struggle? Call them lucky, blessed, or possessors of the Midas touch. What is the real reason for their success? Is it family background, wealth, greater opportunities, high morals, an easy childhood?

*New York Times* best-selling author John C. Maxwell has the answer: The difference between average people and achieving people is their perception of and response to failure.

Most people are never prepared to deal with failure. Maxwell says that if you are like him, coming out of school, you feared it, misunderstood it, and ran away from it. But Maxwell has learned to make failure his friend, and he can teach you to do the same.

"I want to help you learn how to confidently look the prospect of failure in the eye and move forward anyway," says Maxwell. "Because in life, the question is not *if* you will have problems, but how you are going to deal with them. Stop failing backward and start *failing forward!*"

## 44. **The Extraordinary Leader** by John H. Zenger & Joseph R Folkman

ISBN-13: 9780071628082

Publisher: McGraw-Hill Companies

Publication date: 5/7/2009

Pages: 336

People can learn how to lead. This was the position John H. Zenger and Joseph R. Folkman took when they wrote their now-classic leadership book *The Extraordinary Leader*—and it's a fact they reinforce in this new, completely updated edition of their bestseller. When it was first published, *The Extraordinary Leader* immediately attracted a wide audience of aspiring leaders drawn to its unique feature: the extensive use of scientific studies and hard data, which served to demystify the concept of leadership and get readers thinking about the subject in a pragmatic way.

Now, Zenger and Folkman revisit the subject to address leaders' most pressing concerns today. The result is an up-to-date, essential leadership guide for the twenty-first century that includes:

Late-breaking research on the psychology of leadership

New information on leading in a global environment

A breakthrough case study on measuring improved leadership behavior

Studies revealing the importance of follow-through

*The Extraordinary Leader* is a remarkable combination of expert insight and extensive research. The authors analyzed more than 200,000 assessments describing 20,000 managers—by far the most expansive research ever conducted for a leadership book. Zenger and Folkman have created the leadership book of the ages. *The Extraordinary Leader* explains how to build leadership skills that will take you and your organization to unimagined success.

## **45. Emotional Intelligence for Project Managers by Anthony**

**Mersino, PMP**

ISBN-13: 9780814474167

Publisher: AMACOM

Publication date: 8/1/2007

Pages: 272

Technical knowledge alone just isn't enough to bring the toughest projects in successfully. You need good people skills. Emotional Intelligence for Project Managers introduces you to the basic concepts of emotional intelligence and shows how you can apply them to your project goals. You'll learn to use interpersonal skills to get more out of your people and achieve greater results with less effort.

Even if you already recognize the role and value of emotions in the workplace—the way relationships influence the way decisions are made and work gets done—Emotional Intelligence for Project Managers gives you the tools and guidance you need to take your E.I. to a higher level, bringing projects in on time and under budget by changing the way you interact with your people. Packed with checklists and self-assessments, this book shows you how to: Set the tone and direction for the project, Communicate more effectively, Improve your listening skills, Motivate, coach, and mentor your team members, Create a positive work environment, Establish the kind of high team morale that will help you attract and retain high performing project team members, Productively handle stress, criticism, and blame, Cast a vision for project objectives that will energize, inspire, and motivate your people, Leverage emotional information to make better decisions.

The more complex the project, the more significant your interpersonal skills become to achieving a successful outcome. Rich with real-world examples, guidance, and step-by-step techniques, Emotional Intelligence for Project Managers will help you make the leap from being a good project manager to being a great one.

## **46. Mindset – The New Psychology of Success by Carol S. Dweck,**

**Ph.D.**

ISBN-13: 9780345472328

Publisher: Random House Publishing Group

Publication date: 12/26/2007

Pages: 288

World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly groundbreaking idea—the power of our mindset.

Dweck explains why it's not just our abilities and talent that bring us success—but whether we approach them with a fixed or growth mindset. She makes clear why praising intelligence and ability doesn't foster self-esteem and lead to accomplishment, but may actually jeopardize success. With the right mindset,

we can motivate our kids and help them to raise their grades, as well as reach our own goals—personal and professional. Dweck reveals what all great parents, teachers, CEOs, and athletes already know: how a simple idea about the brain can create a love of learning and a resilience that is the basis of great accomplishment in every area.

## **47. Conscious Capitalism by John Mackey and Raj Sisoda**

ISBN-13: 9781422144206

Publisher: Harvard Business Review Press

Publication date: 1/15/2013

Pages: 368

In this book, Whole Foods Market cofounder John Mackey and professor and Conscious Capitalism, Inc. cofounder Raj Sisodia argue for the inherent good of both business and capitalism. Featuring some of today's best-known companies, they illustrate how these two forces can—and do—work most powerfully to create value for all stakeholders: including customers, employees, suppliers, investors, society, and the environment.

These “Conscious Capitalism” companies include Whole Foods Market, Southwest Airlines, Costco, Google, Patagonia, The Container Store, UPS, and dozens of others. We know them; we buy their products or use their services. Now it's time to better understand how these organizations use four specific tenets—*higher purpose, stakeholder integration, conscious leadership, and conscious culture and management*—to build strong businesses and help advance capitalism further toward realizing its highest potential.

As leaders of the Conscious Capitalism movement, Mackey and Sisodia argue that aspiring leaders and business builders need to continue on this path of transformation—for the good of both business and society as a whole.

At once a bold defense and reimagining of capitalism and a blueprint for a new system for doing business grounded in a more evolved ethical consciousness, this book provides a new lens for individuals and companies looking to build a more cooperative, humane, and positive future.

## 48. **Firms of Endearment** by Raj Sisoda, Jag Sheth, and David B. Wolfe

ISBN-13: 978-0-13-187372-8

Publisher: Prentice Hall

Publication date: 2/13/2003

Pages: 283

Today's best companies *get it*. From Costco<sup>®</sup> to Commerce Bank, Wegmans to Whole Foods<sup>®</sup>: they're becoming the ultimate value creators. They're generating *every* form of value that matters: *emotional, experiential, social, and financial*. And they're doing it for *all* their stakeholders. Not because it's "politically correct": *because it's the only path to long-term competitive advantage*.

