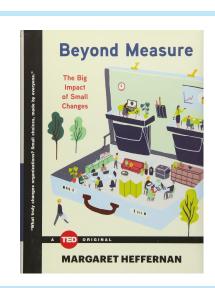


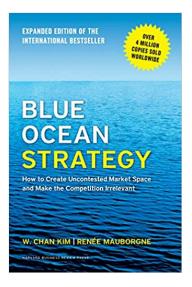
ATOMIC HABITS - JAMES CLEAR

No matter your goals, *Atomic Habits* offers a proven framework for improving - every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones and master the tiny behaviors that lead to remarkable results.

BEYOND MEASURE - MARGARET HEFFERMAN

A powerful manifesto for CEOs and employees alike: Influential and award-winning business leader Margaret Heffernan reveals how organizations can build ideal workplace cultures and create seismic shifts by making deceptively small changes.



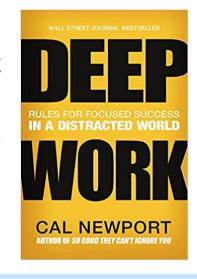


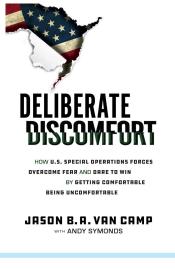
BLUE OCEAN STRATEGY - W. CHAN KIM & RENEÉ MAUBORGNE

Blue Ocean presents a systematic approach to making the competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. Upending traditional thinking about strategy, this bestselling book charts a bold new path to winning the future.

DEEP WORK - CAL NEWPORT

In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. A mix of cultural criticism and actionable advice, *Deep Work* takes the reader on a journey through memorable stories and no-nonsense advice. *Deep Work* is an indispensable guide to anyone seeking focused success in a distracted world.



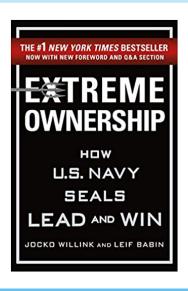


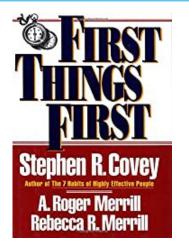
DELIBERATE DISCOMFORT - JASON B.A. VAN CAMP & ANDY SYMONDS

Deliberate Discomfort is the ultimate book on leadership and self-improvement, depicting how these warriors found a way to win under incredible odds with never-quit attitudes. The authors don't just tell you how to thrive under pressure; they show you how, in first-person narratives.

EXTREME OWNERSHIP - JOCKO WILLINK & LEIF BABIN

Extreme Ownership demonstrates how to apply them to any team or organization and in any leadership environment. A compelling narrative with powerful instruction and direct application, Extreme Ownership challenges leaders everywhere to fulfill their ultimate purpose: lead and win.



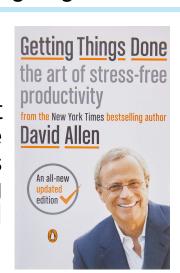


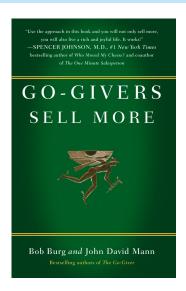
FIRST THINGS FIRST - STEPHEN R. COVEY

In *First Things First*, Stephen M. R. Covey advocates categorizing tasks by urgency and importance so that you can focus on what actually needs to be done. *First Things First* provides you with a compass, because where you're headed is more important than how fast you're going.

GETTING THINGS DONE - DAVID ALLEN

Getting Things Done has become one of the most influential business books of its era, and the ultimate book on personal organization. "GTD" is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites, organizational tools, seminars, and offshoots.



