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45E - CASTILLO KEAGAN

Here's the hard truth about leadership: it either forces you to get stronger or it slowly destroys your life. There is no in-between. Kevin Lawrence has discovered seventeen habits that allow any leader to transcend the perils of success and keep achieving--habits that have already helped hundreds of CEOs and executives become stronger and more resilient. Obsessed with understanding why successful people crash and burn, Lawrence has studied and tested virtually every leadership theory known to humankind in his two decades as a business advisor. His straight-talk advice in *Your Oxygen Mask First* will surprise and propel even the most seasoned leaders as he cuts through the platitudes and jargon to share the best tools he has found to ensure your survival, no matter how high you fly.

When you become a Multiplier, your whole team succeeds! Why do some leaders double their team's effectiveness, while others seem to drain the energy right out of the room? Using insights gained from more than 100 interviews with school leaders, this book pinpoints the five disciplines that define how Multipliers bring out the best across their schools. By practicing these disciplines, you'll learn how to: Attract top teachers to your school Create an intense environment that demands people's best thinking Drive sound decisions by constructing debate and decision-making forums Give your team a sense of ownership for responsibilities and results

"Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals."—Adam Grant, best-selling author of *Originals* "Under New Management is a lively, provocative must-read."—Whitney Johnson, author of *Disrupt Yourself*. Why accepted management practices don't work—and how innovative companies are changing the rules

Should your employees know each other's salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business's success as a result. "Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too."—Daniel H. Pink, best-selling author of *Drive* and *To Sell Is Human* ? "If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read."—Tom Rath, best-selling author of *StrengthsFinder 2.0*

"Over a decade after its publication, one book on dating has people firmly in its grip." —The New York Times We already rely on science to tell us what to eat, when to exercise, and how long to sleep. Why not use science to help us improve our relationships? In this revolutionary book, psychiatrist and neuroscientist Dr. Amir Levine and Rachel Heller scientifically explain why why some people seem to navigate relationships effortlessly, while others struggle. Discover how an understanding of adult attachment—the most advanced relationship science in existence today—can help us find and sustain love. Pioneered by psychologist John Bowlby in the 1950s, the field of attachment posits that each of us behaves in relationships in one of three distinct ways: • Anxious people are

often preoccupied with their relationships and tend to worry about their partner's ability to love them back • Avoidant people equate intimacy with a loss of independence and constantly try to minimize closeness. • Secure people feel comfortable with intimacy and are usually warm and loving. Attached guides readers in determining what attachment style they and their mate (or potential mate) follow, offering a road map for building stronger, more fulfilling connections with the people they love.

The must-read summary of Liz Wiseman's book: "Rookie Smarts: Why Learning Beats Knowing in the New Game of Work". This complete summary of the ideas from Liz Wiseman's book "Rookie Smarts" shows that in the fast-changing society that we live in, we can get stuck in old ways. Inexperienced employees, on the other hand, do things without any preconceived ideas and aren't already settled into their habits; this means they are free to improvise and adapt to new situations. The author explains that by finding your rookie smarts - that is, acting like a rookie that asks questions and spends time learning what they don't know - you will have far more success than if you settle into your "veteran comfort zone". This summary gives you all the information you need to understand and adopt the rookie smart mindset and to start achieving greater things today. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Rookie Smarts" and discover the new mindset that will help you succeed.

Make Waves encourages readers to step up and be the one to initiate change in their work and lives. Author Patti Johnson walks readers through the tools and techniques that they can use to create change in their own situations. Johnson elaborates on these tools even further to give readers a sense of how to encourage and instill these "wave-making" behaviors in others within their organization. Using several diverse case studies as illustrative exam-

ples, *Make Waves* highlights the important steps that individuals at any level can take toward positive change. By reinforcing readers' desires to contribute and make a difference, Johnson connects on an individual level and bridges the gap between that desire and the actions necessary to realize bigger changes. Change can be big or small. It is the act of stepping up that Johnson embraces, as well as the ripple effect on those around. Interviews with famous Wave Makers, as well as everyday people, illustrate why it is important to be the one to start change. Wave Makers profiled include: Clint Hurdle: Manager of the Pittsburgh Pirates; believes in positive attitude and culture and changes the MLB clubhouse; this year leading the Pirates to their first winning season since 1992. Charley Johnson: Started Pay It Forward foundation. Joe Nussbaum: Started Big Event at Texas A&M when in college in the '80s and has continued to grow; largest one-day college community service day in the country and has been adopted by over seventy universities. Emma Scheffler: High school soccer player who started Insulin Angels, a nonprofit for children diagnosed with diabetes, after her own diagnosis; feared her dream of college soccer was over, so engaged other students and local hospitals after thinking about how to make her diagnosis a positive. Allen Stephenson: Started Southern Tide at twenty-two-years old when in med school and followed a passion to create a clothing line; built momentum by creating interest and participation on southern college campuses; they are now growing rapidly and it started with a great polo shirt.

Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders ("Diminishers") drain capability and intelligence from their teams, while others ("Multipliers") amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, *Multipliers* is a must-read for everyone from first-time managers to world leaders.

A "how-to" guide to boosting sales through predictive and prescriptive analytics *Data Driven* is a uniquely practical guide to increasing sales success, using the power of data analytics. Written by one of the world's leading authorities on the topic, this book shows you how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization. Engaging and informative, this book tells the story of a newly hired

sales chief under intense pressure to deliver higher performance from her team, and how data analytics becomes the ultimate driver behind the sales function turnaround. Each chapter features insightful commentary and practical notes on the points the story raises, and one entire chapter is devoted solely to laying out the Prescriptive Action Model step-by-step giving you the actionable guidance you need to put it into action in your own organization. Predictive and prescriptive analytics is poised to change corporate sales, and companies that fail to adapt to the new realities and adopt the new practices will be left behind. This book explains why the Prescriptive Action Model is the key corporate sales weapon of the 21st Century, and how you can implement this dynamic new resource to bring value to your business. Exploit one of the last remaining sources of competitive advantage Re-engineer the sales function to optimize success rates Implement a more effective analytics model to drive efficient change Boost operational effectiveness and decision making with big data There are fewer competitive edges to gain than ever before. The only thing that's left is to execute business with maximum efficiency and make the smartest business decisions possible. Predictive analytics is the essential method behind this new standard, and *Data Driven* is the practical guide to complete, efficient implementation.

An Amazon #1 Best-Seller! Named the #1 Soccer Book by Football.com. Named a Top 5 Book of the Year by the NSCAA Soccer Journal! Soccer IQ is the first book for soccer PLAYERS! In a world saturated with books about how to coach soccer, Dan Blank finally gives players a book on how to think it. Standing on two decades of collegiate coaching experience, Blank has catalogued soccer's most common mistakes and provides simple, connect-the-dots solutions to help players solve their soccer problems. Soccer IQ is soccer's first text book for players; an almanac of smarter soccer decisions intended to flatten out the learning curve. It covers everything from hunting rebounds to the value of the toe-ball; from playing in the rain to the world's dumbest foul. Blank tells his story from the familiar and humorous voice of a coach who has endured years of stress at the hands of his players. Written in plain-spoken language, Soccer IQ is an easy read and a quick-fix to the most common yet critically important soccer problems. Includes a bonus chapter on the college recruiting process. " Finally someone wrote this book! If every soccer player read Soccer IQ, every

coach would be a lot happier." Mark Francis - Head Coach University of Kansas "Dan Blank has just written soccer's first definitive text book." Colin Carmichael - Head Coach Oklahoma State University "This book has immediately become required reading for my team. I'll take 30 copies." Steve Nugent - Head Coach UNC-Greensboro "Soccer IQ may be the best practical soccer book I have ever read. There's no fluff. Just nuts and bolts principles that we teach every day. It'll solve a lot of your soccer problems." Steve Holeman - Head Coach University of Georgia

"The ultimate all-in-one guide to becoming a great leader."—Daniel Pink From the creator and host of *The Learning Leader Show*, "the most dynamic leadership podcast out there" (*Forbes*) that will "help you lead smarter" (*Inc.*), comes an essential tactical guide for newly promoted managers. Every year, millions of top performers are promoted to management-level jobs—only to discover that the tactics that got them promoted are not the tactics that will make them effective in their new role. In *Welcome to Management*, Ryan Hawk provides practical, actionable advice and tools designed to ensure that transition is a successful one. He presents a new actionable three-part framework distilled from best practices drawn from in-depth interviews with over 300 of the most forward-thinking leaders around the world, as well as his own professional experience going from exceptional individual producer to new leader. Learn how to:

