

Carver Financial Team Reading List – 2025



1440: What the Ultra-Successful Do to Get More Out of Every Minute and How You Can, Too – Randy Carver

Atomic Habits - An Easy and Proven Way to Build Good Habits & Break Bad Ones- James Clear

Building a Story Brand – Don Miller

Dare to Lead – Bene Brown

Emotional Intelligence 2.0 – Travis Bradberry and Jean Greaves

Extreme Ownership: How U.S. Navy Seals Lead and Win – Jocko Willink & Leif Babin

Getting Naked: A Business Fable About Shedding the Three Fears That Sabotage Client Loyalty – Patrick Lencioni

Good to Great – Jim Collins

Great by Choice – Jim Collins

How to Be A Great Boss – Gino Wickman & Rene Boer

Influence: The Psychology of Persuasion, Revised Edition – Robert B. Cialdini

Leaders Eat Last: Why Some Teams Pull Together and Others Don't - Simon Sinek

Leadership Lessons of the Navy SEALs: Battle-Tested Strategies for Creating Successful Organizations and Inspiring – Jeff Cannon & Jon Cannon

Limitless: Master your Mind, Defy the Odds and Achieve the Impossible – Randy Carver

Make Your Bed: Little Things That Can Change Your Life and Maybe the World – Willman McRaven

Organizational Physics: The Science of Growing a Business – Lex Sisny

Outliers: The Story of Success – Malcolm Gladwell

Powerful: Building a Culture of Freedom and Responsibility – Patty McCord

Presentation Zen – Garr Reynolds

Principles – Ray Dalio

Proven in The Trenches – Ron Carson

Raving Fans: A Revolutionary Approach to Customer Service – Kenneth H. Blanchard

Relentless: From Good to Great to Unstoppable – Tim Grover

Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business – Gino Wickman & Mark Winters

Selling the Invisible: A Field Guide to Modern Marketing – Harry Beckwith

Story Selling for Financial Advisors, How Top Producers Sell – Scott West & Mitch Anthony

Team of Teams: New Rules of Engagement for a Complex World - Stanley McChrystal

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk - Al Ries & Jack Trout

The 5 AM Club: Own Your Morning and Elevate Your Life – Robin Sharma

The Advantage: Why Organizational Health Trumps Everything Else in Business –
Patrick Lencioni

The Art of Impossible: A Peak Performance Primer - Steven Kotler

The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers and Clients for Life – Matt Oechsli

The Checklist Manifesto – Atul Gawande

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It –
Michael Gerber

The Fifth Discipline: The Art & Practice of a Learning Organization – Peter Senge

The Five Dysfunctions of a Team: A Leadership Fable – Patrick Lencioni

The Four Agreements – Don M Ruiz

The Infinite Game – Simon Sinek

The Innovators Dilemma – Clayton Christensen

The Motive - Patrick Lencioni

The Road Less Stupid - Keith Cunningham

The Three Box Solution – Vijay Govindarajan

Tipping Point – Malcolm Gladwell

Traction: Get A Grip on Your Business – Gino Wickman

True Greatness: Mastering - The Inner Game of Business Success – Kevin Elko & Bill Beusay

Turn The Ship Around - L. David Marguet

Way of the Wolf - Straight Line Selling – Jordan Belfort

Who Stole My Customer? Winning Strategies for Creating and Sustaining Customer Loyalty –
Harvey Thompson

You've Been Framed: How to Reframe Your Wealth Management Business and Renew Client Relationships – Ray Sclafani