In 2018, eight leaders came together to study thought leadership with Dorie Clark in a group called the Trajectory Mastermind.

Combined, our cohort has worked to support most every brand name in existence. Through our time together, we have discovered the value of our diversity in both thinking and how we approach what we do to improve the world of work. As those who influence others, we are also keenly aware of our own influences and decided to put together the following reading list as a resource for other entrepreneurs, thought leaders, and business owners.

In these pages, you’ll learn some about each of our participants (and Dorie as well!) and what books each of us recommends above all others. We hope this list inspires the expansion of your learning.
ANNE SUGAR

**Perennial Seller** The Art of Making and Marketing Work that Lasts | Ryan Holiday
How do perennial sellers endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity? Ryan Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google and American Apparel, as well as his interviews with the minds behind some of the greatest perennial sellers of our time.

**The Obstacle Is the Way** The Timeless Art of Turning Trials into Triumph | Ryan Holiday
Ryan Holiday shows us how some of the most successful people in history—from John D. Rockefeller to Amelia Earhart to Ulysses S. Grant to Steve Jobs—have applied stoicism to overcome difficult or even impossible situations. Their embrace of these principles ultimately mattered more than their natural intelligence, talents, or luck.

**Smartcuts** The Breakthrough Power of Lateral Thinking | Shane Snow
Serial entrepreneur and journalist Shane Snow delves into the reasons why some people and organizations are able to achieve incredible things in implausibly short time frames, showing how each of us can use these “smartcuts” to rethink convention and accelerate success.

Anne is an executive coach and speaker who has advised top leaders at companies including TripAdvisor, Sanofi Genzyme, and Havas. Anne serves as an executive coach for Harvard Business School Executive Education and has guest lectured at MIT. Prior to becoming an executive coach more than a decade ago, Anne served as a senior leader in the advertising industry, where she oversaw a team of 75 employees as SVP of Media at Digitas. She managed media planning for Fortune 500 clients including General Motors, Federal Express, and Delta. She draws on her extensive management experience, as well as her in-depth training in coaching methodology, to advise senior executives and high performers transitioning into leadership roles.
CHRISTIAN ORSTED

Christian has advised and taught a wide range of Danish and international companies in management and communications since 1996 and is known nationally as a management expert in national TV and newspapers. Over the past four years, more than 1,000 leaders from IBM, Novo Nordisk, Nordea, and SAS conducted leadership training with Christian and his company Orsted People Development (DK: Ørsted Udvikling & Ledelse). Other clients include Lego, Microsoft, Ford Motor Company, Coca-Cola, and the University of Copenhagen. Christian’s work is to inspire and engage leaders, giving perspectives, skills, and the tools to succeed. He is the author of national bestseller Lethal Leadership (DK: Livsfarlig ledelse).

Teaming How Organizations Learn, Innovate, and Compete in the Knowledge Economy
| Amy C. Edmondson
Amy Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work. The pace of change and the fluidity of most work structures means that it’s not really about creating effective teams anymore, but instead about leading effective teaming.

Antifragile Things That Gain from Disorder
| Nassim Nicholas Taleb
Antifragile is a standalone book in Nassim Nicholas Taleb’s landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don’t understand. The other books in the series are Fooled by Randomness, The Black Swan, Skin in the Game, and The Bed of Procrustes.

Never Split the Difference Negotiating as If Your Life Depended on It
| Chris Voss
After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a hostage negotiator brought him face-to-face with a range of criminals. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life.
Constance advises senior leaders in high-stakes situations and crisis. The success rate of her merger and acquisition clients is 400 percent above the average. Known as “the secret weapon,” she has worked with companies such as AT&T, Cox Enterprises, Delta Airlines, and Reckitt-Benckiser. Constance has been quoted in the Wall Street Journal, Fast Company, and Corporate Board Member. She writes regularly for Forbes and Chief Executive, and is the author of High-Stakes Leadership: Leading through Crisis with Courage, Judgment, and Fortitude and the forthcoming The Merger Mindset: How to Get It Right in the High-Stakes World of Mergers, Acquisitions, and Divestitures.

**Mindset** *The New Psychology of Success*  
| Carol S. Dweck, PhD  
After decades of research, world-renowned Stanford University psychologist Carol S. Dweck discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities.

**Thinking, Fast and Slow**  
| Daniel Kahneman  
Daniel Kahneman takes us on a tour of the mind and explains two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future—each of these can be understood only by knowing how the two systems shape our judgments and decisions.