- lead yourself: build skills and earn credibility. Compliance can be commanded, but commitment cannot. People reserve their full capacity for emotional commitment for leaders they find credible, and credibility must be earned.
- build your team: develop a healthy and sustainable culture of mutual trust and respect that creates cohesion. This includes effective hiring and firing practices.
- lead your team: set a clear strategy and vision for your team, communicate effectively, and ultimately drive the results the organization is counting on your team to deliver. Through case studies, hundreds of interviews, and personal stories, the book will help high performers make the leap from individual contributor to manager with greater ease, grace, courage, and effectiveness. *Welcome to management!*

From an early age, we are told that restlessness, distraction, and ignorance are the enemies of success. Learning is all self-discipline, so we must confine ourselves to designated study areas, turn off the music, and maintain a strict ritual. But what if almost ev-

everything we were told about learning is wrong? And what if there was a way to achieve more with less effort? Here, award-winning science reporter Benedict Carey sifts through decades of education research to uncover the truth about how our brains absorb and retain information. What he discovers is that, from the moment we are born, we all learn quickly, efficiently, and automatically; but in our zeal to systematize the process we have ignored valuable, naturally enjoyable learning tools like forgetting, sleeping, and daydreaming. Is a dedicated desk in a quiet room really the best way to study? Can altering your routine improve your recall? Are there times when distraction is good? Is repetition necessary? Carey's search for answers to these questions yields a wealth of strategies that make learning more a part of our everyday lives--and less of a chore.--From publisher description.

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn't write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he'd been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess--like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire. Part manifesto and part playbook, *Wisdom@Work* ignites an urgent conversation about ageism in the workplace, calling on us to treat age

as we would other type of diversity. In the process, Conley liberates the term "elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you've been forced to make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, *Wisdom@Work* will help you write your next chapter.

From the visionary head of Google's innovative People Operations comes a groundbreaking inquiry into the philosophy of work -- and a blueprint for attracting the most spectacular talent to your business and ensuring that they succeed. "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." So says Laszlo Bock, former head of People Operations at the company that transformed how the world interacts with knowledge. This insight is the heart of *Work Rules!*, a compelling and surprisingly playful manifesto that offers lessons including: Take away managers' power over employees Learn from your best employees--and your worst Hire only people who are smarter than you are, no matter how long it takes to find them Pay unfairly (it's more fair!) Don't trust your gut: Use data to predict and shape the future Default to open-be transparent and welcome feedback If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough. Drawing on the latest research in behavioral economics and a profound grasp of human psychology, *Work Rules!* also provides teaching examples from a range of industries--including lauded companies that happen to be hideous places to work and little-known companies that achieve spectacular results by valuing and listening to their employees. Bock takes us inside one of history's most explosively successful businesses to reveal why Google is consistently rated one of the best places to work in the world, distilling 15 years of intensive worker R&D into principles that are easy to put into action, whether you're a team of one or a team of thousands. *Work Rules!* shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken your joy in what you do.

Most people try to avoid office politics at all costs, seeing them as unpleasant, unfair, unethical and an unnecessary distraction from

their 'real work'. If *You Don't Do Politics, Politics Will Do You* will open your eyes to the fundamentals you didn't know you need to know - the fundamentals no-one ever teaches you, including what office politics actually are and how being politically intelligent is the single biggest determinant of your personal and professional success. Drawing on her own experiences as an executive, together with insights from some of the leading business thinkers of our time, in this personal, practical and frank book, Niven Postma will show you it is possible to play politics without sacrificing your principles and teach you how to use politics to advance your career, benefit your team and build the organisation you are part of. "Niven Postma will help you to understand why workplace politics are inevitable and how you can navigate office politics in order to be both useful and successful." - Liz Wiseman, New York Times bestselling author of "Multipliers" and "Rookie Smarts"

Become a next generation leader—rich in emotional and social intelligence and orchestrating outstanding collaborative results—by mastering these eight status quo-shattering paradoxes. The *Eight Paradoxes of Great Leadership* unpacks the fresh strategies and new mindset required today from a next generation leader. Author Dr. Tim Elmore helps leaders of all kinds navigate increasingly complex, rapidly changing environments, as well as manage teams who bring a range of new demands and expectations to the workplace that haven't been seen even one generation prior. After working alongside John C. Maxwell for twenty years, Tim offers counter-intuitive paradoxes that, when practiced, enable today's leader to differentiate themselves and better connect with their team and customers. The book furnishes ideas that equip leaders to inspire team members in a way a paycheck never could. Having trained hundreds of thousands of young professionals to develop into leaders—Dr. Elmore shares the secrets of next generation leaders who have practiced the unique paradoxes outlined in this book and inspired their team members in a way that a paycheck never could. In *The Eight Paradoxes of Great Leadership*, readers will: Learn how today's team members require a combination of different qualities from their leaders than they did in even the recent past; Grasp the importance of eight key paradoxes that are critical for next generation leaders to put into practice right now; Be inspired by historic and modern-day leaders who lived the eight paradoxes; and Understand how they too can lead with the eight paradoxes, guiding them to emotional and so-

cial intelligence that resonates with their teams and leads to outstanding collaborative results.

