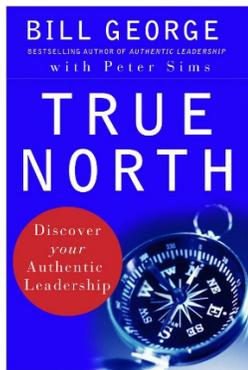


10 BOOKS THAT WILL CHANGE YOUR LIFE

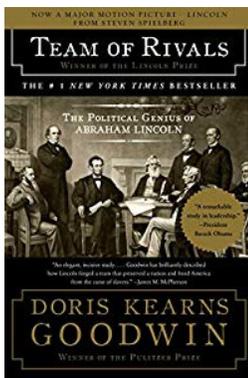


These are the books that have had a game-changing effect on my life and business, as well as the lives and businesses of the executives I coach. Some of these authors are my colleagues, and all are brilliant. I hope you enjoy their work! ~Dr. Tasha Eurich



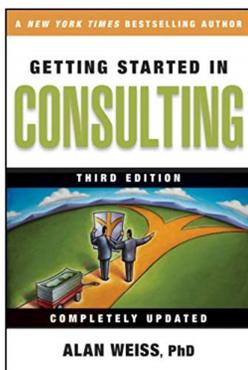
True North: Discover Your Authentic Leadership by Bill George

True North isn't just for leaders: it's for anyone who wants to live a more authentic life. Author Bill George is a Harvard Business School professor and former chairman and CEO of Medtronic, the world's leading medical technology company. His thesis is that when leaders lose their way, it usually isn't because they are bad people, it's because they haven't articulated what matters most to them—their true north—and had the discipline to live that true north, both in their careers and their personal lives. This book will help you to define your values, learn what motivates you, and stay grounded no matter what life throws your way.



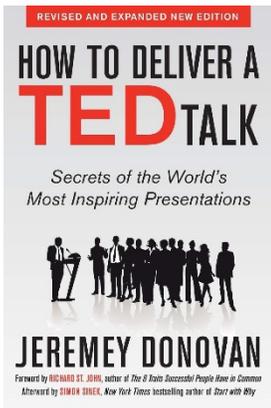
Team of Rivals: The Political Genius of Abraham Lincoln by Doris Kearns Goodwin

Though this book will be especially exciting for history buffs, at its heart, it is a study of what it means to bring out the best in ourselves and others. Lincoln's is arguably the most significant presidency in the history of the United States, and Goodwin's highly readable biography showcases how he saved a nation and ended the scourge of slavery. You will discover exactly what Lincoln did to become one of the most effective leaders in history—from his ability to bring diverse points of view together to his impeccable sense of timing to his masterful use of storytelling to his extraordinary resilience—and be able to apply those lessons to your own life.



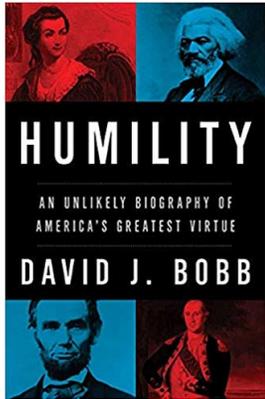
Getting Started in Consulting by Alan Weiss

If you've ever wanted to start a business of any kind—be it a side hustle or a full-time next step—Alan Weiss' book is literally worth its weight in gold. (Because of this book, I was able to start a business that was pulling in six figures in less than six months!) This comprehensive and highly practical resource covers everything from the practices of successful businesses (how to spend your time, how to market yourself, how to close deals) to the nuts and bolts of starting one (accounting, tax, financial matters). In addition, there are several valuable appendices: a sample business plan, to-do lists, and 101 questions for any sales situation you'll ever face.



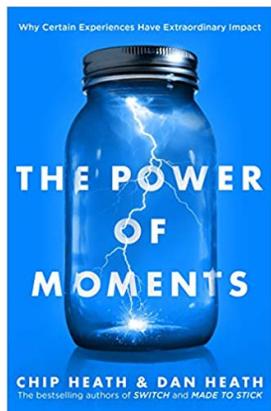
***How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations* by Jeremy Donovan**

Whether or not you ever give an actual TED talk, this book is a valuable resource for anyone who wants to be a better public speaker. Donovan provides dozens of invaluable tips to become a riveting and persuasive communicator—from crafting a powerful opening to organizing your talk to adding humor to slide design. (I can personally attest that this book works: I used it to help me write both my TEDx talks, which now have more than four million combined views!) The wealth of information in this book will invariably help you feel more confident and powerful in front of an audience—be it a one-on-one client meeting or an auditorium packed with thousands of people.



