

STRATEGY RESOURCES

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

EXECUTION RESOURCES

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

CASH RESOURCES

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

PEOPLE RESOURCES

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

BONUS RESOURCES

- Art of War* / Sun Tzu
- Business Model Canvas* / strategyzer.com/canvas/business-model-canvas
- CliftonStrengths (StrengthsFinder)* / gallupstrengthscenter.com
- Driven* / David Kiley
- HBR's 10 Must Reads on Strategy* / Harvard Business Review
- The Ikea Edge* / Anders Dahlvig
- The New Gold Standard* / Joseph Michelli
- Nuts!* / Jackie Freiberg & Kevin Freiberg
- Onward* / Howard Schultz
- Steve Jobs* / Walter Isaacson
- Titan* / Ron Chernow
- Tools of Titans & Tribe of Mentors* / Tim Ferriss
- The Virgin Way* / Richard Branson
- Winning* / Jack Welch & Suzy Welch
- Wooden on Leadership* / John Wooden & Steve Jamison
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