



YLU Recommended Reading List

To find success, we must continue to grow.

YLU has provided many tools to assist you in this journey but we are only one of many milestones on your path to growth and success. This is by no means an exhaustive list of books available but if you are looking for a great place to get started expanding your knowledge and skills, reading books such as these will be a great addition to your journey.

SALES & COMMUNICATION | PERSONAL EFFECTIVENESS BUSINESS EFFECTIVENESS & LEADERSHIP

SALES AND COMMUNICATION

Influence: The Psychology of Persuasion, Robert Cialdini (2006)

This is the first sales book you should read. With a PhD in Psychology and a PhD in Marketing this book represents Cialdini's life's work. An exploration of the psychology behind getting people to say "yes." This book breaks down the complex process of influence into six key principles and shows how to apply them. A must-read for anyone selling anything!

GoPro; 7 Steps to Becoming a Network Marketing Professional, Eric Worre (2013)

As someone building a network marketing business, this should be one of the first books you read. Eric Worre is one of the network marketing gurus and has a lot of practical advice on getting started in network marketing based on his own successes and failures. Easy and quick to it is a great book to get you started.

How to Win Friends and Influence People, Dale Carnegie (1936)

One of the most sold business books in history, this is a fantastic book to help you communicate, influence others and become a stronger leader. Told through stories collected by Dale Carnegie, the principles in the book are timeless and very relevant in today's technologically-advanced society.

The Quick and Easy Way to Effective Speaking, Dale Carnegie (1962)

Developed from Dale Carnegie's decades of coaching people with public speaking, this book is the primary resource for knowledge and understanding around speaking to groups. Loaded with many helpful tips and examples, this book shows how to approach and prepare for a speaking event differently depending on the intent of the talk.

Fierce Conversations, Susan Scott (2004)

The 7 principles of challenging conversions. This book includes exercises and tools for overcoming barriers, enriching conversations, increasing clarity, and handling emotions.

Quiet: The Power of Introverts in a World That Can't Stop Talking, Susan Cain (2012)

At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking, reading to partying; who innovate and create but dislike self-promotion; who favor working on their own over brainstorming in teams. The book shows how dramatically we undervalue introverts, and how much we lose in doing so. Refreshing for the introvert and informing for the extravert.



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Personal Effectiveness

The 7 Habits of Highly Effective People, Stephen R. Covey (1990)

One of the most well-known business texts of the last 30 years, this book presents a holistic, integrated, principle-centered approach for solving personal and professional problems. It covers principles and characteristics that create resilience and integrity, establishing the strength of character that leads to success.

Goals! Brian Tracy (2003)

This is an excellent book to help you set goals for yourself and your team, and provides you with a number of practical exercises to help you understand your true life goals and achieve them. You'll learn the 7 key elements of goal setting and the 12 steps to set and accomplish goals of any size. This book helps build a system for sustainable achievement and overcoming challenges.

Secrets of the Millionaire Mind, T. Harv Eker (2005)

What happens in our physical world is the output of what is happening in our mental, emotional and spiritual worlds. This book helps you understand how rich and successful people think and act differently from average and poor people. The book walks through steps to change the way you think about money and alter your financial destiny.

Oola: Find Balance in an Unbalanced World, Dave Braun & Troy Amdahl

Describes what a balanced, fulfilling life looks like and presents tools to plan, set goals, and track your journey towards balance.

The Power of Habit, Charles Duhigg (2014)

Most of what we do each day is based in habit. This book shows you how to improve your life by harnessing the power of habits- eliminating bad habits and replacing them with positive habits by understanding the triggers and rewards of habits.

The Opposable Mind: Winning Through Integrative Thinking, Roger Martin (2009)

Integrative thinking is about keeping as much in the thought process as possible for as long as possible, with the intent of generating richer and better thought through ideas. This book looks at how successful people integrate information, synthesize ideas to generate better decisions and outcomes.

Thinking Fast and Slow, Daniel Kahneman (2012)

More of an academic text, this book, authored by a Nobel Prize winner, explores the concept dual thinking systems that we use to make decisions: the fast, emotional, intuitive system, and the slow, deliberate, logical system. Understanding the role both systems play can help us make better decisions and understand others.



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Business Effectiveness & Leadership

The E Myth, Michael E. Gerber (1995)

The myths of entrepreneurship and shows how technical expertise in an area doesn't necessarily lead to success in building a business around that expertise. It shows how building a business requires a mindset of duplication and building systems. Business owners spend time on their business not just in their business.

The Speed of Trust, Steven M. R. Covey (2008)

Written by the son of Stephen R. Covey, this book delves into the mechanics of trust, a highly underrated element of life. Using examples to illustrate, Covey breaks trust into four core elements: integrity, intent, capabilities, and results. Questioning these cores in others as well as ourselves can guide us in building trusting relationships. This book can be helpful in showing how trust can affect everything and how we can make our lives and surroundings better by utilizing it more effectively.

Five Dysfunctions of a Team, Patrick Lencioni (2002)

Written in story form, this book is an easy read and reveals five dysfunctions that cause teams to struggle and miss opportunities. The plot covers topics like trust, fear, conflict, commitment, accountability, and focus.

What Got You Here Won't Get You There, Marshall Goldsmith (2007)

Aimed at new leaders who have been successful in developing their technical skills but are now higher up in an organization and must shift their approach to remain successful.

The 4 Disciplines of Execution, by Chris McChesney & Sean Covey (2012)

The 4 things leaders must do to ensure that their teams achieve their most important objectives despite the ongoing whirlwind of just keeping the business running. Focus on the wildly important; act on lead measures; keep a compelling scoreboard and create accountability.