These are the *Firms of Endearment*. Companies people *love* doing business with. *Love* partnering with. *Love* working for. *Love* investing in. Companies for whom "loyalty" isn't just real: it's palpable, and driving unbeatable advantages in everything from marketing to recruitment.

You need to become one of those companies. This book will show you how. You'll find specific, practical guidance on transforming every relationship you have: with customers, associates, partners, investors, and society. If you want to be great—*truly* great—*this* is your blueprint.

We're entering an Age of Transcendence, as people increasingly search for higher meaning in their lives, not just more possessions. This is transforming the marketplace, the workplace, the very soul of capitalism. Increasingly, today's most successful companies are bringing love, joy, authenticity, empathy, and soulfulness into their businesses: they are delivering emotional, experiential, and social value—not just profits.

*Firms of Endearment* illuminates this, the most fundamental transformation in capitalism since Adam Smith. It's not about "corporate social responsibility": it's about building companies that can sustain success in a radically new era. It's about great companies like IDEO and IKEA<sup>®</sup>, Commerce Bank and Costco<sup>®</sup>, Wegmans and Whole Foods<sup>®</sup>: how they earn the powerful loyalty and affection that enables truly breathtaking performance.

This book is about gaining "share of heart," not just share of wallet. It's about aligning stakeholders' interests, not just juggling them. It's about building companies that leave the world a better place. Most of all, it's about why you *must* do all this, or risk being left in the dust... and *how to get there* from wherever you are now.

## **49. Conscious Business by Fred Kofman**

ISBN-13: 978-1-59179-517-9

Publisher: Sounds True

Publication date: 10/28/2006

Pages: 318

Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kofman, ""means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member

## **50. First Break All The Rules by Marcus Buckingham and Curt Coffman**

ISBN-13: 978-0-684-85286-7

Publisher: Simon & Schuster

Publication date: 5/5/1999

Pages: 271

The greatest managers in the world seem to have little in common. They differ in sex, age, and race. They employ vastly different styles and focus on different goals. Yet despite their differences, great managers share one common trait: They do not hesitate to break virtually every rule held sacred by conventional wisdom. They do not believe that, with enough training, a person can achieve anything he sets his mind to. They do not try to help people overcome their weaknesses. They consistently disregard the golden rule. And, yes, they even play favorites. This amazing book explains why.

Marcus Buckingham and Curt Coffman of the Gallup Organization present the remarkable findings of their massive in-depth study of great managers across a wide variety of situations. Some were in leadership positions. Others were front-line supervisors. Some were in Fortune 500 companies; others were key players in small, entrepreneurial companies. Whatever their situations, the managers who ultimately became the focus of Gallup's research were invariably those who excelled at turning each employee's talent into performance.

In today's tight labor markets, companies compete to find and keep the best employees, using pay, benefits, promotions, and training. But these well-intentioned efforts often miss the mark. The front-line manager is the key to attracting and retaining talented employees. No matter how generous its pay or how renowned its training, the company that lacks great front-line managers will suffer. Buckingham and Coffman explain how the best managers select an employee for talent rather than for skills or experience; how they set expectations for him or her — they define the right outcomes rather than the right steps; how they motivate people — they build on each person's unique strengths rather than trying to fix his weaknesses; and, finally, how great managers develop people — they find the right fit for each person, not the next rung on the ladder. And perhaps most important, this research — which initially generated thousands of different survey questions on the subject of employee opinion — finally produced the twelve simple questions that work to distinguish the strongest departments of a company

from all the rest. This book is the first to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction, and the rate of turnover.

There are vital performance and career lessons here for managers at every level, and, best of all, the book shows you how to apply them to your own situation.

In today's tight labor markets, companies compete to find and keep the best employees, using pay, benefits, promotions, and training. But these well-intentioned efforts often miss the mark. The front-line manager is the key to attracting and retaining talented employees.

## **51. The Fifth Discipline by Peter Senge**

ISBN-13: 9780385517256

Publisher: Broadway Business

Publication date: March 2006

Pages: 464

*The Fifth Discipline*, is based on fifteen years of experience in putting the book's ideas into practice. As Senge makes clear, in the long run the only sustainable competitive advantage is your organization's ability to learn faster than the competition. The leadership stories in the book demonstrate the many ways that the core ideas in *The Fifth Discipline*, many of which seemed radical when first published in 1990, have become deeply integrated into people's ways of seeing the world and their managerial practices.

In *The Fifth Discipline*, Senge describes how companies can rid themselves of the learning "disabilities" that threaten their productivity and success by adopting the strategies of learning organizations—ones in which new and expansive patterns of thinking are nurtured, collective aspiration is set free, and people are continually learning how to create results they truly desire.

The updated and revised Currency edition of this business classic contains over one hundred pages of new material based on interviews with dozens of practitioners at companies like BP, Unilever, Intel, Ford, HP, Saudi Aramco, and organizations like Roca, Oxfam, and The World Bank. It features a new Foreword about the success Peter Senge has achieved with learning organizations since the book's inception, as well as new chapters on Impetus (getting started), Strategies, Leaders' New Work, Systems Citizens, and Frontiers for the Future.

## 52. **Mastering Communication at Work** by Ethan F. Becker & Jon Wortmann

ISBN-13: 9780071625029

Publisher: McGraw Hill Professional Publishing

Publication date: 7/17/09

Pages: 240

*Mastering Communication at Work* is based on 45 years of research and working with over half-a-million clients around the world. From leaders of countries to leaders of companies to people just starting out in their career, Becker and Wortmann teach techniques that start with the essential wisdom of Aristotle and include the best practices in today's global organizations.