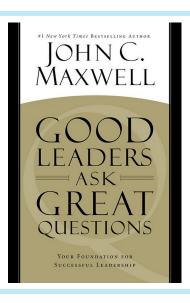


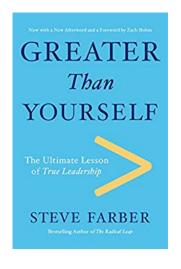
GO-GIVERS SELL MORE - BOB BURG & JOHN DAVID MANN

A practical guide that makes giving the cornerstone of a powerful and effective approach to selling. Drawing on a wide range of examples of real-life salespeople who have prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

GOOD LEADERS ASK GREAT QUESTIONS - JOHN C. MAXWELL

In Good Leaders Ask Great Questions, John C. Maxwell shows how asking questions can change your life, teaching you why questions are so important, what questions you should ask yourself as a leader, and what questions you should be asking your team.





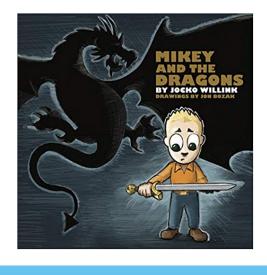
GREATER THAN YOURSELF - STEVE FARBER

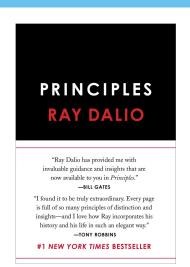
Farber shows that the goal of a genuine leader is to help others become more capable, confident, and accomplished than they are themselves. Through the actions of a forward-thinking and extraordinarily successful CEO, Farber reveals the three keys to achieving this: Expand Yourself, Give Yourself, and Replicate Yourself.

MIKEY AND THE DRAGONS - JOCKO WILLINK

How does a child learn to overcome their fears? Willink presents a timeless tale about a young boy's wondrous journey of self-empowerment and overcoming his fears. The timeless lessons of this book

will resonate with readers young and old.



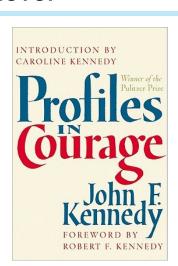


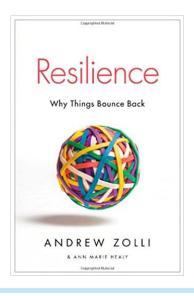
PRINCIPLES - RAY DALIO

In *Principles*, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. *Principles* offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve.

PROFILES IN COURAGE - JFK

Written in 1955, *Profiles in Courage* remains a moving, powerful, and relevant testament to the indomitable national spirit and an unparalleled celebration of that most noble of human virtues. It resounds with timeless lessons on the most cherished of virtues and is a powerful reminder of the strength of the human spirit.



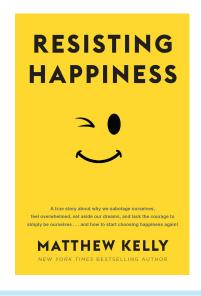


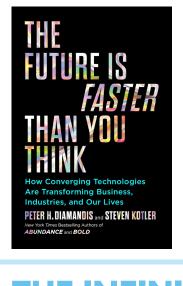
RESILIENCE - ANDREW ZOLLI & ANN MARIE HEALY

Zolli and Healy show how the concept of resilience is a powerful lens through which we can assess major issues. *Resilience* sheds light on why some systems, people, and communities fall apart in the face of disruption and, ultimately, how they can learn to bounce back.

RESISTING HAPPINESS - MATTHEW KELLY

Ordinary people and the finest philosophers have been exploring the question of happiness for thousands of years, and theories abound. But this is not a book of theory. Resisting Happiness is a deeply personal, disarmingly transparent look at why we sabotage our own happiness and what to do about it.





THE FUTURE IS FASTER THAN YOU THINK - PETER DIAMANDIS & STEVEN KOTLER

Technology is accelerating far more quickly than anyone could have imagined. In this gripping and insightful roadmap to our near future, Diamandis and Kotler investigate how wave after wave of exponentially accelerating technologies will impact both our daily lives and society as a whole.