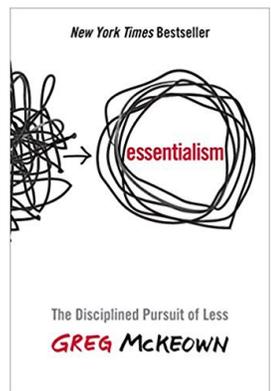
***Humility: An Unlikely Biography of America's Greatest Virtue* by David J. Bobb**

In this simply written and remarkable work, Bobb shows us why humility is the most needed, and most lacking, virtue in modern society. Through the diverse and often surprising portraits of George Washington, Frederick Douglass, and Abigail Adams (among others), you will learn why greatness and humility are not mutually exclusive. In a world where bluster and arrogance are often the currency of politics, business, and life—and humility is often seen as weak or passive—this book is a powerful reminder that it is the foundation for a life well-lived. It isn't just possible, but essential, to be great and humble at the same time. Bobb reveals that “Our challenge today is to rediscover and reawaken this utterly indispensable, alarmingly dormant national virtue before it's too late.”



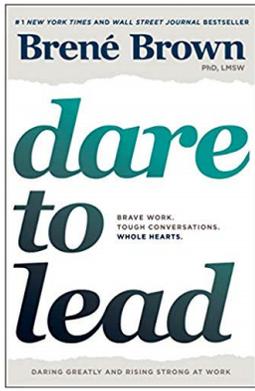
***The Power of Moments: Why Certain Experiences Have Extraordinary Impact* by Chip and Dan Heath**

The Heaths have written several classics (*Made to Stick*, *Switch*, *Decisive*), but this might be their best book yet. Their premise is that over the course of our lives, certain experiences “jolt us and elevate us and change us”—and if we can learn the defining principles of those moments, we can proactively engineer them in ourselves and others (as a preview, the four elements are elevation, insight, pride, and connection). The applications of this work are endless: to delight our customers, to artfully raise children, to deepen our relationships and our influence. *The Power of Moments* is truly a game-changer!



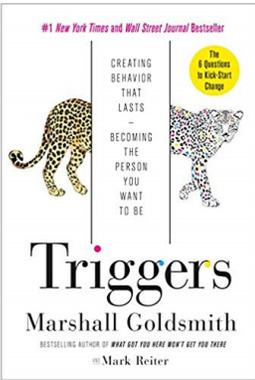
***Essentialism: The Disciplined Pursuit of Less* by Greg McKeown**

If you're like most people in our world today, you probably feel overworked and stretched far too thin. In this revolutionary book, you will learn a systematic discipline for determining what is essential and eliminating everything else (doesn't that sound amazing?!). For both myself and my clients, these concepts have been life-changing—McKeown shows you how to discern the vital few from the trivial many and shift how you spend your time so you're focusing on only what's essential. And this book isn't just theoretical; there is a ton of highly practical information and tools that you can apply right away. I suggest reading it with your team to realize the maximum benefits of becoming an Essentialist.



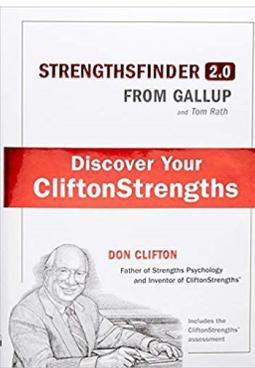
Dare to Lead: Brave Work, Tough Conversations, Whole Hearts by Brené Brown

Brené Brown is a force of nature, and *Dare to Lead* is essential reading. Her definition of leadership is brilliantly inclusive: “anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential.” In other words, everyone is a leader! There are almost too many leadership books out there to choose from, but *Dare to Lead* distinguishes itself by bringing courage and vulnerability to the forefront, which, as it turns out, are foundational for effective leadership. She also provides several enlightening and practical exercises for you and your team. This book will help you learn how to bring out the best in yourself and others, and in so doing, become better, stronger, and more wholehearted.



Triggers: Creating Behavior That Lasts—and Becoming the Person You Want to Be by Marshall Goldsmith

As anyone who has tried to change their behavior or habits can attest, doing so is one of the most difficult things humans can attempt. Goldsmith explains why this is the case: our behavior is often the result of unseen triggers in our environment that lure us away from being who we want to be. But perhaps more important, he shows us a path to actually make change happen in our lives—and to ensure that it sticks. The battle-tested magic bullet he reveals, the daily question process, will change your life and shape you into the person you really want to be. (I use this process every day, as does Marshall!).



StrengthsFinder 2.0 From Gallup: Discover Your Clifton Strengths by Don Clifton and Tom Rath

Research shows that when people have the chance to do what they do best every day, they are happier, more committed, and more productive. But all too often, our natural talents go untapped because we spend too much time trying to fix what’s wrong with us. Gallup first introduced the StrengthsFinder assessment in 2001, and since then, millions have taken it to learn their defining strengths. The book comes with a code to take the assessment for free where you will learn your top five defining strengths—through application questions and practical tips, it will also guide you through the process of understanding and leveraging those strengths to become the best of who you are and what you do.

Thanks for downloading this resource!

To learn about my work, get more resources, and take a free self-awareness quiz, go to www.Insight-Book.com

I'd love to hear your feedback on these titles, and any other books that you've found life-changing! tasha@tashaeurich.com