The book includes interviews with leaders who reveal the inside story of the communication secrets at:

- The White House - Doris Kearns Goodwin, presidential historian and Pulitzer Prize winning author
- Google - Laszlo Bock, Vice President, People Operations
- EMI Publishing - Big Jon Platt, President
- IBM - Jeanette Horan, Vice President of Enterprise Business Transformation
- Harvard Business School - Tony Mayo, Director of the Leadership Initiative
- The New York Giants - Peter John-Baptiste, Director of Public Relations

*Mastering Communication at Work* provides clear, actionable advice you can put to use right away and simple drills to practice during your next meeting, one-on-one conversation—or even sitting at your desk.

Use *Mastering Communication at Work* as your coach and you'll see immediate results in yourself, your people, and your organization.

## 53. **Who Moved my Cheese?** by Spencer Johnson M.D.

ISBN-13: 978-0399144462

Publisher: G. P. Putnam's Sons

Publication date: 9/8/98

Pages: 96

With **Who Moved My Cheese?** Dr. **Spencer Johnson** realizes the need for finding the language and tools to deal with change--an issue that makes all of us nervous and uncomfortable.

Most people are fearful of change because they don't believe they have any control over how or when it happens to them. Since change happens either to the individual or by the individual, **Spencer Johnson** shows us that what matters most is the attitude we have about change.



When the Y2K panic gripped the corporate realm before the new millennium, most work environments finally recognized the urgent need to get their computers and other business systems up to speed and able to deal with unprecedented change. And businesses realized that this was not enough: they needed to help people get ready, too.

**Spencer Johnson** has created his new book to do just that. The coauthor of the multimillion bestseller **The One Minute Manager** has written a deceptively simple story with a dramatically important message that can radically alter the way we cope with change. **Who Moved My Cheese?** allows for common themes to become topics for discussion and individual interpretation.

**Who Moved My Cheese?** takes the fear and anxiety out of managing the future and shows people a simple way to successfully deal with the changing times, providing them with a method for moving ahead with their work and lives safely and effectively

## **54. Leadership Isn't for Cowards by Mike Staver**

ISBN-13: 978-1118176832

Publisher: Wiley

Publication date: 6/26/12

Pages: 240

A no-nonsense guide to driving performance while still maintaining a great place to work

*Leadership Isn't For Cowards* offers straightforward steps to leading courageously and practical tips for driving performance. Courageous leadership means toughening your approach by being rigorous in the application of your values through the company culture. It means confronting and challenging people, and not letting them get away with being less than you know they can be. The path to courageous leadership has six components: Accept Your Current Circumstances, Take Responsibility, Take Action, Acknowledge Progress, Commit to Lifelong Learning, and Kindle Relationships. These manageable steps include:

- Identify the area in your business or life where a gap exists between your current reality and your desired reality
- Align yourself with a person or a group of people who can commit to holding you accountable for closing the gap
- Make a specific commitment to the outcome(s) you want and assign dates to them

With courageous leadership, you'll create a culture and a mindset that encourages and demands excellence! Follow these steps to bring out the best in your employees and lead your company to significant success.

## 55. **The Corporate Culture Survival Guide** by Edgar H. Schein

ISBN-13: 978-0470293713

Publisher: Jossey - Bass

Publication date: 8/17/09

Pages: 256

The father of the corporate culture field and pioneer in organizational psychology on today's changing corporate culture

This is the definitive guide to corporate culture for practitioners. Recognized expert Edgar H. Schein explains what culture is and why it's important, how to evaluate your organization's culture, and how to improve it, using straightforward, practical tools based on decades of research and real-world case studies. This new edition reflects the massive changes in the business world over the past ten years, exploring the influence of globalization, new technology, and mergers on culture and organization change. New case examples help illustrate the principals at work and bring focus to emerging issues in international, nonprofit, and government organizations as well as business. Organized around the questions that change agents most often ask, this new edition of the classic book will help anyone from line managers to CEOs assess their culture and make it more effective.

- Offers a new edition of a classic work with a focus on practitioners
- Includes new case examples and information on globalization, the effects of technology, and managerial competencies
- Covers the basics on changing culture and includes a wealth of practical advice

## 56. **Joy Inc.** by Richard Sheridan

ISBN-13: 978-1591845874

Publisher: Portfolio Hardcover

Publication date: 12/26/13

Pages: 288

**The moment you walk into Menlo Innovations, you can sense the atmosphere full of energy, playfulness, enthusiasm, and maybe even . . . joy. As a package-delivery person once remarked, "I don't know what you do, but whatever it is, I want to work here."**

Every year, thousands of visitors come from around the world to visit Menlo Innovations, a small

software company in Ann Arbor, Michigan. They make the trek not to learn about technology but to witness a radically different approach to company culture.

CEO and “Chief Storyteller” Rich Sheridan removed the fear and ambiguity that typically make a workplace miserable. His own experience in the software industry taught him that, for many, work was marked by long hours and mismanaged projects with low-quality results. There had to be a better way.

With joy as the explicit goal, Sheridan and his team changed everything about how the company was run. They established a shared belief system that supports working in pairs and embraces making mistakes, all while fostering dignity for the team.

The results blew away all expectations. Menlo has won numerous growth awards and was named an Inc. magazine “audacious small company.” It has tripled its physical office three times and produced products that dominate markets for its clients.

Joy, Inc. offers an inside look at how Sheridan and Menlo created a joyful culture, and shows how any organization can follow their methods for a more passionate team and sustainable, profitable results. Sheridan also shows how to run smarter meetings and build cultural training into your hiring process.

Joy, Inc. offers an inspirational blueprint for readers in any field who want a committed, energizing atmosphere at work—leading to sustainable business results.

## **57. A Whole New Mind by Daniel H. Pink**

ISBN-13: 978-1594481710

Publisher: Riverhead Trade; Rep Upd edition

Publication date: 3/7/06

Pages: 288

The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't.

Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment--and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here

## 58. Emotional Intelligence by Daniel Goleman

ISBN-13: 9780553903201

Publisher: Random House Publishing Group

Publication date: 1/11/12

Pages: 358

The Everyone knows that high IQ is no guarantee of success, happiness, or virtue, but until **Emotional Intelligence**, we could only guess why. Daniel Goleman's brilliant report from the frontiers of psychology and neuroscience offers startling new insight into our "two minds"—the rational and the emotional—and how they together shape our destiny.