How to get past the most common myths about creativity to design truly innovative strategies We tend to think of creativity in terms reminiscent of the ancient muses: divinely-inspired, unpredictable, and bestowed upon a lucky few. But when our jobs challenge us to be creative on demand, we must develop novel, useful ideas that will keep our organizations competitive. The Myths of Creativity demystifies the processes that drive innovation. Based on the latest research into how creative individuals and firms succeed, David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs. Answers questions such as: What causes us to be creative in one moment and void in the next? What makes someone more or less creative than his or her peers? Where do our flashes of creative insight come from, and how can we generate more of them? Debunks 10 common myths, including: the Eureka Myth; the Lone Creator Myth; the Incentive Myth; and The Brainstorming Myth Written by David Burkus, founder of popular leadership blog LDRLB For anyone who struggles with creativity, or who makes excuses for delaying the work of innovation, The Myths of Creativity will help you overcome your obstacles to finding new ideas.

Leadership Vertigo explores the perceptual phenomenon that impairs our ability to lead effectively and what we can do to overcome it to ensure our collective and organizational success.

Practical tips on using the web to boost your business, no matter what business you're in Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, Web Marketing That Works offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more. Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web Covers web strategy, execution, content marketing, and so-

cial media Includes 33 free, downloadable templates Written by the founders of Bluewire Media, one of Australia's top web marketing firms Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. Web Marketing That Works shows you how to get ahead—starting right now.

A revised and updated edition of the acclaimed Wall Street Journal bestseller that explores why some leaders drain capability and intelligence from their teams while others amplify it to produce better results. We've all had experience with two dramatically different types of leaders. The first type drains intelligence, energy, and capability from the people around them and always needs to be the smartest person in the room. These are the idea killers, the energy sappers, the diminishers of talent and commitment. On the other side of the spectrum are leaders who use their intelligence to amplify the smarts and capabilities of the people around them. When these leaders walk into a room, light bulbs go off over people's heads; ideas flow and problems get solved. These are the leaders who inspire employees to stretch themselves to deliver results that surpass expectations. These are the Multipliers. And the world needs more of them, especially now when leaders are expected to do more with less. In this engaging and highly practical book, leadership expert Liz Wiseman explores these two leadership styles, persuasively showing how Multipliers can have a resoundingly positive and profitable effect on organizations—getting more done with fewer resources, developing and attracting talent, and cultivating new ideas and energy to drive organizational change and innovation. In analyzing data from more than 150 leaders, Wiseman has identified five disciplines that distinguish Multipliers from Diminishers. These five disciplines are not based on innate talent; indeed, they are skills and practices that everyone can learn to use—even lifelong and recalcitrant Diminishers. Lively, real-world case studies and practical tips and techniques bring to life each of these principles, showing you how to become a Multiplier too, whether you are a new or an experienced manager. This revered classic has been updated with new examples of Multipliers, as well as two new chapters one on accidental Diminishers, and one on how to deal with Diminishers. Just imagine what you could accomplish if you could harness all the energy and intelligence around you. Multipliers will show you how.

Using the tips, truths, and stats they explore in their New York

Times bestseller Scorecasting, two dads pack super sports savvy and important math and financial concepts into a fun and heartwarming first novel for kids. New kid Mitch Sloan wants to fit in, but his nerdy love of statistics and making money isn't winning him any friends in his sports-loving town--until he finds the perfect way to attain instant popularity. But running a football betting ring at school eventually turns sour, and Mitch loses the only real friend he's made. He'll have to win her back by using his brainpower for good and helping the school football team achieve victory--if they'll listen to the advice of a former bookie!