**Necessary Losses** *The Loves, Illusions, Dependencies, and Impossible Expectations That All of Us Have to Give up in Order to Grow*  
| Judith Viorst  
From grief and mourning to aging and relationships, poet Judith Viorst presents a thoughtful and researched study in this examination of love, loss, and letting go. Drawing on psychoanalysis, literature, and personal experience, Necessary Losses is a philosophy for understanding and accepting life’s inevitabilities.
Steve is the CEO and founder of Mth Degree, a brand evolution consultant, speaker, writer, and artist. He has worked with more than 250 brands, including Samsung, NFL, Habitat for Humanity, New Balance, LG, Sony, and over 3,000 global business leaders. Steve is a regular speaker at national and global events including Creative Mornings, HOW Conference, Social Venture Network, AIGA, American Marketing Association, business schools, and many in-house corporate events and workshops. His forthcoming TEDx talk is entitled The Beautiful Business. He’s the author of two books, Brand Love and Loyalty and Humanizing the Customer Journey, and the forthcoming The Evolved Brand: How to Impact the World Through the Power of Your Brand.

Principles Life and Work | Ray Dalio
Ray Dalio, one of the world’s most successful investors and entrepreneurs, shares the unconventional principles that he’s developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals.

Leonardo da Vinci | Walter Isaacson
Based on thousands of pages from Leonardo’s astonishing notebooks and new discoveries about his life and work, Walter Isaacson weaves a narrative that connects his art to his science. He shows how Leonardo’s genius was based on skills we can improve in ourselves, such as passionate curiosity, careful observation, and an imagination so playful that it flirted with fantasy.

The Power of Moments Why Certain Experiences Have Extraordinary Impact | Chip Heath and Dan Heath
“Flagship moments, the peaks, the pits, and the transitions” dominate our assessments of our biggest experiences. With awareness of what contributes to the intensity of moments and what makes peaks as opposed to pits, they contend that we can intentionally enhance not just our own experiences, but our own lives and the lives of those around us.
Deep Work Rules for Focused Success in a Distracted World | Cal Newport
A mix of cultural criticism and actionable advice, Deep Work takes the reader on a journey through memorable stories—from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air—and no-nonsense advice. Deep Work is an indispensable guide to anyone seeking focused success in a distracted world.

Bad Blood Secrets and Lies in a Silicon Valley Startup | John Carreyrou
The full inside story of the breathtaking rise and shocking collapse of Theranos, the multibillion-dollar biotech startup, by the prize-winning journalist who first broke the story and pursued it to the end, despite pressure from its charismatic CEO and threats by her lawyers.

The Art of Asking How I Learned to Stop Worrying and Let People Help | Amanda Palmer
Even while Amanda is both admired and attacked for her fearlessness in asking for help, she finds there are important things she cannot ask for—as a musician, as a friend, and as a wife. She learns she isn’t alone, that so many people are afraid to ask for help and it paralyzes their lives and relationships. Amanda explores these barriers and discovers the emotional, philosophical, and practical aspects of the art of asking.

Dorie is an adjunct professor at Duke University’s Fuqua School of Business and the author of Entrepreneurial You, Reinventing You and Stand Out, which was named the #1 Leadership Book of 2015 by Inc. magazine. A former presidential campaign spokeswoman, the New York Times described her as an “expert at self-reinvention and helping others make changes in their lives.” A frequent contributor to the Harvard Business Review, she consults and speaks for clients including Google, Microsoft, and the World Bank. She is also a producer of a multiple Grammy-award-winning jazz album. You can download her free Entrepreneurial You self-assessment workbook and learn more at www.dorieclark.com/entrepreneur.
COREY BLAKE

**Giftology** *The Art and Science of Using Gifts to Cut through the Noise, Increase Referrals, and Strengthen Client Retention* | John Ruhlin

Does it feel like you work in a “red ocean filled with sharks?” Eat or be eaten. Continual battling over scarce resources. What if there was another path? What if you could create your own blue oasis where profits are higher, marketing is as natural as breathing, and competition is nearly nonexistent? This nirvana can be a reality when you practice the principles of Giftology.

**Becoming a Great Leader** *Lessons from Silicon Valley* | Gustavo Rabin, PhD

Leading Silicon Valley business psychologist and international corporate attorney Dr. Gustavo Rabin presents dynamic, transformative tools and strategies for today’s business leaders. Through the compelling stories of eight executives who have sought out his assistance, Dr. Rabin presents insightful approaches to leadership change that he has utilized with executives at Google, Intel, Linkedin, Cisco, and so many other companies.

**Necessary Endings** | Henry Cloud

Henry Cloud offers this mindset-altering method for proactively correcting the bad and the broken in our businesses and our lives. He challenges readers to achieve the personal and professional growth they both desire and deserve—and gives crucial insight on how to make those tough decisions that are standing in the way of a more successful business and, ultimately, a better life.