Through vivid examples, Goleman delineates the five crucial skills of emotional intelligence, and shows how they determine our success in relationships, work, and even our physical well-being. What emerges is an entirely new way to talk about being smart.

The best news is that "emotional literacy" is not fixed early in life. Every parent, every teacher, every business leader, and everyone interested in a more civil society, has a stake in this compelling vision of human possibility.

"...explains why empathy, self-awareness, and self-discipline is essential to success and positive human interaction."

## 59. Who's Got Your Back by Keith Ferrazzi

ISBN-13: 978-0385521338

Publisher: Crown Business

Publication date: 5/19/09

Pages: 336

Disregard the myth of the lone professional "superman" and the rest of our culture's go-it alone mentality. The real path to success in your work and in your life is through creating an inner circle of "lifeline relationships" – deep, close relationships with a few key trusted individuals who will offer the encouragement, feedback, and generous mutual support every one of us needs to reach our full potential. Whether your dream is to lead a company, be a top producer in your field, overcome the self-destructive habits that hold you back, lose weight or make a difference in the larger world, *Who's Got Your Back* will give you the roadmap you've been looking for to achieve the success you deserve.

Keith Ferrazzi, the internationally renowned thought leader, consultant, and bestselling author of *Never Eat Alone*, shows us that becoming a winner in any field of endeavor requires a trusted team of advisors who can offer guidance and help to hold us accountable to achieving our goals. It is the reason PH.D candidates have advisor teams, top executives have boards, world class athletes have fitness coaches, and presidents have cabinets.

In this step-by-step guide to the powerful principles behind personal growth and change, you'll learn how to:

- Master the mindsets that will help you to build deeper, more trusting "*lifeline relationships*"

- Overcome the career-crippling habits that hold you back, once and for all
- Get further, faster by setting goals in a dramatically more powerful way
- Use “**sparring**” as a productive tool to make the decisions that will fuel personal success
- Replace the yes men in your life with those who get it and care – and will hold you accountable to achieving your goals
- Lower your guard and let others help!

None of us can do it alone. We need the perspective and advice of a trusted team. And in *Who’s Got Your Back*, Keith Ferrazzi shows us how to put our own “dream team” together.

## **60.      **Crucial Accountability** by Kerry Patterson, Joseph Grenny, David Maxfield, Al Switzler, Ron McMillan**

ISBN-13: 978-0071829311

Publisher: McGraw-Hill; 2 edition

Publication date: 5/24/13

Pages: 336

Behind the problems that routinely plague our organizations and families, you'll find individuals who are either unwilling or unable to deal with broken promises. Colleagues break a rule, coworkers miss a deadline, friends fail to live up to commitments (or just plain behave badly), and nobody says a word. Nobody holds anyone accountable. With repeated infractions, individuals become increasingly upset until they finally do speak their minds, but they do so poorly--often creating whole new sets of problems.

Research proves that mishandled disappointments aren't just morale killers, they're institution killers--diminishing organizational performance by 20 to 50 percent and accounting for up to 90 percent of all divorces.

Everyone knows how to run for cover, or, if sufficiently provoked, step up to problems in a way that causes a real ruckus. *Crucial Accountability* teaches you how to deal with violated expectations in a way that solves the problem at hand without harming the relationship--and, in fact, even strengthens it.

Broken promises, missed deadlines, poor behavior--they don't just make others' lives miserable; they can sap up to 50 percent of organizational performance and account for the vast majority of divorces. *Crucial Accountability* offers the tools for improving relationships in the workplace and in life and for resolving all these problems--permanently.

## 61. **Boundaries for Leaders** by Dr Henry Cloud

ISBN-13: 978-0062206336

Publisher: Harper Business

Publication date: 4/16/13

Pages: 272

In *Boundaries for Leaders*, clinical psychologist and bestselling author Dr. Henry Cloud leverages his expertise of human behavior, neuroscience, and business leadership to explain how the best leaders set boundaries within their organizations--with their teams and with themselves--to improve performance and increase employee and customer satisfaction.

In a voice that is motivating and inspiring, Dr. Cloud offers practical advice on how to manage teams, coach direct reports, and instill an organization with strong values and culture.

*Boundaries for Leaders: Take Charge of Your Business, Your Team, and Your Life* is essential reading for executives and aspiring leaders who want to create successful companies with satisfied employees and customers, while becoming more resilient leaders themselves.

## 62. **Leaders Eat Last** by Simon Sinek

ISBN-13: 978-1591845324

Publisher: Portfolio Hardcover

Publication date: 1/7/14

Pages: 240

Why do only a few people get to say "I love my job"? It seems unfair that finding fulfillment at work is like winning a lottery; that only a few lucky ones get to feel valued by their organizations, to feel like they belong.

Imagine a world where almost everyone wakes up inspired to go to work, feels trusted and valued during the day, then returns home feeling fulfilled.

This is not a crazy, idealized notion. Today, in many successful organizations, great leaders are creating environments in which people naturally work together to do remarkable things.

In his travels around the world since the publication of his bestseller *Start with Why*, Simon Sinek noticed that some teams were able to trust each other so deeply that they would literally put their lives on the line for each other. Other teams, no matter what incentives were offered, were doomed to infighting, fragmentation and failure. Why?

The answer became clear during a conversation with a Marine Corps general.

"Officers eat last," he said.

Sinek watched as the most junior Marines ate first while the most senior Marines took their place at the back of the line. What's symbolic in the chow hall is deadly serious on the battlefield: great leaders sacrifice their own comfort—even their own survival—for the good of those in their care.

This principle has been true since the earliest tribes of hunters and gatherers. It's not a management theory; it's biology. Our brains and bodies evolved to help us find food, shelter, mates and especially safety. We've always lived in a dangerous world, facing predators and enemies at every turn. We thrived only when we felt safe among our group.

Our biology hasn't changed in fifty thousand years, but our environment certainly has. Today's workplaces tend to be full of cynicism, paranoia and self-interest. But the best organizations foster trust and cooperation because their leaders build what Sinek calls a Circle of Safety that separates the security inside the team from the challenges outside.

