

Leadership OD Six Fundamentals Book Club

(Pick one book from each *Fundamental*)

Basic Fundamental #1 – It Doesn't Matter Who is to Blame

It is important to hold people accountable, but leaders sometimes get too caught up in finding who to blame rather than working toward solutions.

- *The Travelers Gift* by Andy Andrews -offers a modern-day parable of one man's choices—and the attitudes that make the difference between failure and success.
- *QBQ! – The Question Behind the Question* by John Miller provides a practical method for putting personal accountability into daily actions, with astonishing results: problems are solved, internal barriers come down, service improves, teams thrive, and people adapt to change more quickly.

Basic Fundamental #2 – Have a Vision, a Plan, a BluePrint

“Why would you start a trip if you don't know where you are going?” – Mike Rothschild

- *Seeing the Big Picture* by Kevin Cope simplifies the complexities of businesses large and small and shows you how a deep understanding of your company can help build the credibility and career you want.
- *The One Thing* by Gary Keller and Jay Papasan teaches you to cut through the clutter, achieve better results in less time, build momentum toward your goal, dial down the stress, overcome that overwhelmed feeling, revive your energy, stay on track and master what matters to you.

Basic Fundamental #3 – Find Opportunities in the Barriers

Once you aren't always looking for someone to blame AND you have a clear vision, you can start finding Opportunities in the (inevitable) Barriers.

- *The Innovator's Dilemma* by Clayton Christensen explains why most companies miss out on new waves of innovation.
- *The Power of Habit* by Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed.

Basic Fundamental # 4 – Face the Facts

Find the way that you best analyze data and design a system to put it in front yourself routinely.

- *Made to Stick* by Chip Heath and Dan Heath reveals the anatomy of ideas that stick and explain ways to make ideas stickier.
- *Thinking Fast and Slow* by Daniel Kahneman takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think.

Basic Fundamental #5 – Market Consistently

Everybody markets, but the successful practice has a strategy in place and sticks to the plan.

- *To Sell is Human* by Daniel Pink offers a fresh look at the art and science of selling.
- *Why We Buy* by Paco Underhill is an essential guide that offers advice on how to keep your changing customers and entice new and eager ones.

Basic Fundamental #6 – STRIVE for a Stronger Team

To effectively build a strong team, you need to be committed to building individuals on that team.

- There are so many great books on this topic, you can't go wrong, just pick one up and start reading it. Keep trying.