



bookshelf 2014

presented by Patrick Maurer

the “cannons”

The latest and greatest leadership ideas seem to be coming from these four authors: Seth Godin, the Heath brothers, and Daniel Pink. Their books are easy to read, often contain additional exercises or free companion workbooks, and are at the cutting edge of business and leadership today. The authors continue to compose blog/vlog entries about the concepts from the books. These are each perfect books for young leaders.

Seth Godin

Tribes: We Need You to Lead Us

Permission Marketing: Turning Strangers Into Friends and Friends into Customers

Linchpin: Are You Indispensable?

www.sethgodin.com

Chip Heath & Dan Heath

Made to Stick: Why Some Ideas Survive and Others Die

Switch: How to Change Things When Change Is Hard

Decisive: How to Make Better Choices in Life and Work

www.heathbrothers.com

Daniel Pink

A Whole New Mind: Why Right-Brainers Will Rule the Future

Drive: The Surprising Truth About What Motivates Us

To Sell is Human: The Surprising Truth About Moving Others

www.danpink.com

story teaching

I'm a big fan of what I like to call the “story teaching” genre. Sometimes inspired by actual events—sometimes simply a work of fiction—they offer a nice metaphorical method of examining deeper aspects of life and/or leadership. These books are quicker reads—I've read most in a single flight or in a single day.

Tuesdays with Morrie: An Old Man, A Young Man, and Life's Greatest Lesson

by Mitch Albom

Cirque du Soleil: The Spark - Igniting the Creative Fire that Lives within Us All

by John U Bacon

Life's Golden Ticket: An Inspirational Novel

by Brendon Burchard

A Million Miles in a Thousand Years: How I Learned to Live a Better Story

by Donald Miller

The Fred Factor: How passion in your work and life can turn the ordinary into the extraordinary

by Mark Sanborn

kid wisdom

Beyond the incredible collection of Dr. Seuss books (a whole other workshop), children's books can provide some great launching points for discussion. Here are some great works by three different authors.

The Jester Has Lost His Jingle

by David Saltzman

Imagine a Day
Imagine a Place
Imagine a Night

by Sarah L Thomson

The Little Prince

by Antoine de Saint-Exupéry

business leaders

These books provide a chance to replicate ideas and insights from some of the most successful businesses out there.

Delivering Happiness: A Path to Profits, Passion, and Purpose

by Tony Hsieh (Zappos)

The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary

by Joseph Michelli

Start Something That Matters

by Blake Mycoskie (TOMS)

deeper thoughts

These are each slower reads that provide great insight into how we live our lives and deal with our fears and approach our dreams

The Diving Bell and the Butterfly

by Jean-Dominique Bauby

Manuscript in Accra

by Paulo Coelho

Letters to a Young Poet

by Rainer Maria Rilke

keepsakes

These short books provide a page or two perfect for a quick class discussion or a positive way to end the time together.

It's Not Easy Being Green: And Other Things to Consider

by Jim Henson, the Muppets, and Friends

Anyway: The Paradoxical Commandments—Finding Personal Meaning in a Crazy World

by Kent M Keith

The World According to Mister Rogers

Life's Journeys According to Mister Rogers

by Fred Rogers

productivity

Productivity is one of the hottest topics today. These books each focus on a different aspect of the topic be it energy, creativity, implementation, or even meeting approach. Special note: some books have mature examples—not all appropriate for the youngest readers.

Getting Things Done: The Art of Stress-Free Productivity
by David Allen

The Power of Habit: Why We Do What We Do in Life and Business
by Charles Duhigg

The War of Art: Break Through the Blocks and Win Your Inner Creative Battle

Do the Work: Overcome Resistance and get out of your own way
by Steven Pressfield

How to Make Collaboration Work: Powerful Ways to Build Consensus, Solve Problems, and Make Decisions
by David Strauss

How to Make Meetings Work
by Michael Doyle & David Straus

let's be good

There are a growing number of books focusing on kindness as a method of management and leadership. The approach is different than older leadership books, but the method and results to seem to match our times.

Can't Buy Me Love: How Authentic Customer Connections Drive Superior Results
by Bob Garfield & Doug Levy

Enchantment: The Art of Changing Hearts, Minds and Actions
by Guy Kawasaki

Love Is the Killer App: How to Win Business and Influence Friends
by Tim Sanders

Nice Companies Finish First: Why Cutthroat Management is Over—and Collaboration is In
by Peter Shankman

Start with Why: How Great Leaders Inspire Everyone to Take Action
by Simon Sinek

the approach

Every organization is different, and obviously whether or not you have a daily class, block class, lunch period, or after school setup for your organization drastically shifts how you could use these books. Here is a recommended structures for a classroom setting. A group that meets only during lunch or after school could still do a variation of this.

1. At training retreat, read the poem ANYWAYS by Kent M. Keith. Consider having the whole class read the book over summer.
2. During the first quarter, do literature circles/book clubs for different books within the cannons. Note: The Heath Brothers & Daniel Pink have discussion guides and workbooks for their books. Have groups present concepts to class.
3. During the second quarter, students select a book from the productivity, let's be good, or business insider categories. Students should keep a notebook of key learnings from each book (several of these books even have summaries at the end of each chapter)
4. After returning from winter break, students get a bit more introspective and read something from story teaching or deeper thoughts. Students should journal thoughts during this reading time.
5. During the last quarter students pick a leadership book outside this list that they want to read. Students keep a notebook, write a journal, and/or present book summary to class.
6. Throughout the year, use selections from kid wisdom or keepsakes to launch in class discussions or journal writes.

just for you

It's important to replenish ourselves as educators. These books help us become better at what we do either through understanding or through our own enrichment.

I'm in the middle of doing the Happiness Project right now—it's great!



The Charge: Activating the 10 Human Drives that Make You Feel Alive
by Brendon Burchard

The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level
by Gay Hendricks PhD

The Happiness Project: Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun
by Gretchen Rubin

Life's Operating Manual: With the Fear and Truth Dialogues
by Tom Shadyac

How Children Succeed: Grit, Curiosity, and the Hidden Power of Character
by Paul Tough

presenter **Patrick Maurer**
presents speeches, workshops, leadership retreats and team building sessions to schools & organizations across North America.
To get more information about Patrick or to book him to come to your next assembly or event, please visit his website
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