The Circle of Safety leads to stable, adaptive, confident teams, where everyone feels they belong and all energies are devoted to facing the common enemy and seizing big opportunities.

As he did in *Start with Why*, Sinek illustrates his ideas with fascinating true stories from a wide range of examples, from the military to manufacturing, from government to investment banking.

The biology is clear: when it matters most, leaders who are willing to eat last are rewarded with deeply loyal colleagues who will stop at nothing to advance their leader's vision and their organization's interests. It's amazing how well it works.

## **63.      **Learned Optimism - How to Change Your Mind and Your Life** by Martin E.P Seligman Ph. D**

ISBN-13: 978-1400078394

Publisher: Vintage; Reprint edition

Publication date: 1/3/2006

Pages: 319

Known as the father of the new science of positive psychology, Martin E.P. Seligman draws on more than twenty years of clinical research to demonstrate how optimism enhances the quality of life, and how anyone can learn to practice it. Offering many simple techniques, Dr. Seligman explains how to break an "I—give-up" habit, develop a more constructive explanatory style for interpreting your behavior, and experience the benefits of a more positive interior dialogue. These skills can help break up depression, boost your immune system, better develop your potential, and make you happier.. With generous additional advice on how to encourage optimistic behavior at school, at work and in children, *Learned Optimism* is both profound and practical—and valuable for every phase of life.

## **64. Strengths Finder 2.0 by Tom Rath**

ISBN-13: 978-1595620156

Publisher: Gallup Press

Publication date: 2007

Pages: 174

The StrengthsFinder 2.0 book features the NEW and UPGRADED version of the StrengthsFinder program, the main selling point of current mega-bestseller *Now, Discover Your Strengths* (over a million copies sold).- Access to the new and upgraded StrengthsFinder program will be available exclusively through this book. DO YOU DO WHAT YOU DO BEST EVERY DAY? Chances are, you don't. From the cradle to the cubicle, we devote more time to fixing our shortcomings than to developing our strengths. To help people uncover their talents, Gallup introduced StrengthsFinder in the 2001 management book '*Now, Discover Your Strengths.*' The book ignited a global conversation, while StrengthsFinder helped millions discover their top five talents. In '*StrengthsFinder 2.0,*' Gallup unveils the new and improved version of its popular online assessment. With hundreds of strategies for applying your strengths, '*StrengthsFinder 2.0*' will change the way you look at yourself--and the world--forever.

## **65. Vital Friends – The People You Can't Afford to Live Without by Tom Rath**

ISBN-13: 978-1595620071

Publisher: Gallup Press

Publication date: 2006

Pages: 218

What's the quickest way to ruin a friendship? Do great friendships have anything in common? Are close friendships in the workplace such a bad thing?

These are just a few of the questions that #1 *New York Times* bestselling author Tom Rath asked when he embarked on a massive study about the impact of friendships. Along with several leading researchers, Rath pored through the literature, conducted several experiments, and analyzed more than 8 million interviews from The Gallup Organization's worldwide database.

His team's discoveries produced *Vital Friends*, a book that challenges long-held assumptions people have about their relationships. And the team's landmark discovery - that people who have a "best friend at work" are seven times as likely to be engaged in their job - is sure to rattle the structure of organizations around the world.

Drawing on research and case studies from topics as diverse as management, marriage, and architecture, *Vital Friends* reveals what's common to all truly essential friendships: a regular focus on what each person is contributing to the friendship - rather than the all-too-common approach of expecting one person to be everything.



The book includes a unique ID code that provides access to the Vital Friends Assessment and website. This groundbreaking test reveals which friends play each of the eight vital friendship roles in your work and life.

Tom Rath's fast-paced and inviting storytelling takes a mountain of important research and makes it remarkably accessible and applicable. By the time you finish reading *Vital Friends*, you'll see your coworkers, family, friends, and significant other in a whole new light.

## 66. **The Enthusiastic Employee – How Companies Profit by Giving Employees What They Want by David Sirota and Douglas Klein**

ISBN-13: 978-0133249026

Publisher: Pearson FT Press; 2 edition

Publication date: August 9, 2013

Pages: 400

This book is about employee enthusiasm: that special, invigorating, purposeful and emotional state that's always present in the most successful organizations. Most people are enthusiastic when they're hired: hopeful, ready to work hard, eager to contribute. What happens? Management, that's what. ***The Enthusiastic Employee*** is an action-oriented book that helps companies obtain more from workers - the basic premise is that under the right kind of leadership, the more one side wins in a collaborative relationship, the more for the other side. The book is heavily evidence-based (using extensive employee survey data) and lays out two basic ideas: the "Three-Factor Theory" of human motivation at work and the "Partnership" company culture that is based on the Three-Factor Theory and that, *by far*, brings out the best in people as they respond with enthusiasm about what they do and the company they do it for. Drawing on research with 13,000,000+ employees in 840+ companies, ***The Enthusiastic Employee, Second Edition*** tells you what managers (from first-line supervisor to senior leadership) do wrong. Then it tells you something much more important: what to do instead. David Sirota and Douglas Klein detail exactly how to create an environment where enthusiasm flourishes and businesses excel. Extensively updated with new research, case studies, and techniques (they have added over 8.6 million employees and over 400 companies to their analyses), it now contains a detailed study of Mayo Clinic, one of the world's most effective healthcare organizations and a true representation of the principle of partnership, as well as more in-depth descriptions of private sector exemplars of partnership, such as Costco. Other new chapters include: how the Great Recession really impacted workers' morale (bottom-line, it didn't) and how to build a true Partnership Culture that starts with senior leadership. They now debunk fashionable theories of worker "generations" (Baby Boomers, Gen X, Y, etc.) as mostly nonsense... clarify what they've learned about making business ethics and corporate social responsibility actionable... share what research on merit pay (pay for individual performance) tells us about its likely impact on school teachers and performance (not good)...discuss the utility of teleworking (and the dust-up at Yahoo)...offer compelling, data-informed insights about women and minorities in the workplace, and much more. You *can* have enthusiastic employees, and it *does* matter – more than it ever has. Whether you're a business leader, HR/talent management professional, or strategist, *that's* the workforce you need – and *this* is the book that will help you get it.

