

2020

PROFESSOR**P**
Educator. Speaker. Trainer.

Professional
Reading List

A course of personal study and contemplation is an essential component for the individual development of every professional. Each of us faces busy schedules every day, and finding time to read and think is a recurring challenge. Nevertheless, even as we navigate the workforce, we must improve our minds through reading and critical thinking.

The evolving workforce demands us to improve our knowledge of our industries, economics, politics, and global affairs. We must know how to reinvent ourselves, hone in on our strengths and talents, and pursue innovation and change while preserving our core values in an era of fiscal constraint. As we read and study our profession, we create new opportunities to invest in ourselves and the years ahead.

I challenge you to read these books and discuss, debate,
and think critically about their ideas.

About the Program

The ProfessorP Professional Reading List is into three categories:

- Leadership
- Talent & Development
- Innovation

The purpose of these categories is to steer readers to topics in which they are most interested. Each of these books are suitable for readers from entry-level to c-level. They are selected works to help professionals sharpen their knowledge of our history and the decisive role played by leaders across the centuries. A sustained personal commitment to the critical study of a wide range of readings constitutes an essential professional responsibility for members of any profession.

Today, our country confronts extraordinary complexity in the strategic environment with new and emerging technologies competing with workforce requirements to challenge any professional. This reading list serves as a guide to the many topics worthy of professional consideration, contemplation, and serious discussion.

The appearance of a title on this reading list does not imply that ProfessorP endorses the author's views or interpretations. Nevertheless, these books contain thought-provoking ideas and viewpoints relevant to the competitive workforce.

A graphic featuring a large yellow arrow pointing right, set against a dark background. The word "LEADERSHIP" is written in bold, black, sans-serif capital letters across the middle of the yellow arrow. Above and below the arrow are several smaller, white, hand-drawn style arrows pointing in various directions.

LEADERSHIP

Unusually Excellent: The Necessary Nine Skills Required for the Practice of Great Leadership

John Hamm // Jossey-Bass, 2011

Often, when leaders experience trouble, they look to blame an outside source or expect a small tweak to right their ship. But many times they've actually lost their grip on the very basic foundation of leadership. The business environment may change, but no management trend can displace the core laws, proven over centuries, of excellent leadership. *Unusually Excellent* is an essential resource for leaders that brings these fundamentals together in a new and comprehensive way. This book will help leaders at any level keep their focus on the bedrock principles that will make them extraordinary.

It's the Manger

Jim Clifton // Gallup Press, 2019

The workplace is changing faster than ever, and so are the issues facing your managers. Their daily challenges include managing employees from different generations with different needs, diversity and inclusion, matrixed teams, artificial intelligence, and remote workforces.

One of the biggest challenges? Managers have to go from boss to coach.

It's the Manager equips your managers with 52 of Gallup's greatest discoveries from decades of research into the science of management -- breakthroughs that link to real business outcomes..

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LEADERSHIP

Strengths Based Leadership

Tom Rath // Gallup Press, 2009

Strengths Based Leadership includes an access code to complete the CliftonStrengths assessment. After you complete the assessment, you will receive a highly customized Strengths-Based Leadership Guide.

This special guide for leaders shows you how your top five strengths fit into the four domains of leadership strength introduced in the book. The guide also gives you strategies for leading with your top five strengths -- including how to meet followers' four basic needs, tips for leading others who are strong in those themes and illustrations of what the themes sound like in action. You can also create a custom team distribution chart by plotting the strengths of your team members based on the four domains of leadership strength.

The Truth about Leadership: The No-fads, Heart-of-the-Matter Facts You Need to Know

James M. Kouzes | Barry Z. Posner // Jossey-Bass, 2010

In these turbulent times, when the very foundations of organizations and societies are shaken, leaders need to move beyond pessimistic predictions, trendy fads, and simplistic solutions. They need to turn to what's real and what's proven. In their engaging, personal, and bold new book, Kouzes and Posner reveal ten time-tested truths that show what every leader must know, the questions they must be prepared to answer, and the real-world issues they will likely face.

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LEADERSHIP

The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations, 6th Edition

James M. Kouzes | Barry Z. Posner // Jossey-Bass, 2017

The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned, and as a relationship that must be nurtured to reach its full potential. This new sixth edition has been revised to address current challenges, and includes more international examples and a laser focus on business issues; you'll learn how extraordinary leaders accomplish extraordinary things, and how to develop your leadership skills and style to deliver quality results every time. Engaging stories delve into the fundamental roles that great leaders fulfill, and simple frameworks provide a primer for those who seek continuous improvement; by internalizing key insights and putting concepts into action, you'll become a more effective, more impactful leader.

Rumsfeld's Rules: Leadership Lessons in Business, Politics, War, and Life

Donald Rumsfeld // Broadside Books, 2013

The man once named one of America's ten "toughest" CEOs by Fortune magazine offers current and future leaders practical advice on how to make their companies and organizations more effective.

Throughout his distinguished career—as a naval aviator, a U.S. Congressman, a top aide to four American presidents, a high-level diplomat, a CEO of two Fortune 500 companies, and the only twice-serving Secretary of Defense in American history—Donald Rumsfeld has collected hundreds of pithy, compelling, and often humorous observations about leadership, business, and life. When President Gerald Ford ordered these aphorisms distributed to his White House staff in 1974, the collection became known as "Rumsfeld's Rules."

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TALENT & DEVELOPMENT

Wellbeing: The Five Essential Elements

Tom Rath | Jim Harter // Gallup Press, 2010

Wellbeing: The Five Essential Elements delves into each of the five essential elements of wellbeing and gives you recommendations for how to boost your wellbeing in each area.

The book also presents compelling findings from Gallup's research, including wellbeing statistics -- showing the percentages of those who are thriving, struggling and suffering -- in U.S. states and cities and in countries and areas around the world.

Strengths Based Selling

Brian Brim // Gallup Press, 2011

There's no one right way to sell. Salespeople get the best results by building on who they already are. This lively and liberating book will teach you to do just that.

Strengths Based Selling gives salespeople practical, hands-on advice. It walks them through the sales process and shows them how to use their strengths at each step. It provides practical advice that salespeople can use every day.

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TALENT & DEVELOPMENT

The First 90 Days

Michael D. Watkins // Harvard Business Review Press, 2013

In this updated and expanded version of the international bestseller *The First 90 Days*, Michael D. Watkins offers proven strategies for conquering the challenges of transitions—no matter where you are in your career. Watkins, a noted expert on leadership transitions and adviser to senior leaders in all types of organizations, also addresses today's increasingly demanding professional landscape, where managers face not only more frequent transitions but also steeper expectations once they step into their new jobs.

INNOVATION —



Born to Build

Jim Clifton | Sangeeta Badal // Gallup Press, 2018

Born to Build inspires entrepreneurs and ambitious, self-motivated people to build something that will change the world.

Born to Build helps you navigate the process of building and outlines a method you can use to build your future. This proven set of techniques can help you find or create opportunities for yourself as you learn the logical steps you need to take to successfully build something.