

RECOMMENDED READING

12 RULES FOR LIFE: AN ANTIDOTE TO CHAOS, JORDAN PETERSON

ADAM NELSON, PHILADELPHIA

This is a phenomenal book that helps you regain your focus and aim in life. This has helped me become more motivated towards my own life goals and be a better person overall.

CAN'T HURT ME, DAVID GOGGINS

KIRBY ATWELL, HQ

David is a Navy Seal who has overcome tremendous obstacles in his life and military career. The book provides great perspective and reminds us how much more we are capable of than we often think.

SHOE DOG, PHIL KNIGHT

ALEXA MODERO, NEW YORK CITY

An amazing story about hustle, how you can succeed from the bottom of the totem pole and become successful through hard work and failures.

THE COMPOUND EFFECT, DARREN HARDY

PAMELA MEARSHEIMER, HQ

The Compound effect is about the small actions we make all day long, and how those small actions add up to very big results, or lack of results. This book will affirm your belief that "little things matter" and how to use that to your advantage.

BECOMING, MICHELLE OBAMA

DANIELLA YOUNG, SEATTLE

Great read on how anyone can change their own situation, and go on to create change for others on a large scale.

BUILDING A STORY BRAND, DONALD MILLER

MIKE STEADMAN, NEW YORK CITY

This book helps entrepreneurs clarify their message. It's allowed me to convey what IRONBOUND does to anyone who asks.

BOYS IN THE BOAT, DANIEL JAMES BROWN

ROBERT SHAYE, SEATTLE

Amazing story of grit and determination. Plus, it takes place in Seattle so a great primer for our summit!

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REWORK, JASON FRIED & DAVID HEINEMEIER HANSSON

JAKE TOZIER, WEST REGION

A great and different way to look at time management, planning, building of teams, how to do more with less money and time!

LEADERS: MYTH AND REALITY, STANLEY MCCHRYSTAL, JEFF EGGERS & JASON MANGONE

DAN BIGA, WASHINGTON, D.C.

I picked this book up because I was ready to challenge my somewhat traditional views of leadership. So far, the book has highlighted the unique strengths, flaws, and forces at play of some of the most influential leaders.

NO BETTER FRIEND, NO WORSE ENEMY. THE LIFE OF GENERAL JAMES MATTIS, JIM PROSNER

KATHERINE KOSTREVA, NEW YORK CITY

Anyone who likes/follows Mattis, should read this. Dives into his career as a leader.

THE HARD THING ABOUT HARD THINGS, BEN HOROWITZ

KATHERINE KOSTREVA, NEW YORK CITY

He sold his company to HP for \$1.6 Billion and then founded THE top VC firm, Andreessen Horowitz. His book is a no bullshit, no frills approach to how he succeeded, with real world action items to implement, versus theoretical.

SPRINT - HOW TO SOLVE BIG PROBLEMS AND TEST NEW IDEAS IN FIVE DAYS, JAKE KNAPP

KATHERINE KOSTREVA, NEW YORK CITY

My single most favorite book of all time that gets you excited / anxious to dive into your five day lean startup-athon. Roadmap with step by step execution.

DUCT TAPE MARKETING, JOHN JANTSCH

KEVIN DOFFING, HOUSTON

Really builds out the concept that marketing is easy, it's all about content, which also makes it very complicated because it's all about content. Breaks down processes for building content and rolling

RECOMMENDED READING

LEONARDO DA VINCI, WALTER ISAACSON

KEVIN DOFFING, HOUSTON

Focuses on the idea that it was Da Vinci's curiosity in the every day is what made him special and exceptional. Example: Asking himself why the tongue of a woodpecker is important. The answer is super interesting, FYI.

THE SONG OF THE LARK, WILLA CATHER

SUE BLACK, NASHVILLE

This work of classic American fiction champions an entrepreneurial woman in her quest to make a world-wide impact, apart from the confines and expectations of her rural upbringing. It showcases both the rest/reflection and the no-holds-barred industriousness required to forge one's own path.

THE PURSUIT OF ENDURANCE, JENNIFER PHARR DAVID

SUE BLACK, NASHVILLE

Pharr Davis takes a deep dive into the history, culture and characters of Fastest Known Time (FKT) attempts on long distance trails. With refreshing grace and accessibility, she shows just how unique each person's path to greatness can be.

THE GRAND STRATEGY OF CLASSICAL SPARTA, PAUL ANTHONY RAHE

STEVEN GRANT, NEW YORK CITY

An excellent, concise under 400 pgs. examination of the Sparta and Persia conflict.

TALKING TO HUMANS, GIFF CONSTABLE & FRANK RIMALOVSKI

MATTHEW MILANO, NEW YORK CITY

Your baby is ugly. If your doing customer discovery right, your gonna hear this.

