



Lighthouse Mentor Network's Business Book List

What does your business reading list look like?

Learning from some of the best business books is an optimal way to amp up your acumen. But with so many on the market, how do you know what to read?

Well, look no further. Every year, I challenge those participating in [Lighthouse's mentor groups](#) to read a business book and share their key takeaways with their peer mentors. This list offers a broad cross-section of knowledge gleaned from both old and new books.

Check out these titles to boost your business knowledge. You'll find links, brief description of what you'll learn and a star rating!

Book & Link	Author	Details	Key Takeaway	Rating - 4★
The Lean Start-Up	Eric Ries	Build, measure & learn. Don't have to be perfect and have to be willing to adapt. You never know what your client will see and how they will react; this opens you up to hearing their ideas.	Don't have to be perfect.	★★★★
The Power of Habit - Smarter, Faster, Better: The Secrets of Being Productive in Life and Business	Charles Duhigg	Phenomenal book. How much of what we do in our lives is functioned from habit. If we didn't have habits, we would be overwhelmed with stimuli. Based on the habit loop of cue, pattern & rewards, along with craving. Covers what the trigger of a bad habit is so you can change it.	Habits can be changed. Can incorporate it in to work she does around change management.	★★★★★ ★ yes 5!

Book & Link	Author	Details	Key Takeaway	Rating - 4★
Business Model Generation	Alexander Osterwalder & Yves Pigneur	A great business planning tool that looks at key pieces of every business model - suitable for solopreneurs through to large companies.	Using this model for her own business and also for her clients as they work through their branding process.	★★★★ ★ yes 5!
Blue Ocean Strategy	W. Chan Kim and Renée Mauborgne	Making the competition irrelevant by creating and implementing blue ocean (uncontested market space characterized by new demand and strong profitable growth) strategies, as opposed to continued operation in red oceans. This book references traditional strategy and business models so might be difficult to understand without that strategy background. (Because of this, I don't think it is a must read for everyone.)	Top 2 takeaways: Stop chasing the competition. It doesn't matter what they do - if you're always chasing them and paying attention to them, you always be playing catchup. Industry structure is not given it can be altered the new strategic initiatives.	★★★
Start with Why	Simon Sinek	This is a TED Talk as well. Living your why is inspiring and will inspire others as well. He uses a Golden Circle that covers why, how and what you offer. It is a little repetitive but does make a great point throughout.	People don't buy what you do, they buy why you do it. You as a leader need to be able to articulate your 'why' so they can carry it when you're not there.	★★★ 1/2
Lean In	Sheryl Sandberg	Her challenges about being a female leader and the story of her career path. Also covers gender bias against female as they rise up the corporate ladder. Encourages women not to leave until they leave. Women often make decisions based on 'what if'; things that haven't even happened yet.	A good interview question is "what is the biggest challenge in your organization and how can I help you solve that?" Make your partner a real partner - allow them to be your true partner.	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
The Science of Likeability	Patrick King	Chose the book with an objective to improve networking skills but it was a bit different. Covered more how to get people to like you by doing research on them first.	A reminder to listen more and talk less. Ask questions instead of always volunteering information.	★★
Looptail: Why Community, Culture and Karma Matter in Business	Bruce Poon Tip	Tells the story of the author and his entrepreneurial journey in creating G Adventures, the world's most successful adventure company. How efficient are the people working on your team and how to ensure you have the very best people. He covers the culture he has created that welcomes change and the importance of creating a space where everyone feels safe.	Highly recommend to any leader or anyone that is interested in creating a culture. Top takeaways were: Following your instincts and approaching things with a positive attitude. Loved the idea of creating a 'culture club'. Trust that people will do what they say they will do.	★★★★
Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent and Lead.	Brene Brown	Talks about shame and how we all have it but it doesn't hold positive value. Then covers the topic of vulnerability. Covers off the power of being open and vulnerable and what happens when you do that.	Awareness of what shame looks like and how to deal with that. Also the need (and how to) create boundaries.	★★★
Made to Stick: Why Some Ideas Survive and Others Die	Chip Heath and Dan Heath	Stories can transform what people believe and also how they think and act. The authors give a lot of examples to support their theories which explains it more effectively. 6 principles of sticky ideas: simple, unexpected, concrete, credible, emotional, story.	Realizing that storytelling can be formulaic and applying the 6 principles helps to 'make it stick'.	★★★★