**67. An Introduction to Project Management, 4<sup>th</sup> Edition by Kathy Schwalbe**

ISBN-13: 978-0982800331  
Publisher: Kathy Schwalbe LLC  
Publication date: July 5, 2012  
Pages: 518

The fourth edition of An Introduction to Project Management includes changes based on the PMBOK Guide, Fifth Edition (2013). Note that a revised edition is available with Project 2013 instructions. Other features: Includes a guide for using Microsoft Project 2010. Provides a special 60-day free trial of MatchWare's MindView Business software ([www.matchware.com/intropm](http://www.matchware.com/intropm)), an integrated tool to create mind maps, Gantt charts, and other project documents. Includes information on AtTask, a leading web-based project management tool, and a guide for using this powerful software for portfolio optimization. Includes features in each chapter providing real-world examples and references, including Opening Cases and Case Wrap-Ups, examples of What Went Right, What Went Wrong, Media Snapshots, Best Practices, and a new feature with Video Highlights related to project management. Appendix C, Resources, provides case studies where students can apply various tools and techniques plus information on simulation software and project management certifications. Web site includes easy access to online quizzes, Jeopardy-like games, template files, Project 2010 files, links to sites mentioned in the text, and much more. Visit [www.intropm.com](http://www.intropm.com).

**68. A Guide to the Project Management Body of Knowledge 5<sup>th</sup> Edition by The Project Management Institute**

ISBN-13: 978-1935589679  
Publisher: Project Management Institute  
Publication date: January 1, 2013  
Pages: 589

Industry standard for those practicing formal project management

**69. Culture Trumps Everything by Gustavo Grodnitzky Ph.D**

ISBN-13: 978-0990727903  
Publisher: Mountainfrog Publishing  
Publication date: November 7, 2014  
Pages: 258

What determines our behaviors as human beings at the individual and organizational level? Although it often feels as though either our biology or our personality (or both) guides our decisions about issues

large and small, increasing evidence suggests that...culture trumps everything. What happens when people who are normally loud and boisterous walk into a church or a library? They lower their voices. Did they suddenly change their biology or their personalities? Of course not. They simply responded appropriately to cultural expectations of behavior. It seems obvious in this case, but the truth is that culture has a similar impact on virtually everything that every one of us does - every day - without even realizing it. The many cultures that each of us simultaneously belong to have a disproportionate impact on the ways we think, feel and behave. As a result, leaders of organizations both large and small have the opportunity to shape their cultures in ways that foster positive outcomes for all stakeholders - from employees, to senior leaders, to shareholders, to the broader community. This book investigates the powerful ways in which a variety of factors, to include behavioral norms, alternative corporate models, habit patterns, connectedness, trust, language, and time perspective, impact the creation of "quintessence" in organizations. It is this quintessence - or lack thereof - that ultimately determines the success and sustainability of organizations. As leaders, we get the organizations we deserve, as a direct result of the cultures we nourish (or neglect). If we want to ensure the best possible outcomes for ourselves and our organizations, we must focus on developing the cultures that foster success for all stakeholders, because...culture trumps everything.

## **70. The Birth of a Brand – Launching Your Entrepreneurial Passion and Soul by Brian Smith**

ISBN-13: 978-1582705354

Publisher: Beyond Words Publishing

Publication date: December 2, 2014

Pages: 256

Brian Smith's story as the founder of the world-renowned UGG Australia brand is a hero's journey and roadmap to success with stories of achievements, failures, lucky breaks, and near disasters.

Brian's guiding principle: You can't give birth to adults. Every company is conceived as an idea and birthed into reality, and the baby business grows through its infancy, toddler years, early youth, and tumultuous teens, to eventually arrive at maturity.

For those who have yet to set their dreams into action or those who are already on the rocky road to success, this book is a candid, colorful, outrageous, enlightening adventure in product development, world-wide brand recognition, and star-struck fame and fortune.

A mentor and advocate to business leaders and entrepreneurs, Brian Smith shows how you can find your passion and follow it to a rewarding, happy, fulfilling life. Written with time-worn truisms and business acumen, Brian's amazing story proves that you can stick to your guns, authenticity, and spiritually and still grow a wildly successful career and company.

## **71. The Speed of Trust – The one Thing That Changes Everything by Stephen M. R. Covey**

ISBN-13: 978-1416549000

Publisher: Free Press

Publication date: February 5, 2008

Pages: 354

Stephen M.R. Covey shows how trust—and the speed at which it is established with clients and employees—is essential to a successful organization.

With nearly 750,000 copies in print, this instant classic shows that establishing trust is “the one thing that changes everything” (Marcus Buckingham, coauthor of *Now, Discover Your Strengths*) in both business and life.

Trust, says Stephen M.R. Covey, is the very basis of the new global economy, and he shows how trust—and the speed at which it is established with clients, employees, and constituents—is the essential ingredient for any high-performance, successful organization.

For business leaders and public figures in any arena, *The Speed of Trust* offers an unprecedented and eminently practical look at exactly how trust functions in our every transaction and relationship—from the most personal to the broadest, most indirect interaction—and how to establish trust immediately so that you and your organization can forego the time-killing, bureaucratic check-and-balance processes so often deployed in lieu of actual trust.

## **72. Fired Up or Burned Out – How to Reignite Your Team’s Passion, Creativity, and Productivity by Michael L Stallard**

ISBN-13: 978-1595552815

Publisher: Thomas Nelson; 1<sup>st</sup> edition

Publication date: March 24, 2009

Pages: 256

Indisputable evidence has revealed the greatest threat to America's economy. Is it off-shoring labor? Unethical corporate practices? A turbulent market that forces downsizing? No. A Gallup Organization survey of more than one million Americans show that nearly 75 percent of all workers are disengaged. Employee disengagement is a widespread malady in American organizations, causing the loss of billions of dollars, hours of dissatisfaction, and work lives lacking true value. In his book, *Fired Up or Burned Out*, Michael Stallard shares the three key actions necessary to transform even a lethargic, disconnected organization or office into an impassioned, innovative, and thriving workplace.

