# **TOP 3 BOOK RECOMMENDATIONS**

BUILTONY

FUL CREATIVE FALLY

med - we led at 2 coded - & hongest our both \ \ NEW PROTECT CIED

ENTHUSIASI > W Darlie Gre

(51) please him my one lumber about

OVESTIONAIRRE

"only when we are bling"

End out SAFELY SCARY

from www.charleskunken.com

FEAR (151)

for

to setting training gate what many

# BUSINESS

when we we clear the Every Flows - NO Shin, it we are

&

look = " Is for with Ging Will!"

# CREATIVITY

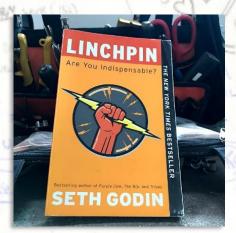
(+1 More For KICKING @\$\$)

A reading list to get you started right away...

ENTHUSIASI > NO FEAK (151) he man to labore CREAT WAR MING I had to Police (AN SEM (ISA) Dear Reader, (51) person from my other humanite admir or BULL DAY This is a short list of 'foundational' books, after reading which, things made more sense. End out SAFELY SCARY As they have served me may they steer you in a thousand possible directions. honest our but \ \ NEW PROTECT CISIO WE DEFEND AS OR RUST ON OVESTIONAIRRE \* Wascaniosan - Allatin to Wheeler Willer from Stranger To the adventure, DROUGHT WRITE willing from a left ... one falled of **Charlie Kunken** FAMELIN "Only when we are being What are your foundational books? Shoot us a note and let us know. We'd love to hear. Creating Progress Activity ( pa) www.charleskunken.com

# Top 3 Business:

### 1. Linchpin by Seth Godin



#### **Change Your Approach.**

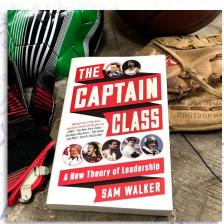
ENTHUSIASI > 12

The people who figure out what to do when there's no rule book...and turn each day into a kind of art.

"Understanding that your job is to make something happen changes what you do...if you can only lead, not push, then you make different choices." (p.221)

BOW MY SAFELY SCARY

### 2. The Captain Class by Sam Walker



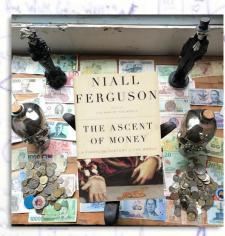
### **Change What You Knew.**

The seventeen most dominant teams in sports history had one thing in common...

QUESTIONAIRRE

"...a team is more likely to become elite if it has a captain that leads from the shadows." (p.57)

## 3. The Ascent of Money by Niall Ferguson



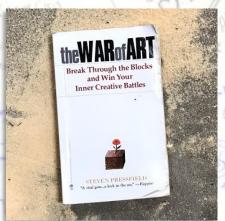
#### **Change Your Scope.**

The original technology that catalyzed human advancement, from ancient Mesopotamia to the Italian Renaissance to Wall Street.

"...human beings first began to produce written records...not to write history, poetry or philosophy, but to do business." (p.27)

# Top 3 Creativity:

### 1. The War of Art by Steven Pressfield



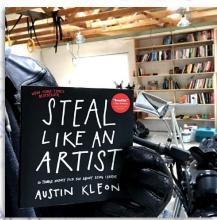
### **Change Your Relationship With Fear.**

How to identify, defeat, and unlock the inner barriers to creativity...and success.

ENTHUSIASI)

"Creative work is...a gift to the world and every being in it. Don't cheat us of your contributions. Give us what you've got." (back cover)

### 2. Steal Like an Artist by Austin Kleon



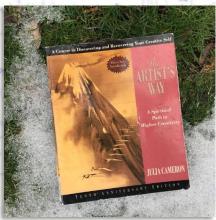
# Change Your Perception of 'Doing Art'.

Enut IN SAFELY SCARY

10 transformative principles that will help you discover your artistic side and build a more creative life.

"...embrace influence, school yourself through the work of others, remix and reimagine to discover your own path." (inside cover)

## 3. The Artist's Way by Julia Cameron



#### **Change Your Life.**

There's no such thing as a non-creative person. Period. This is *the* book.

"Many of us wish we were more creative...we hunger for an expanded sense in our business lives, with our children, our spouse, our friends...stop telling yourself that it's too late...stop telling yourself that it's a luxury." (pp. 5-6)

# + 1 More for KICKING @\$\$:

FEAR (151)

How Champions Think by Dr. Bob Rotella

#### Change It All.

Police PAN SAM (ISA)

Making your dreams happen starts with how you see yourself.



Wack around delusional about how great you can be...

the to move to be the

ENTHUSIASI > W

... and then FIGHT

So hard for it EVERYDAY.

... that the delusion ...

BECOMES THE TRUTH.

- Lody Gage in
'How CHAMPIONS THINK'
(P270)

Activity (1901