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The Art of War for Women	Chin-Ning Chu	The work you have to do on yourself; how are you coming across to people. Take an internal stance when managing and getting things accomplished.	There is an amazing self-reflection piece.	★★★★
To Sell is Human	Daniel H. Pink	Everyone is a salesperson. ABC = Always Be Closing is out and now, it's attunement, buoyancy & clarity 6 different ways to create your 'elevator pitch'. It's practical - easy read and it has 'samples' so it's easy to apply	Extroverts don't always make the best salesperson. Listen to what the 'other person' actually wants. Phrases to use to encourage the other person to offer more information	★★★★
Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom and Wonder	Ariana Huffington	Exploration of the values of what makes people work too hard in the first place.	Mindfulness Reprioritize - take control of my direction. Renewal as a way to reduce stress and a means to be more successful Stay focused on the task at hand Stay focused on my definition of success	★★★
Eat That Frog: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time	Brian Tracy	Prioritizing, getting things done is less time, attaining results Focus on 80/20 rule (20% of activities results in 80% of success)	Prioritize each day with ABCDE method (A = most important; E = doesn't matter); do A1 project first in your day Break down larger tasks into smaller segments & work on each segment.	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
Mindset: The New Psychology of Success	Carol Dweck	<p>Mindset matters for all components of your life and covers how to achieve growth mindset vs fixed mindset.</p> <p>It's a great concept that is being taught in schools now but a tough read because it pulls together research and presents it in a complicated way/ Not an easy read.</p>	<p>Mindset is helpful and it will change your behaviour.</p>	★★ 1/2
The Four Agreements: A Practical Guide to Personal Freedom	Don Miguel Ruiz	<p>This book is about integrity. The power of your word can be magic or it can be black magic. Talks about the agreements that you have grown up believing. The 4 Agreements are: Be Impeccable with Your Word Don't Take Things Personally Don't Make Assumptions Do Your Best Also covers breaking old agreements and creating heaven on earth.</p>	<p>Catching myself more when I'm not speaking 100% truth. How important every word is that comes out of my mouth. Trying to acknowledge and recognize my own agreements. Live positively and don't let negative chatter derail you.</p>	★★★★
How to Be a Productivity Ninja	Graham Alcott	<p>Ways to get organized in order to be more productive and exercises to help you accomplish that. This book covers how you spend your time. A good book that can relate to different types of businesses. Makes you think about how you work. Most people are constantly doing things and this covers how you 'think' about them.</p>	<p>Scheduling thinking things. Helpful ways on how to organize workflow. Have scheduled my time a bit differently - 'inputs' and 'outputs'</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
<p>Zero to One: Notes on Start Zero to One: Notes on Start Ups, or How to Build the Future http://ow.ly/McDUj</p>	Peter Thiel	<p>This books has a lot of information but he presents it in an 'easy to understand' way. Great overview of capitalism and business economics. An easy read but really powerful information. Be bold, have a clear plan, try to build a small monopoly, appreciate that sales matter just as much as product.</p>	<p>Focus on your products AND sales. And a powerful question: What important truth do very few people agree with you on?</p>	★★★★1/2
<p>What I Know Now About Success: Letters from Extraordinary Women to Their Younger Selves</p>	Ellyn Spragins	<p>Professional women from different industries write letters to their younger selves, telling the stories of familiar obstacles faced by ordinary women, who were able to accomplish something extraordinary.</p>	<p>Trust yourself; trust your gut feeling and having a clear focus</p>	★★★★
<p>Crush It! Why Now is The Time to Cash in on Your Passion</p>	Gary Vaynderchuk	<p>A quick read but came out in 2009 so it's a bit dated. Takeaways – best marketing strategy is to be caring and authentic. Know your DNA – meaning really know yourself so you can show up authentically</p>	<p>To have passion, love what you do, be good at it and then you have to hustle to make it all work.</p>	★★★★1/2
<p>Small is the New Big: and 183 Other Riffs, Rants and Remarkable Business Ideas</p>	Seth Godin	<p>Small companies are the new black and can be successful as a small biz; how important branding is for every company; have to be willing to change quickly and move forward with ideas fast. Doing less and working more efficiently – what would happen if you fired half your clients?</p>	<p>Adapting and changing within your company and accept new ideas. Doing less and working more efficiently by culling employees.</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
All Marketers are Liars (Tell Stories): The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All	Seth Godin	It's about storytelling; components of a great story; how you can influence people's point of view rather than change them; connecting why people purchase products based on stories they are telling themselves.	Should commit to your story in every aspect of your business early on – that leads to your brand.	★★
The Charge: Activating the 10 Human Drives That Make You Feel Alive	Brendon Berchard	How to get out of living a mediocre life; things that you do every day so that you're living a bigger life (ie. Habits, words that describe you, etc.)	What words describe me and that resonate with me.	★★★★
Start Your Own Business: The Only Start Up Book You'll Ever Need	The Staff of Entrepreneur Media	Takes you through business step by step – is a book that I'll go back to again and again. Highly recommend for someone that is a couple years into business ownership – maybe not so much for startup. It's in plain speak.	This is a book that will stay in my library as a reference.	★★★★★
Choke: What the Secrets of the Brain Reveal About Getting It Right When You Have to	Sein Beilock	Written from sports psychology and business point of view. It is quite 'science' and could have been more business.	Knowing that it is a normal reaction – we are hardwired to feel and don't make things into too big a deal.	★★★★1/ 2
The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century	Steven Pinker	Broad concepts that you can apply. Applicable to someone that writes a lot in their job/business. How business writing doesn't have to be boring or 'business speak' and you can say things really clearly. "Made me want to be a better writer and persuasive through my writing."	Look out for unnecessary words and be conscious of using plain language.	★★★★

