



LIGHTHOUSE  
VISIONARY STRATEGIES

## 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.

You'll find links, brief description of what you'll learn and a star rating as rated by the participants for the 2016/17 mentor season!

Book & Link	Author	Details	Key Takeaway	Rating 4★
<a href="#">The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About It</a>	Michael Gerber	The main point of this book is that if you are constantly working 'in' your business and not 'on' your business, then you are doomed to burn out and fail. The book's premise is that there are 3 personalities in running a small business: the entrepreneur, the manager, the technician. These three personalities need to find a balance in developing a business that can thrive and grow.	Develop standard operating procedures (SOP) to know the exact processes for your team to follow. The better your employees know how to use the rules to play "the game", the more they enjoy playing it. Without SOP and rules, your business is not sellable, which assuming for most is the end game.	★★★★

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<a href="#">How to Win Friends &amp; Influence People</a>	Dale Carnegie	<p>Effective strategies for communicating with people; this is a re-release with an update for social media and current methods in the 21<sup>st</sup> Century.</p> <p>Dull reading with dated language. The references were predominantly about men (or when it was a woman it was in a stereotypical setting); very American-centric perspective.</p> <p>States the obvious: words matter, a positive message is far more reaching than a negative message.</p>	<p>Key Takeaways:</p> <p>No such thing as a neutral exchange between people; you leave someone either a little bit better or worse from the interaction.</p> <p>You make more friends by becoming interested in them than in yourself</p> <p>Words hold meaning and matter in communication.</p> <p>Positive words have positive impacts.</p>	★
<a href="#">The 8 Minute Organizer: Easy Solutions to Simplify Your Life in Your Spare Time</a>	Regina Leads	<p>Little tips to doing small items within 8 minutes</p>	<p>Finish small tasks, i.e. instead of leaving little piles around the house to clean up after, spend just a few minutes at the time to put the item away.</p> <p>Don't start new tasks when you don't have enough time to finish; otherwise, the task often remains unfinished.</p>	★★★
<a href="#">Year of Yes: How to Dance It Out, Stand in the Sun and Be Your Own Person</a>	Shonda Rhimes	<p>Saying yes and challenging yourself more.</p>	<p>Boundaries, opportunities, challenges, mindfulness.</p> <p>Saying yes (yet more aware of what I say yes to versus no)</p>	★★★

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<a href="#">The Toyota Way to Service Excellence</a>	Jeffrey Liker & Karyn Ross	<p>It overviews how lean thinking (a continuous improvement model that highly values and respects employees) can be successfully used to support work in the service industry. Historically people have felt that it applies only to the manufacturing industry, but Jeffery and Karyn, through many case examples illustrate how it is a model that ACHIEVES RESULTS in the service industry as well. The book is not a leisurely read; feels like a textbook that can be referenced back to.</p>	<p>Continuous improvement is a long-term focus. It is about culture. If you focus on culture and customer value – the \$ will come. Coaching through PDSA (PDCA) is critical. Everyone needs a coach. Standardizing work frees people to be creative.</p>	★★★
<a href="#">Essentialism: The Disciplined Pursuit of Less</a>	Greg McKeown	<p>The book provides a detailed approach on how to apply the disciplined pursuit of less. It emphasizes the importance of clarity and our ability to identify what is 'vital', and distinguishing the 'vital few from the trivial many'. It walks through understanding and evaluating trade-offs, and the overall value of saying no, in order to focus on what's most important. Doing less but better Being true to you, versus following social norms and perceived social pressures</p>	<p>Choosing to do less but better. The value of focusing to accomplish one project at a time, well. Committing fully to what I choose to do –commit and go big! As opposed to going a millimeter deep in a million different directions, to go a meter deep in one direction at a time. Being realistic and disciplined with time, and getting really clear on what's necessary to go big and produce high quality outputs.</p>	★★★

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<a href="#">Thrive: The Third Metric to Redefining Success and Creating a Life of Well-being, Wisdom and Wonder</a>	Ariana Huffington	Redefining success. Includes Huffington's story of the challenges with managing time and prioritizing the demands of a career and raising two daughters. Drawing on the latest groundbreaking research and scientific findings in the fields of psychology, sports, sleep, and physiology that show the profound and transformative effects of meditation, mindfulness, unplugging, and giving,	That many people (women) have the same challenges I have nothing to prove to anyone To put my personal wellbeing first To tap in to my personal wisdom To take time to do things that 'lead to nothing'	★★★
<a href="#">Drive: The Surprising Truth About What Motivates Us</a>	Daniel Pink	The book is about how current business practices for motivating employees are falling short on what employees actually need & want. Traditional "if then" rewards are giving us less of what we want (creativity, intrinsic motivation) and more of what we don't want (unethical behavior, short term thinkers).	The newest approach to motivation has 3 elements Autonomy – the desire to be self-directed Mastery – the desire to get better at something Purpose – the desire to do what we do for a greater good If employees feel they have control over these elements they are more likely to succeed "If then" rewards are good for routine based, straight forward tasks, but not for conceptual tasks as they can crush creativity. Mastery requires effort, grit and patience. You don't have to be perfect.	★★★