This unique book provides you with a wealth of tips, tricks, best practices, and answers to the day-to-day questions that programmers face in their careers. It is split into three parts: Coder Skills, Freelancer Skills, and Career Skills, providing the knowledge you need to get ahead in programming. About This Book Over 50 essays with practical advice on improving your programming career Practical focus gives solutions to common problems, and methods to become a better coder Includes advice for existing programmers and those wanting to begin a career in programming Who This Book Is For This book is useful for programmers of any ability or discipline. It has advice for those thinking about beginning a career in programming, those already working as a fully employed programmer, and for those working as freelance developers. What You Will Learn Improve your soft skills to become a better and happier coder Learn to be a better developer Grow your freelance development business Improve your development career Learn the best approaches to breaking down complex topics Have the confidence to charge what you're worth as a freelancer Succeed in developer job interviews In Detail This is an all-purpose toolkit for your programming career. It has been built by Jordan Hudgens over a lifetime of coding and teaching coding. It helps you identify the key questions and stumbling blocks that programmers encounter, and gives you the answers to them! It is a comprehensive guide containing more than 50 insights that you can use to improve your work, and to give advice in your career. The book is split up into three topic areas: Coder Skills, Freelancer Skills, and Career Skills, each containing a wealth of practical advice. Coder Skills contains advice for people starting out, or those who are already working in a programming role but want to improve their skills. It includes such subjects as: how to study and understand complex topics, and getting past skill plateaus when

learning new languages. Freelancer Skills contains advice for developers working as freelancers or with freelancers. It includes such subjects as: knowing when to fire a client, and tips for taking over legacy applications. Career Skills contains advice for building a successful career as a developer. It includes such subjects as: how to improve your programming techniques, and interview guides and developer salary negotiation strategies. Style and approach This unique book provides over 50 insightful essays full of practical advice for improving your programming career. The book is split into three broad sections covering different aspects of a developer's career. Each essay is self-contained and can be read individually, or in chunks.

Is it possible to be at your best even when you are underqualified or doing something for the first time? Is it still possible, even after decades of experience, to recapture the enthusiasm, curiosity, and fearlessness of youth to take on new challenges? With the right mindset—with Rookie Smarts—you can. This enhanced ebook features videos of the author. In a rapidly changing world, experience can be a curse. Careers stall, innovation stops, and strategies grow stale. Being new, naïve, and even clueless can be an asset. For today's knowledge workers, constant learning is more valuable than mastery. In this essential guide, leadership expert Liz Wiseman explains how to reclaim and cultivate the curious, flexible, youthful mindset called Rookie Smarts. Wiseman reveals the different modes of the rookie mindset that lead to success: Backpacker: Unencumbered, rookies are more open to new possibilities, ready to explore new terrain, and don't get stuck in yesterday's best practices. Hunter-Gatherer: Rookies seek out experts and return with ideas and resources to address the challenges they face. Firewalker: Lacking situational confidence, rookies take small, calculated steps, moving fast and seeking feedback to stay on track. Pioneer: Keeping things simple and focusing on meeting core needs, rookies improvise and work tirelessly while pushing boundaries. Rookie Smarts addresses the questions every experienced professional faces: Will my knowledge and skills become obsolete and irrelevant? Will a young, inexperienced newcomer upend my company or me? How can I keep up? The answer is to stay fresh, keep learning, and know when to think like a rookie.

Are you unhappy with your directionless life? Discover a roadmap for navigating your successful, fulfilling future. "A simple, effec-

tive plan to change your life and attain your goals."-Jim "The Rookie" Morris, Athlete, author, teacher and inspiration for the movie, The Rookie. Struggling to cope with personal tragedy? Worried you'll never live up to your full potential? Bestselling author Roy Huff overcame abuse and abject poverty to become an accomplished teacher and research scientist. His secrets for success have changed countless lives, and now they can help you too! Think Smart Not Hard connects science and human psychology to help you retrain your brain for a brighter tomorrow. Through a combination of step-by-step strategies and inspirational anecdotes, this transformational guidebook will help you conquer common obstacles to discover your life's true path. In Think Smart Not Hard, you'll discover: How to develop the right mindset to overcome any personal tragedy How writing down and reflecting upon action plans will ignite your success How incorporating weekly principles can accelerate your road to recovery A series of exclusive quotations from industry leaders and motivational gurus Simple hacks to help you take charge of your personal finances, and much, much more! Think Smart Not Hard is your no-nonsense guide for finally grasping the life you were born to live. If you like real-world applications, optimizing your existing strengths, and honest accounts from a self-made man, then you'll love Roy Huff's energizing resource. Buy Think Smart Not Hard to begin shaping your destiny today!