DESIGNING YOUR LIFE, BILL BURNETT & DAVE EVANS

JEFF BROWN, MINNEAPOLIS

It makes it clear you don't need to know your passion or gifts to design the life you want to lead.

MINDSET FOR MASTERY, RYAN HARRIS

HARK HEROLD, NORTH REGION

Ryan does a great job of using personal experiences to highlight the lessons in the book. It's a quick, easy read with several good points that actually make you think about how they could apply in your life.

RECOMMENDED READING

PICTURE YOUR BUSINESS STRATEGY, CHRIS CHOPYAK

HARK HEROLD, NORTH REGION

Chris explores the power of using strategic illustration to align organizations across boundaries. You do not have to be artistic to apply these skills and the practical exercises, step-by-step instruction, and encouragement make these techniques available to people with all skillsets.

THE PRACTICE OF ADAPTIVE LEADERSHIP, RONALD HEIFETZ, ALEXANDER GRASSHOW & MARTY LINSKY

HARK HEROLD, NORTH REGION

There's a difference between authority and leadership and we too often conflate the two. Leadership can be exercised by anyone, regardless of their position on an org chart and this book provides practical actions that can be taken by anyone to exhibit true leadership.

THE KNACK: HOW STREET-SMART ENTREPRENEURS LEARN TO HANDLE WHATEVER COMES UP, NORM BRODSKY & BO BURLINGHAM

DERREN BURRELL, KNOXVILLE

One of the best books I've read on Entrepreneurship...must read for anyone wanting to start their own business.

STEPPING UP: HOW TAKING RESPONSIBILITY CHANGES EVERYTHING, JOHN IZZO

DERREN BURRELL, KNOXVILLE

Consistent, solid principles of how to step up and make a difference in all aspects of life...personal and professional

DISCIPLINE EQUALS FREEDOM, JOCKO WILLINK

ARMANDO ARTEAGA, DETROIT

I recommend this book to people who want a daily bible for motivation that they could read and digest easily. This book meant the start and foundation of building discipline.

LEADERS, GEN STANLEY MCCHRYSTAL

ASAD AKRAM, HOUSTON

It is a great synopsis of various leadership traits presented as a biographical study by contrasting various leaders.

RECOMMENDED READING

21 LESSONS FOR THE 21ST CENTURY, WALTER ISAACSON

TIFFANY MADISON, CLARKSVILLE

The author wrote Sapiens, a brilliant exploration of human history. 21 Lessons is an insightful collection of essays covering topics from the concepts of human freedom to artificial intelligence to global terrorism to post-truth fascism to meditation. As a futurist and rational optimist, Harari harnesses his gift for language and love for history to articulate moral messages and lessons for those of us entering the most interesting century in human history.

BLISSFUL IGNORANCE: THE ART OF BEING AN ENTREPRENEUR, CASSIDY PHILLIPS

STEVE RAST, BOZEMAN

Cassidy is stubborn to the point of success. Great Lessons.

BETWEEN THE WORLD AND ME, TA-NEHISI COATES

JAMES SUH, NASHVILLE

Diversity and social mobility is an important priority in my personal and professional life. Ta-Nehisi provides an unapologetic and sobering perspective on the immense barriers facing the the black community while living in a country espousing equality for all.

TRIBE: PARADISE FALL, MARTY MCMILLIN

MARTY MCMILLIN, MADISON

I think it's a great viewpoint on corruption and the human condition, but mostly because I wrote it.

PICTURE YOUR BUSINESS STRATEGY: TRANSFORM DECISIONS THROUGH THE POWER OF VISUALS, CHRISTINE CHOPYAK

CHRISTINE CHOPYAK, DENVER

I wrote this book to help business of all sizes to be able to see their challenges, solve problems and get results by using pictures. Pictures convey a message in ways that text cannot and engage people in ways that are transformative and memorable.

THE POWER OF MOMENTS, CHIP HEATH

CHRIS CARLSON, NORTH REGION

Our brand is built on the moments Chip describes in this book. Better understanding and awareness of them empower us to foster them.

RECOMMENDED READING

THE NEW RATIONAL MANAGER, KEPNER TREGOE

BYRON ELLIOTT, DENVER

Teaches critical and objective thinking in the context of business and problem solving. Helps me analyze all aspects of a problem and come to rational, effective solutions.

THE ONE THING, GARY KELLER

STEVE POTTER, DETROIT

This book does a great job of providing a theory and framework for increasing ones productivity.

