

GREAT BOOKS: HOW TO BECOME WISE BEYOND YOUR YEARS

1. **Mastery** by George Leonard. **Mastery mindset.**

Masters THINK differently than average performers. If you really want to be great at anything from leadership to stamp collecting, you must adopt the mindset of mastery. George Leonard describes the mindset masters must possess along with their modern day enemies. He offers the path anyone must follow to achieve true greatness. Timeless book. At a minimum, read the first few chapters. Brilliant!

2. **The Charge** by Brendon Burchard. **Light up your life.**

Are you needing a boost of motivation and productivity? This book describes the 10 basic motivations/drives that charge our lives. It's chock full of questions and exercises so you can turn it into your own DIY guide to upping your game. It is a great, clear summary of many of the best performance psychology of the 20th and 21st centuries, condensed into a 200-page book.

3. **Switch** by Chip and Dan Heath. **Finally, change those habits!**

If you want to know how to get 1 or 100 or 10,000 people to change their behaviors, this is a must read. If you are leading radical change, read this first. The same ideas also work when you want to change your own behaviors. The Heath brothers break it down into steps and illustrate them with great stories. This is a great primer for anyone who wants to understand the psychology and brain science of change. The authors also give plenty of free resources to help you apply the ideas at: <http://heathbrothers.com/resources/overview/>

4. **Thrive** by Arianna Huffington. **A new definition of success.**

Huffington challenges us all to rethink the definition of true success. It's a great wakeup call rooted in modern science that reminds us that many of us are actually killing our success and happiness in the name of doing good work. How crazy is that! This is helpful for everyone in our modern world, especially for working women who juggle even more balls. This dude liked it, also.

5. **Difference** by Bernadette Jiwa. **Marketing 2.0.**

For many years, most businesses have looked at marketing and sales through the lens of the traditional advertising machine that was born after WWII—the thinking most of us were taught in B-school. However, the companies who are revolutionizing their markets have quietly been moving away from that old school thinking toward something quite simple and much more humane, centered around a mission of doing amazing things for their customers. This book not only challenges the thinking, it provides an easy-to-implement framework anyone can use to change his or her path, today.

6. *Influence* by Robert Cialdini. Secrets of the truly influential.

Do you want more people to say yes to your ideas? Do you feel like you get duped too easily? If so, read this book. You will suddenly understand why you buy things, agree to ideas, and give money you never intended to. If you have a big dream and you need others' support, you will understand how to tell your story in a way that makes people more likely to join you. This is an eye-opener.

7. *The New Rules of Marriage* by Terrence Real. The tools to turn bad relationships into good ones.

Do you have any tough work relationships that drive you nuts? The skills of good relationships apply at work as much as they do in marriage. This book presents age-old conflict resolution tools to help you make any challenging relationship better. Marital relationships are his focus, but these tools apply at work, also. I found the author gets a little bossy in his demos with actual couples and he did a little bit of unnecessary male bashing at the beginning of the book, but if you focus on the tools, you'll learn some great skills.

8. *The Little Book of Talent* by Daniel Coyle. Why some people have unfair success.

What creates talent hotbeds, places that produce a disproportionate number of stars? From Brazilian soccer players to pop stars, it is not an accident. Independently, each of these small communities subscribes to the same small set of viewpoints and practices they apply better than anyone else. As a result, they produce more champions in their little microenvironment than the entire rest of the world. This book shares a list of 52 of these practices with suggestions on how you can apply them in your world—as a leader, a coach or a parent. If you learn better through stories and examples, read his other book, *The Talent Code*.

9. *Psycho-Cybernetics* by Maxwell Maltz. Shape your mind, shape your success.

Many of the world's best performers in their field have read and re-read this book. It was written over 50 years ago, but it will challenge the way you think about what makes you successful. Essentially it teaches that your thinking drives your success...but our thinking is much more malleable than we realize. Those who live the most satisfying lives have figured this out and know how to manage their thinking. I prefer the original author's voice, even though the examples are dated. I recommend the unedited version of this book with the white/orange/black cover, even if you need to buy a used copy.

10. *The Mental Game of Baseball* by H.A. Dorfman. The mental game of success.

This book is about performance in any area with baseball as a metaphor. Leaders just keep score differently than baseball players. Regardless of the game you are playing, Dorfman—a sports psychologist before they called them that—knew that how well you play your game of choice is directly related to how well you play the mental game. The book is written in words that even someone who gets squeamish around “touchy feely” topics will not be offended by. He wrote it for baseball players, after all, and I can imagine him delivering this tough talk to a testosterone-stoked macho man and holding the player's attention the entire time.

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