Data is your most valuable leadership asset—here's how to use it The Data Driven Leader presents a clear, accessible guide to solving important leadership challenges through human resources-focused and other data analytics. This engaging book shows you how to transform the HR function and overall organizational effectiveness by using data to make decisions grounded in facts vs. opinions, identify root causes behind your company's thorniest problems and move toward a winning, future-focused business strategy. Realistic and actionable, this book tells the story of a successful sales executive who, after leading an analytics-driven turnaround (in Data Driven, this book's predecessor), faces a new turnaround challenge as chief human resources officer. Each chapter features insightful commentary and practical notes on the points the story raises, guiding you to put HR analytics into action in your organization. HR and other leaders cannot afford to overlook the power and competitive advantages of data-driven decision-making and strategies. This book reflects the growing trend

of CEOs choosing analytics-minded business leaders to head HR, at a time when workplaces everywhere face game-changing forces including automation, robotics and artificial intelligence. It is urgent that human resources leaders embrace analytics, not only to remain professionally relevant but also to help their organizations successfully navigate this digital transformation. HR professionals can and must: Understand essential data science principles and corporate analytics models Identify and execute effective data analytics initiatives Boost HR and company productivity and performance with metrics that matter Shape an analytics-centric culture that generates data driven leaders Most organizations capture and report data, but data is useless without analysis that leads to action. The Data Driven Leader shows you how to use this tremendous asset to lead your organization higher.

The Laws of Charisma explores the vital skills and traits needed to earn trust, generate interest, and motivate others in the workplace. Bestselling author Kurt Mortensen defines the intersection of these pivotal abilities as charisma--an enviable quality that can lead to improved relationships, greater income, and more success in every area of life. To some extent, charisma is innate, but in this inspiring guide Mortensen explores the trait's four core elements to show how anyone can draw out a more charismatic and compelling presence. With the help of practical tools, simple principles, applicable exercises, and insightful assessments, you'll learn how to radiate confidence, passion, power, and optimism; influence others by improving communication skills; and persuade and empower anyone by creating instant rapport. People with the ability to enter a room and draw instant attention, effortlessly exuding charm and radiating energy, are better able to influence what gets done and ultimately achieve what they want. The Laws of Charisma is packed with everything you need to develop and bring out the more charismatic person within.

Now a Wall Street Journal bestseller. Learn a new talent, stay relevant, reinvent yourself, and adapt to whatever the workplace throws your way. Ultralearning offers nine principles to master hard skills quickly. This is the essential guide to future-proof your career and maximize your competitive advantage through self-education. In these tumultuous times of economic and technological change, staying ahead depends on continual self-education—a life-long mastery of fresh ideas, subjects, and skills. If you want to accomplish more and stand apart from everyone else, you need to

become an ultralearner. The challenge of learning new skills is that you think you already know how best to learn, as you did as a student, so you rerun old routines and old ways of solving problems. To counter that, Ultralearning offers powerful strategies to break you out of those mental ruts and introduces new training methods to help you push through to higher levels of retention. Scott H. Young incorporates the latest research about the most effective learning methods and the stories of other ultralearners like himself—among them Benjamin Franklin, chess grandmaster Judit Polgár, and Nobel laureate physicist Richard Feynman, as well as a host of others, such as little-known modern polymath Nigel Richards, who won the French World Scrabble Championship—without knowing French. Young documents the methods he and others have used to acquire knowledge and shows that, far from being an obscure skill limited to aggressive autodidacts, ultralearning is a powerful tool anyone can use to improve their career, studies, and life. Ultralearning explores this fascinating subculture, shares a proven framework for a successful ultralearning project, and offers insights into how you can organize and execute a plan to learn anything deeply and quickly, without teachers or budget-busting tuition costs. Whether the goal is to be fluent in a language (or ten languages), earn the equivalent of a college degree in a fraction of the time, or master multiple tools to build a product or business from the ground up, the principles in Ultralearning will guide you to success.

Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different—they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the

compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

From executives complaining that their teams don't contribute ideas to employees giving up because their input isn't valued---company culture is the culprit. *Courageous Cultures* provides a road map to build a high-performance, high-engagement culture around sharing ideas, solving problems, and rewarding contributions from all levels. Many leaders are convinced they have an open environment that encourages employees to speak up and are shocked when they learn that employees are holding back. Employees have ideas and want to be heard. Leadership wants to hear them. Too often, however, employees and leaders both feel that no one cares about making things better. The disconnect typically only widens over time, with both sides becoming more firmly entrenched in their viewpoints. Becoming a courageous culture means building teams of microinnovators, problem solvers, and customer advocates working together. In our world of rapid change, a courageous culture is your competitive advantage. It ensures that your company is "sticky" for both customers and employees. In *Courageous Cultures*, you'll learn practical tools that help you: Learn the difference between microinnovators, problem solvers, and customer advocates and how they work together. See how the latest research conducted by the authors confirms why organizations struggle when it comes to creating strong cultures where employees are encouraged to contribute their best thinking. Learn proven models and tools that leaders can apply throughout all levels of the organization, to reengage and motivate employees. Understand best practices from companies around the world and learn how to apply these strategies and techniques in your own organization. This book provides you with the practical tools to uncover, leverage, and scale the best ideas from every level of your organization.