THE MILLIONAIRE NEXT DOOR: THE SURPRISING SECRETS OF AMERICA'S WEALTHY, THOMAS J. STANLEY & WILLIAM D. DANKO

PATRYK STANCZAK, CHICAGO

To understand how to build wealth in relation to your income. It will help you understand and envision your monetary goals.

CREATING MAGIC: 10 COMMON SENSE LEADERSHIP STRATEGIES FROM A LIFE AT DISNEY, LEE COCKERELL

RICH GROSS, KNOXVILLE

This is the best leadership book I've ever read. Lee Cockerell, former EVP of Operations for the Walt Disney World Resort, explains how to motivate and empower employees to create the best possible experience for customers.

DESIGNING YOUR LIFE : HOW TO BUILD A WELL-LIVED, JOYFUL LIFE, BILL BURNETT & DAVE EVANS

ELIZABETH MARION, WILMINGTON, NC

This book gets to the heart "why" by starting with where you are right now. It approaches life design by looking at the four pillars of a person's life : health, work, play and love. This book made me look at all aspects of a full life instead of focusing so much energy in one area that you lose sight of the rest.

LAB GIRL, HOPE JAHREN

SUE BLACK, NASHVILLE

Lab Girl is an exquisite account of Jahren's life-long pursuit of her passion. In America, scientific research isn't much different from entrepreneurship in that it's a constant DIY hustle.

RECOMMENDED READING

UNDER THE BIG BLACK SUN, JOHN DOE & TOM DESAVIA

SUE BLACK, NASHVILLE

Utterly honest and completely irreverent, Doe and Desavia have captured a broad range of first-hand accounts of the dawn of the ultimate DIY pursuit: punk rock.

FROM THE GROUND UP, HOWARD SCHULTZ

BLAKE HOGAN, CENTRAL REGION

This is part memoir and part business book. This book showed how you really can be anything in this country and then that as a leader it is vital to share your vulnerabilities.

DARE TO LEAD, BRENE BROWN

BECCA KEATY, HQ

I wanted to mark up every page. Every thought, recommendation, strategy is one that I strive to incorporate into my leadership style.

CREATING MAGIC: 10 COMMON SENSE LEADERSHIP STRATEGIES FROM A LIFE AT DISNEY, LEE COCKERELL

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This is the best leadership book I've ever read. Lee Cockerell, former EVP of Operations for the Walt Disney World Resort, explains how to motivate and empower employees to create the best possible experience for customers.

THE E-MYTH REVISITED: WHY MOST SMALL BUSINESSES DON'T WORK AND WHAT TO DO ABOUT IT, MICHAEL E. GERBER

MELINDA FENHOLT COGLEY, COLUMBUS

I read "The E Myth Revisited" in 1995 and I still refer to it today!

MAKE YOUR BED: LITTLE THINGS THAT CAN CHANGE YOUR LIFE...AND MAYBE THE WORLD, WILLIAM H. MCRAVEN

MELINDA FENHOLT COGLEY, COLUMBUS

"Make Your Bed" author shares the ten principles he learned during Navy SEAL training that helped him overcome challenges in the military and throughout his life.

RECOMMENDED READING

POWER OF VULNERABILITY, BRENE BROWN

EMILY MCMAHAN, WASHINGTON, D.C.

Extremely practical and applicable frameworks to apply to life. I look at/interact with the world differently since listening to this in 2016 for the first time. Must listen to audio vs. text!

HOW TO TALK SO KIDS WILL LISTEN & LISTEN SO KIDS WILL TALK, ADELE FRABER

EMILY MCMAHAN, WASHINGTON, D.C.

While this is actually a framework for parents, I have applied more of it to work! It's one of the few books I've read that walks you through situations and how to consider handling them vs. reading through chapter upon chapter of data and support to justify the book (if that makes sense!) Most importantly, it taught me how to consider other people's strong feelings like frustration, anger, and disappointment and how to give helpful praise vs. unhelpful praise.

10% HAPPIER, DAN HARRIS

EMILY MCMAHAN, WASHINGTON, D.C.

Aside from being hilarious, reading this remarkably candid tale from a major news anchor taught me the benefits of meditation from a perspective you don't often get to experience.

THE FOUR AGREEMENTS, DON MIGUEL RUIZ

EMILY MCMAHAN, WASHINGTON, D.C.

This is Tom Brady's favorite book that he reads once a year. Need I say anymore more?

HOMO DEUS, YUVAL NOAH HARARI

TODD CONNOR, HQ

A both prescient and exciting, as well as alarming, panoramic view into the future of all things humanity, technology, artificial intelligence, information, belief systems, and the implications for our world. Hariri brilliantly condenses thousands of years of history to help us have humility for the pace of change of this brief moment in which we live and the opportunities and threats therein.