

# Switchgear's Book List

## December & January Book

*Primal leadership* refers to the emotional dimension of leadership. We argue that a leader's primal task is an emotional one—to articulate a message that resonates with their followers' emotional reality, with their sense of purpose—and so to move people in a positive direction. Leadership, after all, is the art of getting work done through other people.

## March Book

*Positive Intelligence* is greater mastery over your own mind, you can tackle your greatest challenges with calm, clarity, creativity, and laser focused action. Take command of your mind, so you can activate it's vastly unused powers to reach your untapped potential.

## May Book

*Good to Great* outlines a model for turning a good, average or even mediocre company in to a great one. The book includes a useful model which brings all the theory together in a meaningful and memorable way. By bringing together disciplined people, using disciplined thought and disciplined action companies can build up and breakthrough the barriers that hold them back from greatness.

## July Book

*You are a Badass* is technically a self-help book, offering advice for how to see your life through fresh eyes, find your passion, and live the life you want, *but it's so much more than that*. Jen also explains why we get stuck in the ruts we do, grants us a spectacular insight into our relationship with (and fear of) money, and basically kicks all excuses to the curb.

## February Book

*Delivering Happiness* is an easy and enjoyable read. While Tony Hsieh might not “deliver happiness” to you in particular, he will show you how his business philosophy of creating a tight-knit, family-like atmosphere did deliver happiness for his employees, and for Tony himself. He figured out that creating a happy atmosphere at work is only going to make employees work harder and give more to the company.

## April Book

*Self Leadership and The One Minute Manager* clearly and thoroughly reveals how power, freedom, and autonomy come from having the right mind-set and the skills needed to take personal responsibility for success.

## June Book

*Getting Things Done* really centers around one idea: you will be more productive if you take the set of things you need to do out of your head and put them down on paper. After that's done, you can then focus on the tasks at hand and not worry about forgetting stuff, enabling you to focus better, get individual tasks done faster, and then move right on to another task without skipping a beat. It seems incredibly simple, but I can attest to the fact that this core idea works like a charm.

## August Book

*How: Why HOW We Do Anything Means Everything* expresses that in order to generate the sorts of interpersonal interaction that can carry our initiatives throughout an organizational entity (human brain, team or a business), we must not only understand the power it takes to start them but also understand the things that affect the space between us.

The Ideas That Make the Difference

