

# Achieving the LOOK & SOUND of LEADERSHIP



ESSENTIAL  
COMMUNICATIONS

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## EXECUTIVE COACHING TIPS

Reading Resources ▶ 09/12/07

Marcy was a client of mine over a year ago. Bright, funny and highly motivated, she was a delight to coach. Knowing I regularly give books to my coaching clients, she just sent me the following email.

“Thanks again for the two books you gave me during our coaching. I’ve read Nathaniel Branden’s self-esteem book twice now. Liked it even more the second time.

“My kids are getting ready for school and I’m about to sit on a couple international flights. Do you have any back-to-school recommendations for me?”

In response to her email I created a list of recommended reading with editorial comments.

Think of the following list as your “Back to School” special. Over the course of a year, I give each of these books to various clients. The three books I give out most often are marked with a star. The list is alphabetical by title, grouped in three categories.

Happy reading!

### SELF-PRESENTATION & SELF-CONFIDENCE

*Brag! The Art of Tooting Your Own Horn Without Blowing It* by Peggy Klaus

A transformative tool for anyone who believes that talking about oneself is bragging. Stop missing opportunities!

*Feel The Fear and Do It Anyway* by Susan Jeffers

Quite simply, there is no better book for managing nerves and overcoming fear.

*How To Raise Your Self-Esteem* by Nathaniel Branden

The book I give to clients more than any other. Branden’s theories and ideas are top-notch, but the book’s real value comes when you interact with it and do the exercises. A potentially life-altering experience.



*You Are The Message: Getting What You Want By Being Who You Are* by Roger Ailes

Covers everything from the first seconds of greeting someone new to projecting the image you want in a room. Great to build basic self-awareness.

## SELF-AWARENESS & RELATIONSHIPS

*Crucial Conversations: Tools for Talking When Stakes Are High* by Patterson, Grenny, et al

A brilliant set of tools for managing yourself in conversations that feel emotional. Vitaly important skills laid out clearly. My second most distributed book.

*First, Break All The Rules* by Marcus Buckingham

A wonderful book for becoming a great manager.

*The Five Dysfunctions of a Team* by Patrick Lencioni

A visionary book that should be required reading for all team leaders. Team members, too!

*The Four Agreements* by Don Miguel Ruiz

A book of wisdom. These four agreements, made with yourself, guide you toward living a balanced, authentic life. Simple and powerful.

*Leadership and Self-Deception* by The Arbinger Institute

This book illustrates how, despite our best intentions, we all live in self-deception. It also shows how to "get out of the box." A profound set of ideas told in a simple, welcoming way.

*The Secret Handshake: Mastering the Politics of the Business Inner Circle* by Kathleen Reardon

The author shows that "politics" really means "relationships." Her concrete tools help build mastery in the context of politics.

*Stop Sabotaging Your Career* by Lois Frankel

An insightful book for understanding how the habits you have today are rooted in your past. She provides the tools to do some serious gardening. Excellent!

*The Trusted Advisor* by Maister, Galford, et al

My third most distributed book. Maister and his co-authors show how trust can be built through observable behaviors. If you demonstrate even half of what's described here, your career will soar.



*Primal Leadership* by Goleman, Boyatzis, McKee

This follow-up to “Emotional Intelligence” shows leaders how their personal styles directly impact the bottom line. A dynamic wake-up call.

*Talking 9 to 5, Men and Women in the Workplace: Language, Sex and Power* by Deborah Tannen

An excellent guide to understanding how the genders get disconnected—and how to avoid the pitfalls. As always with Tannen, a practical and enjoyable read.

## PRESENTATIONS & IMPACT

*Death by Meeting* by Patrick Lencioni

Lencioni’s model may be slightly more intricate than you need, but this book is guaranteed to expand your vision and improve your meetings.

*Made to Stick* by Chip Heath & Dan Heath

Indispensable ideas for moving from ho-hum to memorable.

*Successful Presentations for Dummies* by Malcom Kushner

A great fundamental resource for anything related to presentations.

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