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<a href="#">Money Sense</a>	Magazine	<p>Everything money -- from best practices with RESPs to saving money to growing money to keeping more of your money.</p>	<p>Since reading this publication, I've found invaluable tips and advice. There is so much I don't even know that I don't know about this topic. I like the articles with case studies of REAL Canadians especially. In their learning and habits, I find many ideas.</p> <p>Top takeaways would be that there are strategies for allocating after tax dollars and also tips, tricks and pitfalls to watch out for with RESPs.</p>	★★★
<a href="#">Ted Talks – The Official Ted Guide to Public Speaking</a>	Chris Anderson	<p>The curator and Head of TED explains what it takes to give engaging, informative talks and what's ahead for the future in sharing ideas "worth knowing". Video and on line viewing platforms have changed the way information can be shared; great speakers/ storytellers can be found everywhere. Initially the TED organization was not sure about sharing their talks online but event attendance has actually increased because people see enormous value in the medium.</p>	<p>The mission of any talk is to inform and leave the listener with enough information and relevance that they know something more than when they arrived.</p> <p>Anyone who has an idea worth sharing is capable of giving a powerful talk. The key is not confidence, stage presence, or smooth talking, it's having something worth saying.</p>	★★★

Book & Link	Author	Details	Key Takeaway	Rating 4★
<a href="#">Still Procrastinating? The no-regrets guide to getting it done.</a>	Joseph R. Ferrari	<p>The book covers all the different types of procrastination and how to overcome them, so it stops holding your life back. Not a traditional self-help book as it's written by a psychology prof who researched procrastination for 20 years. Each chapter shares specific types of procrastination, and the research findings (in mostly non-academic talk). Each chapter finishes off by recommending how to manage and overcome that particular type of procrastination. The book is more research/findings, rather than practical self-help so if you want to focus on a particular scenario, suggest looking at the Table of Contents – pick your scenario (chapter), then just read that bit.</p>	<p>I learnt how many different types of procrastination can impact people's lives in different ways, and at different times.</p> <p>Also that it's often a combination of things that needs to be worked on. For example: Not doing something just because you don't want to (perhaps house chores) is less about 'procrastination' and more about 'self-regulation', and hence has different mechanisms on how to manage and improve it.</p>	★★★
<a href="#">Shoe Dog – A Memoir by the Creator of Nike</a>	Phil Knight	<p>When most people think of Nike they think of the giant corporation we know today but it started out as this tiny rag-tag company with a shared love of running and sport. In this book Knight, Nike's creator, tells the story of how as young track runner, fresh out of business school he started the company that would grow to become Nike with a \$50 loan from his father. Well written, fascinating read. Made me look at Nike through different set of eyes.</p>	<p>You don't have to be the loudest person in the room to succeed. Phil Knight is a self-proclaimed introvert who is humble, loyal, extremely hard working and who has tried to stay true to his values throughout his career. For a company known for its branding and marketing, Phil Knight was a numbers guy and wasn't that interested in the marketing side of the business. His passion was making great running shoes.</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating 4★
<a href="#">The 4 Hour Workweek: Escape 9 – 5, Live Anywhere and Join the New Rich</a>	Timothy Ferriss	<p>The author redesigns his own life and approach to his business and work habits. Shares hacks and what worked for him that he learnt from others. He went from workaholic &amp; slave to his own company to developing multi streams of passive income and a radical way of conducting business to afford him the luxury of travel.</p>	<p>Utilize outsourcing companies to delegate work and to have assistants.</p> <p>Make money in USD/Cdn\$ and spend vacation time in countries where your dollar goes further to create the lifestyle you want to live and can't afford in your own country.</p>	★★★ ½
<a href="#">Taking the Leap: Freeing Ourselves from Old Habits and Fears</a>	Pema Chodron	<p>Writings on Buddhist ideas around habits and fears and how to identify our own &amp; simple steps to start trying to eliminate them. The concept of 'shenpa' is used to show us how certain habits of mind tend to 'hook' us and get us stuck in states of anger, blame, self-hatred, addiction. Once we start to recognize these patterns, they begin to lose their hold on us and we can begin to change our lives for the better.</p> <p>99 pages – so worth the read.</p>	<p>The Buddhist concept of "shenpa" - in translation can be "attachment". For the author it was "hooked". For me it was "stuck".</p> <p>Giving yourself permission to not get it right immediately and to celebrate small victories.</p>	★★★★

Book & Link	Author	Details	Key Takeaway	Rating 4★
<a href="#">The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results</a>	Gary Keller	<p>Defining and getting done the one thing that you can do each day that makes everything else either easier or unnecessary.</p> <p>The system of planning out the goals, whys, and One Thing (or “things” in sequence) to be the most productive as possible in growing your business. Simple concept but it takes the whole book to understand exactly what the author means and how to apply it.</p> <p>Tip: Follow this book with <i>The 12 Week Year</i> by Brian Moran and Michael Lennington to plan out the next 12 weeks as the most productive in your life! Each day = One Week of getting your One Thing DONE!</p>	<p>Knocking over bigger dominos each day/week helps your business to progress forward.</p> <p>Deciding on and doing the One Thing each day should be the priority. You did not have a productive day unless the One Thing was addressed</p>	★★★★