Corey is the founder and CEO of Round Table Companies (RTC), publisher of Conscious Capitalism Press, and a speaker, artist, and storyteller. He has won 15 independent publishing awards, and has been featured on the cover of the *Wall Street Journal* as well as in the *New York Times*, *USA Today*, *Inc.* magazine, *Forbes*, and *Wired*. Corey’s storytelling clients have included Tony Hsieh, Marshall Goldsmith, Robert Cialdini, Magoosh, Which Wich Superior Sandwiches, and Terlato Wines. Corey is also the creator of the Vulnerability Wall and the *Vulnerability is Sexy™* card game. His documentary of the same name won 2017 Addy and Hermes awards for branded content. He has spoken at YPO events, business schools, publically-traded companies, and annual conferences, and is a frequent speaker, facilitator, and emcee at Conscious Capitalism events around the country.
As Principal of Kemo Sabe, Lisa is an entrepreneur, business innovator and venture philanthropist who is passionate about reducing preventable harm and accelerating the commercialization of new medical technologies. Current clients include UNYQ and Novartis Neuroscience. Previously serving as CEO for Combat Medical, general manager for Biomet Bracing, vice president of Orthopaedics and general manager of Spine at Ossur, she has been awarded 19 patents and has published research in Spine and the Journal of Neurosurgery. Lisa earned her bachelor's in Fundamental Science (Bioengineering) from Lehigh University, and a master's in the Management of Technology from the School of Engineering and the Wharton School, University of Pennsylvania.

The Culture Code The Secrets of Highly Successful Groups | Daniel Coyle
Daniel Coyle goes inside some of the world’s most successful organizations—including the U.S. Navy’s SEAL Team Six, IDEO, and the San Antonio Spurs—and reveals what makes them tick. He demystifies the culture-building process by identifying three key skills that generate cohesion and cooperation, and explains how diverse groups learn to function with a single mind. Combining leading-edge science, on-the-ground insights from world-class leaders, and practical ideas for action, The Culture Code offers a roadmap for creating an environment where innovation flourishes, problems get solved, and expectations are exceeded.

New Power How Power Works in Our Hyperconnected World—and How to Make It Work for You | Jeremy Heimans and Henry Timms
Why do some leap ahead while others fall behind in our chaotic, connected age? In New Power, Jeremy Heimans and Henry Timms confront the biggest stories of our time—the rise of mega-platforms like Facebook and Uber; the out-of-nowhere victories of Obama and Trump; the unexpected emergence of movements like #MeToo—and reveal what’s really behind them: the rise of “new power.”
Karen Walker is a consultant, author, and advisor to CEOs and senior organization leaders to grow their companies toward outcomes that include IPOs, acquisitions, market share increases, and dramatic leadership development. She has advised dozens of companies, from startups to Fortune 500 firms including Aetna and BMC Software. Prior to launching her consultancy, Karen spent 14 years in leadership roles at Compaq Computer, where she began as the 104th employee and was part of the leadership team that made Compaq the fastest-growing company in American history at that time. As VP of Operating Services for Global Infrastructure, she helped spur the creation of more than $15 billion in value. She has served on advisory committees to Rice University and Texas A&M, and on the executive board of the Alley Theatre.

The Elements of Power Lessons on Leadership and Influence | Terry R. Bacon
What do a person’s knowledge, expressiveness, history, character, and attraction have in common? Or a person’s role, resources, information, network, and reputation? Each is a key to either personal or organizational power, and together they open the door to true leadership and irresistible influence. Bacon examines key business figures and world leaders alike to give an accessible and unprecedented pipeline to the many sources and types of internal and external power.

The Craftsman | Richard Sennett
Craftsmanship, says Richard Sennett, names the basic human impulse to do a job well for its own sake, and good craftsmanship involves developing skills and focusing on the work rather than ourselves. In this thought-provoking book, Sennett explores the work of craftsmen past and present, identifies deep connections between material consciousness and ethical values, and challenges received ideas about what constitutes good work in today’s world.

The Innovator's Dilemma When New Technologies Cause Great Firms to Fail | Clayton M. Christensen
Christensen’s work is cited by the world’s best-known thought leaders, from Steve Jobs to Malcolm Gladwell. In this classic bestseller—one of the most influential business books of all time—innovation expert Clayton Christensen shows how even the most outstanding companies can do everything right—yet still lose market leadership.
Kevin is the founder and partner at Career Attraction. Since 2008, the firm has helped more than 15,000 high-achieving professionals land six-figure jobs they love. Before launching Career Attraction, Kevin spent more than a decade in the executive search space. This included building and selling two boutique search firms, as well as consulting with Fortune 100 organizations on talent acquisition best practices. Prior to this, Kevin served as an infantry officer in the United States Army. Career Attraction’s work has been featured in the Wall Street Journal and Fast Company, and Forbes named them as one of the “Best Websites for Your Career.”

Team of Teams New Rules of Engagement for a Complex World | General Stanley McChrystal
In this powerful book, McChrystal and his colleagues show how the challenges they faced in Iraq can be relevant to countless businesses, nonprofits, and other organizations. The world is changing faster than ever, and the smartest response for those in charge is to give small groups the freedom to experiment while driving everyone to share what they learn across the entire organization. As the authors argue through compelling examples, the team of teams strategy has worked everywhere from hospital emergency rooms to NASA. It has the potential to transform organizations large and small.

The Go-Giver A Little Story About a Powerful Business Idea | Bob Burg and John David Mann
The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. He learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns. Today this timeless story continues to help its readers find fulfillment and greater success in business, in their personal lives, and in their communities.