New 2nd edition is now available. As companies reorganize and reengineer, thousands of people are finding themselves tossed into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge," says Matuson. The key to success is managing effectively both up and down the line of organization-this first edition of *Suddenly in Charge* provides a unique approach with two books in one: read it

in one direction and you'll find all the tips and tools you need to manage down, establishing credibility with your team and leading in a way that both builds rapport and garners respect. Flip the book over and you'll find success strategies for managing up, interacting successfully with your bosses and developing strong relationships. In the *Managing Up* side of the this book, you will learn how to manage your relationships and responsibilities as an employee, including how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. With key learning points, real-life examples and proved strategies for effective communication, *Managing Up* helps you navigate the world of office politics while staying true to yourself. The key to success is managing effectively both up and down the line of organization. In the *Managing Down* side of this book, you will learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and proven strategies for effective communication, *Managing Down* helps you clearly define your new role and cultivate an environment of engaged, motivated employees.

Smartphones, social media, and the Internet can only get a professional so far. At some point, the success of an organization will depend on face-to-face relationships, which means the isolated employees trying to do everything virtually will at some point have to fall back on the tried-and-true, essential skill of relationship building if they are going to survive in today's increasingly collaborative workforce. Unveiling eight indispensable competencies for the new Network-Oriented Workforce, *Strategic Connections* provides practical advice anyone can use for building better, more productive business relationships. Readers will discover how to: • Commit to a positive, proactive networking mindset • Earn trust • Boost their social acumen and increase their likeability • Master conversational skills and deepen interactions • Employ storytelling to make communications memorable • And much more Businesses don't have to look very far to find employees with a strong presence in the different social networks. If you want to stand out and make yourself invaluable to your organization, focus on making your presence known in the company's physical networks.

"Finally: an engaging, evidence-based book about how to battle bi-

ases, champion diversity and inclusion, and advocate for those who lack power and privilege. Dolly Chugh makes a convincing case that being an ally isn't about being a good person—it's about constantly striving to be a better person." —Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg Foreword by Laszlo Bock, the bestselling author of *Work Rules!* and former Senior Vice President of People Operations at Google An inspiring guide from Dolly Chugh, an award-winning social psychologist at the New York University Stern School of Business, on how to confront difficult issues including sexism, racism, inequality, and injustice so that you can make the world (and yourself) better. Many of us believe in equality, diversity, and inclusion. But how do we stand up for those values in our turbulent world? *The Person You Mean to Be* is the smart, "semi-bold" person's guide to fighting for what you believe in. Dolly reveals the surprising causes of inequality, grounded in the "psychology of good people". Using her research findings in unconscious bias as well as work across psychology, sociology, economics, political science, and other disciplines, she offers practical tools to respectfully and effectively talk politics with family, to be a better colleague to people who don't look like you, and to avoid being a well-intentioned barrier to equality. *Being the person we mean to be* starts with a look at ourselves. She argues that the only way to be on the right side of history is to be a good-ish—rather than good—person. Good-ish people are always growing. Second, she helps you find your "ordinary privilege"—the part of your everyday identity you take for granted, such as race for a white person, sexual orientation for a straight person, gender for a man, or education for a college graduate. This part of your identity may bring blind spots, but it is your best tool for influencing change. Third, Dolly introduces the psychological reasons that make it hard for us to see the bias in and around us. She leads you from willful ignorance to willful awareness. Finally, she guides you on how, when, and whom, to engage (and not engage) in your workplaces, homes, and communities. Her science-based approach is a method any of us can put to use in all parts of our life. Whether you are a long-time activist or new to the fight, you can start from where you are. Through the compelling stories Dolly shares and the surprising science she reports, Dolly guides each of us closer to being the person we mean to be. Charts the whole course, from the treacherous negotiations about

whether to have kids and the ardent attempts at conception to planning for the event, navigating the hospital experience, and bringing your baby home.