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An Astronaut's Guide to Life on Earth: What Going to Space Taught Me About Ingenuity, Determination, and Being Prepared for Anything	Chris Hadfield	<p>How to prepare yourself for things, whether adventure or business. Very well written. You will know what you want to do in life/business at some point - it will hit you.</p> <p>"I recognized even as a 9 year old that I had a lot of choices and my decisions mattered. What I did each day would determine the kind of person I'd become." Common thread through the book is to keep learning always.</p> <p>Great lesson learned is celebrating the 10 successes every day</p>	Embrace the 'never give up' attitude. Be focused and driven so that the lows don't take it out of you. We are all human and make mistakes and if we are clever, we learn from them and move on to successes made from mistakes.	★★★★
Dare: Straight Talk on Confidence, Courage and Career for Women in Charge	Becky Blalock	<p>If you're a leader of a team, you are often faced with managing areas that you don't know about. It's your job to guide the team to success without knowing the details.</p> <p>Nurturing relationships: listening to front-line, keeping rapport with those that actually do the job.</p>	<p>Building a network and championing and mentoring other women to 'dare' to be a leader.</p> <p>"It is a fact that in the right formation, the lifting power of many wings can achieve twice the distance of any bird flying alone."</p>	★★★★
Real: A Path to Passion, Purpose and Profits in Real Estate	Dave Crumby	<p>No one cookie cutter way to be successful. Different things work for different people, depending on personalities. Be different and be memorable and don't expect anything in return. Listen more than you talk.</p>	<p>There is no one set thing for success; many different avenues to take. Be different and be memorable.</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
The Power of Why	Amanda Lang	<p>The author started to write a book about productivity and realized it's related to innovation. Her theory is that when we are children, we are all about why because we need to learn and know everything. We lose that as we get older because of structured learning. Notion of conformity - if you gather a group of people that know each other for 'brainstorming' session, it isn't as productive as when you gather people that know each other. As soon as you make something important by measuring it, that is what people are going to be focused on. Focused on the target as opposed to how we are going to get there. When you take the focus away from metrics, workers will become more invested in their jobs and fuel innovation. Book is about the power of curiosity.</p>	<p>Short business oriented but had a societal information. Status quo doesn't necessarily do it.</p>	★★★★
How to Be a Productivity Ninja	Graham Allcott	<p>This book was reviewed twice and both mentors loved it! For busy people that need to make sure they are doing everything they need to do. Leads you through picking what tools you can use to be productive. Also covers off how to manage your emails, get your projects done, manage your work and personal lives.</p>	<p>How to process your emails - great tips on how to manage that. Also, creating a space for weekly review of all your inputs - i.e your mail, emails, stuff that comes in to your life.</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating - 4★
Five Faces of Genius: Creative Thinking Styles to Succeed at Work	Annette Moser-Wellman	This book defines traits and 5 archetypes. The author researched the lives and techniques of past and present geniuses the book with a purpose of helping workers at all levels build and refine their working styles.	The opportunity to learn other ways of forging ideas and solutions from within yourself.	★★★★1/2
David & Goliath: Underdogs, Misfits & The Art of Battling Giants	Malcolm Gladwell	Gladwell looks at what might be seen as a hardship or setback that can actually be an advantage. Using the story of David & Goliath, he examines and challenges our concepts of 'advantage' and 'disadvantage' and also looks at how those labeled 'underdogs' can use their status and prevail. A great idea to watch his TED talk on the theory.	Sometimes what you think is a setback or a negative could be your greatest advantage --- either an individual or as a business	★★★★
Get Things Done: What Stops Smart People From Achieving More and How You Can Change	Robert Kelsey	The psychology of what blocks people from getting things done. Filled with tips and examples from other books.		★★★★
Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom and Wonder	Arianna Huffington	This book was reviewed twice and both mentors loved it! A really meaningful book about women in business and how to avoid burnout and still be successful. Huffington shares her personal story and divides the book into easy to follow sections that cover Well-Being, Wisdom and Wonder.	To thrive... and not about making tons of money but thriving emotionally and you will succeed in business. Take care of you!	★★★★★ ★ yup...5

Book & Link	Author	Details	Key Takeaway	Rating - 4★
Making Your Life A Masterpiece	Peter Legge	More of a motivational book than a business book perhaps, it was great for someone that is looking for the next step. The author shows how your distinctive style, experience and positive attitude can help you succeed.	Inspiring and great advice for someone looking for the next step in their life or business.	★★★★