## **73. Trust Matters – Leadership for Successful Schools by Megan**

**Tschannen-Moran**

ISBN-13: 978-1118834374

Publisher: Jossey-Bass; 2<sup>nd</sup> edition

Publication date: April 7, 2014

Pages: 336

Make your school soar by escalating trust between teachers, students, and families Trust is an essential element in all healthy relationships, and the relationships that exist in your school are no different. How can your school leaders or teachers cultivate trust? How can your institution maintain trust once it is established? These are the questions addressed and answered in Trust Matters: Leadership for Successful Schools, 2nd Edition. The book delves into the helpful research that has been conducted on the topic of trust in school. Although rich with research data, Trust Matters also contains practical advice and strategies ready to be implemented. This second edition expands upon the role of trust between teachers and students, teachers and administrators, and schools and families. Trust Matters: Leadership for Successful Schools also covers a range of sub-topics relevant to trust in school. All chapters in the text have questions for reflection and discussion. Engaging chapters such as "Teachers Trust One Another" and "Fostering Trust with Students" have thought-provoking trust-building questions and activities you can use in the classroom or in faculty meetings. This valuable resource: Examines ways to cultivate trust Shares techniques and practices that help maintain trust Advises leaders of ways to include families in the school's circle of trust Addresses the by-products of betrayed trust and how to restore it With suspicion being the new norm within schools today, Trust Matters is the book your school needs to help it rise above. It shows just how much trust matters in all school relationships-administrator to teacher; teacher to student; school to family-and in all successful institutions.

## **74. Agile Project Management – A Nuts and Bolts Guide to**

**Success by Anthony Mersino**

ISBN-13: 978-0692385982

Publisher: Vitality Chicago; 1st edition

Publication date: January 23, 2015

Pages: 242

AGILE PROJECT MANAGEMENT is a detailed guide to successfully applying Agile, Scrum, Kanban and Lean to your next project. Based on years of hands on experience implementing these proven techniques, the book walks through the details of building and Agile team and planning and executing an Agile project. It provides plenty of detail on various agile techniques and how they can complement

traditional project management tools and methods. Whether you are a project manager, functional manager, team member, or stakeholder, the detailed guidance provided in this book will help you to successfully lead or support an Agile project.

## **75. Extreme Programming Explained: Embrace Change by Kent Beck**

ISBN-13: 978-0321278654  
Publisher: Addison-Wesley; 2nd edition  
Publication date: November 26, 2004  
Pages: 224

“In this second edition of *Extreme Programming Explained*, Kent Beck organizes and presents five years’ worth of experiences, growth, and change revolving around XP. If you are seriously interested in understanding how you and your team can start down the path of improvement with XP, you must read this book.”

—**Francesco Cirillo**, Chief Executive Officer, XPLabs S.R.L.

## **76. Why Managing Sucks and How to Fix It -- A Results Only Guide to Taking Control of Work, Not People by Jody Thompson and Cali Ressler**

ISBN-13: 978-1118426364  
Publisher: Wiley; 1<sup>st</sup> edition  
Publication date: February 4, 2013  
Pages: 278

*Why Managing Sucks and How to Fix It* shows how the Results-Only Work Environment (ROWE) mindset can make you or your organization more entrepreneurial, more connected with the broader trends in your industry, and more willing to take smart risks. It explains how to set clear expectations and focus on the endpoint as opposed to managing the process that gets you there. With eyes set on getting rid of distractions, long meetings, and unnecessary updates, this book offers quick, everyday strategies to experience huge increases in productivity (without adding resources) and dramatic drops in turnover.

- Authors Ressler and Thompson began their work together at Best Buy where they are credited with revolutionizing the workplace
- Reframes thinking away from counting on general availability (Where's Bob?) to creating clear expectations (Does Bob know exactly what's expected of him?)
- Explains how to reduce the number of meetings while increasing their quality

- Shows how to eliminate scheduled events in order to increase critical thinking and improve communication

ROWE is a bold, cultural transformation that permeates the attitudes and operating style of an entire workplace, leveling the playing field and giving people complete autonomy—to manage their measurable results using adult common sense.

## **77. Why Work Sucks and How to Fix It -- The Results Only Revolution by Jody Thompson and Cali Ressler**

ISBN-13: 978-1591842927

Publisher: Portfolio; Reprint edition

Publication date: December 15, 2010

Pages: 256

In a results-only workplace, employees can do whatever they want whenever they want, as long as the work gets done. No more pointless meetings, racing to get in at 9:00, or begging for permission to watch your kid play soccer. You make the decisions about what you do and where you do it.

It sounds like a fantasy, but Cali Ressler and Jody Thompson are leading a movement to make it a reality, even implementing it successfully at best buy. They show how a Results-Only Work Environment not only makes employees happier, but also delivers better results.

Filled with passion and common sense, their book will change the way you think about your job, your company, and your quality of life.

## **78. Happier by Tal Ben-Shahar Ph. D.**

ISBN-13: 978-0071492393

Publisher: McGraw-Hill Education; 1st edition

Publication date: May 31, 2007

Pages: 192

### **Can You Learn to Be Happy?**

YES . . . according to the teacher of Harvard University's most popular and life-changing course. One out of every five Harvard students has lined up to hear Tal Ben-Shahar's insightful and inspiring lectures on that ever-elusive state: HAPPINESS.

HOW?

Grounded in the revolutionary "positive psychology" movement, Ben-Shahar ingeniously combines

scientific studies, scholarly research, self-help advice, and spiritual enlightenment. He weaves them together into a set of principles that you can apply to your daily life. Once you open your heart and mind to Happier's thoughts, you will feel more fulfilled, more connected . . . and, yes, HAPPIER.