Draws on extensive research into the beliefs and examples of successful women leaders to explain the importance of emotional depth in leadership today, providing inspirational descriptions of women who the authors believe serve as models of effective business and life practices. Reprint.

Possibly no one on Earth personally knows as many people at the helms of nations, businesses, religions, charitable organizations, and institutes of learning as Henry O. Dormann—founder, chairman, and editor-in-chief of *LEADERS* magazine, whose circulation is limited to such leading figures. Here, he brings together the first-ever exclusive collection of wisdom and inspiration addressed to young people from the world's most influential people—advice on leadership, goal achievement, public service, and life journeys. *Letters from Leaders* is a beautifully designed book comprising nearly eighty letters from those who have done so much to shape our world today—from Muhammad Ali to four U.S. Presidents, Mikhail Gorbachev, King Bhumibol Adulyadej of Thailand and King Abdullah II of Jordan, and the Dalai Lama; from Cathie Black to T. Boone Pickens, Muriel Siebert, and Donald Trump. The letters, some as facsimile reproductions of handwritten originals, are each introduced with a biographical note by Dormann. As put so aptly by Dormann in his introduction, "All kings and queens, presidents, Nobel Laureates, chairmen and chairwomen, CEOs, and world leaders have one thing in common: They want what they have achieved to be useful and to be handed over to a younger generation. . . . The leaders in these pages have 'lived' and now offer their experiences as a treasure to ambitious and open minds—those who want to be something in life."

Wall Street Journal Bestseller Is it possible to be at your best even when you are underqualified or doing something for the first time? Is it still possible, even after decades of experience, to recapture the enthusiasm, curiosity, and fearlessness of youth to take on new challenges? With the right mindset—with *Rookie Smarts*—you can. In a rapidly changing world, experience can be a curse. Careers stall, innovation stops, and strategies grow stale. Being new, naïve, and even clueless can be an asset. For today's knowledge workers, constant learning is more valuable than mastery. In this essential guide, leadership expert Liz Wiseman ex-

plains how to reclaim and cultivate this curious, flexible, youthful mindset called *Rookie Smarts*. She argues that the most successful rookies are hunter-gatherers—alert and seeking, cautious but quick like firewalkers, and hungry and relentless like pioneers. Most importantly, she identifies a breed of leaders she refers to as "perpetual rookies." Despite years of experience, they retain their rookie smarts, thinking and operating with the mindsets and practices of these high-performing rookies. *Rookie Smarts* addresses the questions every experienced professional faces: "Will my knowledge and skills become obsolete and irrelevant? Will a young, inexperienced newcomer upend my company or me? How can I keep up?" The answer is to stay fresh, keep learning, and know when to think like a rookie. *Rookie Smarts* isn't just for professionals seeking personal renewal; it is an indispensable resource for all leaders who must ensure their workforces remains vital and competitive.

The revolutionary book that teaches you how to use the cutting edge of human psychology to build high performing workplace cultures. Too often, great cultures feel like magic. While most leaders believe culture is critical to success, few know how to build one, or sustain it over time. What if you knew the science behind the magic—a science so predictive and powerful that you could transform your organization? What if you could use cutting edge psychology to unlock people's innate desire to innovate, experiment, and adapt? In *Primed to Perform*, Neel Doshi and Lindsay McGregor show you how to do just that. The result: higher sales, more loyal customers, and more passionate employees. *Primed to Perform* explains the counter-intuitive science behind great cultures, building on over a century of academic thinking. It shares the simple, highly predictive new measurement tool—the Total Motivation (ToMo) Factor—that enables you to measure the strength of your culture, and track improvements over time. It explores the authors' original research into how Total Motivation leads to higher performance in iconic companies, from Apple to Starbucks to Southwest Airlines. Most importantly, it teaches you to build great cultures, using a systematic and sustainable approach. High performing cultures can't be left to chance. Organizations must create systems that shape and maintain them. Whether you're a five-person team or a startup, a school, a non-profit or a mega-institution, *Primed to Perform* shows you how.

Based on data and insights from over 100k virtual and in-person

coaching conversations conducted by the talented coaches of BTS Coach, comes the first book to take BTS Coach's evidence-based coaching process to a mass audience. In a concise, easy-to-under-

stand manner, the book reveals 4 mindsets (Be, Relate, Think, Inspire) that are most critical for individuals to experience deep,

meaningful change, along with the process and tools for sparking their own powerful conversations to get the best out of themselves and those around them.