THE INFINITE GAME - SIMON SINEK

Are you playing the finite game or the infinite game? In *The Infinite Game*, Sinek applies game theory to explore how great businesses achieve long-lasting success. He finds that building long-term value and healthy, enduring growth - that playing the infinite game - is the only thing that matters to your business.

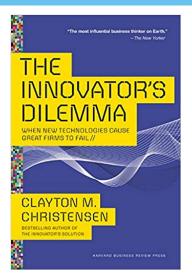


HALHAHE

GAME

NEW YORK TIMES
BESTSELLER
AUTHOR
START
WITH WHY
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LEADERS
EAT LAST

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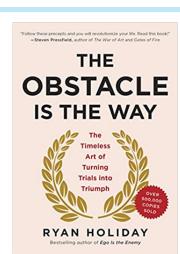


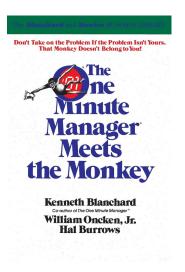
THE INNOVATOR'S DILEMMA -CLAYTON M. CHRISTENSEN

No matter the industry, a successful company with established products will get pushed aside managers know how and when unless abandon traditional business practices. Offering successes and failures from both companies as a guide, this book gives you a set of rules for capitalizing on disruptive innovation.

THE OBSTACLE IS THE WAY - RYAN **HOLIDAY**

Holiday shows us how some of the most applied successful people in history have stoicism to overcome difficult or even impossible situations. Their embrace of these principles ultimately mattered more than their natural intelligence, talents, or luck.



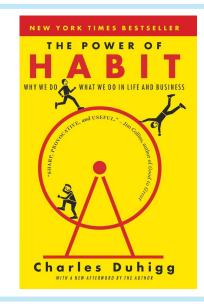


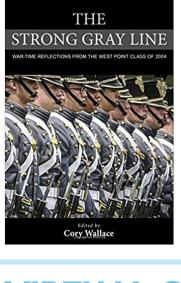
THE ONE MINUTE MANAGER MEETS THE MONEY - KENNETH BLANCHARD

When a person goes to the boss with a problem and the boss agrees to do something about it, the monkey is off his back and onto the boss's. Here is priceless advice from three famous experts: how managers can meet their own priorities, give back other people's monkeys, and let them solve their own problems.

THE POWER OF HABIT - CHARLES **DUHIGG**

The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, transform our businesses, can we communities, and our lives.



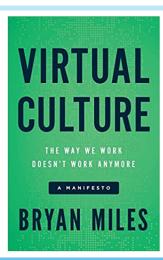


THE STRONG GRAY LINE - CORY WALLACE

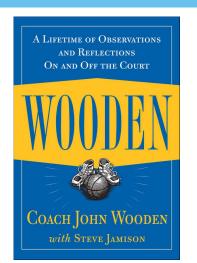
The Strong Gray Line was written by members of the West Point class of 2004. This class suffered the highest casualty rate since those that graduated during the Vietnam War. In this book, thirteen of their classmates who lost their lives are profiled to help the reader gain an understanding of the bond forged between classmates during time at West Point, a bond that transcends the separation of death.

VIRTUAL CULTURE - BRYAN MILES

In Virtual Culture, visionary entrepreneur Bryan Miles champions the benefits of remote working. When you recognize and respect your employees' time inside and outside work hours, giving them the freedom to work from home, you will retain amazing talent and create a result-oriented virtual culture.



MCFa Sovosa 2020 READING LIST



WOODEN - COACH JOHN WOODEN & STEVE JAMISON

Wooden presents the timeless wisdom of legendary basketball coach John Wooden. In honest and telling passages about virtually every aspect of life, Coach shares his personal philosophy on family, achievement, success, and excellence.

YOUR BEST YEAR EVER - MICHAEL HYATT

In Your Best Year Ever, Michael Hyatt shares a powerful, proven, research-driven system for setting and achieving goals. author Hyatt wants readers to know that it doesn't have to be this way. In fact, he thinks that this is the year readers can finally close the gap between reality and their dreams.