"Dr. Ben-Shahar, one of the most popular teachers in Harvard's recent history, has written a personal, informed, and highly enjoyable primer on how to become happier. It would be wise to take his advice."  
--Ellen J. Langer, author of *Mindfulness* and *On Becoming an Artist*

"This fine book shimmers with a rare brand of good sense that is imbedded in scientific knowledge about how to increase happiness. It is easy to see how this is the backbone of the most popular course at Harvard today."

--Martin E. P. Seligman, author of *Authentic Happiness*

## **79. Pour Your Heart Into It – How Starbucks Built a Company One Cup at a Time by Howard Schultz and Dori Jones Yang**

ISBN-13: 978-0786883561

Publisher: Hachette Books

Publication date: January 6, 1999

Pages: 368

The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into a company with over sixteen hundred stores worldwide and a new one opening every single business day. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction.

In *Pour Your Heart Into It*, CEO Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything . . . from our tastes to our language to the face of Main Street." (*Fortune*)

## **80. You Are the Message – Getting What You Want by Being Who You Are by Roger Ailes with Jon Kraushar**

ISBN-13: 978-0385265423

Publisher: Crown Business

Publication date: December 1, 1995

Pages: 256

"*You are the message.*" What does that mean, exactly? It means that when you communicate with someone, it's not just the words you choose to send to the other person that make up the message. You're also sending signals about what kind of person you are--by your eyes, your facial expression, your body movement, your vocal pitch, tone, volume, and intensity, your commitment to



your message, your sense of humor, and many other factors.

The receiving person is bombarded with symbols and signals from you. Everything you do in relation to other people causes them to make judgments about what you stand for and what your message is. "*You are the message*" comes down to the fact that unless you identify yourself as a walking, talking message, you miss that critical point.

The words themselves are meaningless unless the rest of you is in synchronization. The total you affects how others think of and respond to you.

## **81. The Oz Principle – Getting Results Through Individual and Organizational Accountability by Roger Connors, Tom Smith, and Craig Hickman**

ISBN-13: 978-1591843481

Publisher: Portfolio

Publication date: Rev Upd edition (May 4, 2010)

Pages: 256

The definitive book on workplace accountability by the *New York Times* bestselling authors of *How Did That Happen?*

Since it was originally published in 1994, *The Oz Principle* has sold nearly 600,000 copies and become the worldwide bible on accountability. Through its practical and invaluable advice, thousands of companies have learned just how vital personal and organizational accountability is for a company to achieve and maintain its best results.

At the core of the authors' message is the idea that when people take personal ownership of their organization's goals and accept responsibility for their own performance, they become more invested and work at a higher level to ensure not only their own success, but everyone's. Now more than ever, *The Oz Principle* is vital to anyone charged with obtaining results. It is a must have, must read, and must apply classic business book.

## **82. Change the Culture, Change the Game by Roger Connors and Tom Smith**

ISBN-13: 978-1591845393

Publisher: Portfolio

Publication date: Reprint edition (June 26, 2012)

Pages: 240

Two-time *New York Times* bestselling authors Roger Connors and Tom Smith show how leaders can achieve record-breaking results by quickly and effectively shaping their organizational culture to capitalize on their greatest asset-their people.

*Change the Culture, Change the Game* joins their classic book, *The Oz Principle*, and their recent bestseller, *How Did That Happen?*, to complete the most comprehensive series ever written on workplace accountability. Based on an earlier book, *Journey to the Emerald City*, this fully revised installment captures what the authors have learned while working with the hundreds of thousands of people on using organizational culture as a strategic advantage.

### **83. Brainwork by David Sousa**

ISBN-13: 978-0983302032

Publisher: Triple Nickel Press;

Publication date: 1<sup>st</sup> edition (February 29, 2012)

Pages: 144

The success of your organization depends on your ability to prioritize, focus, and act. What if you could reinvigorate productivity, expand your creative vision, and become a better leader by simply thinking differently about thinking? David A. Sousa examines the most provocative brain research as it relates to organizational leadership. By understanding the way the brain perceives, plans, and impacts your behavior, you'll more effectively influence both your internal and external customers.

#### **Discover ways you can train your brain to:**

- Deal with information overload.
- Manage the emotions of a crisis.
- Ignore irrelevant information.
- Work most effectively with colleagues.
- Solve problems by thinking differently.
- Cultivate and develop creativity.
- Control stress in the workplace.
- Nurture a healthy brain.

### **84. Turn the Ship Around by L. David Marquet**

ISBN-13: 978-1591846406

Publisher: Portfolio

Publication date: 1<sup>st</sup> edition (May 16, 2013)

Pages: 272

The success "Leadership should mean giving control rather than taking control and creating leaders rather than forging followers." David Marquet, an experienced Navy officer, was used to giving orders. As newly appointed captain of the USS Santa Fe, a nuclear-powered submarine, he was responsible for more than a hundred sailors, deep in the sea. In this high-stress environment, where there is no margin for error, it was crucial his men did their job and did it well. But the ship was dogged by poor morale, poor performance, and the worst retention in the fleet.

Marquet acted like any other captain until, one day, he unknowingly gave an impossible order, and his crew tried to follow it anyway. When he asked why the order wasn't challenged, the answer was "Because you told me to." Marquet realized he was leading in a culture of followers, and they were all in danger unless they fundamentally changed the way they did things. That's when Marquet took matters into his own hands and pushed for leadership at every level.

Turn the Ship Around! is the true story of how the Santa Fe skyrocketed from worst to first in the fleet by challenging the U.S. Navy's traditional leader-follower approach. Struggling against his own instincts to take control, he instead achieved the vastly more powerful model of giving control. Before long, each member of Marquet's crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. The crew became fully engaged, contributing their full intellectual capacity every day, and the Santa Fe started winning awards and promoting a highly disproportionate number of officers to submarine command.

No matter your business or position, you can apply Marquet's radical guidelines to turn your own ship around. The payoff: a workplace where everyone around you is taking responsibility for their actions, where people are healthier and happier, where everyone is a leader.