



## Required and Recommended Readings of the Rural Leadership North Dakota Program

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### Required reading for the program:

#### [“Emotional Intelligence 2.0”](#)

Author: Travis Bradberry

In today's fast-paced world of competitive workplaces and turbulent economic conditions, each of us is searching for effective tools that can help us to manage, adapt, and strike out ahead of the pack.

*Emotional Intelligence 2.0* delivers a step-by-step program for increasing your EQ via four, core EQ skills that enable you to achieve your fullest potential

#### [“Business Class – etiquette essentials for success at work”](#)

Author: Jacqueline Whitmore

Business etiquette is a powerful, practical, and profitable skill you can use when it most counts to get a job, keep a job, or succeed on the job. It is a set of rules and guidelines that makes your professional relationships more harmonious, productive, manageable, and meaningful.

International etiquette expert Jacqueline Whitmore provides tips, tactics, and cautionary tales—gleaned from the experience of a multitude of successful CEOs and top managers.

#### [“The Leadership Challenge”](#)

Author: James M. Kouzes and Barry Z. Posner

A good leader gets things done; a *great* leader aspires, inspires, and achieves more. This book highlights the differences between good and great, and shows you how to bridge the chasm between getting things done and making things happen.

#### [“Crucial Conversations: Tools for Talking When Stakes are High”](#)

Author: Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler

Perhaps once a decade, a book comes along that transforms people's lives in a very real, measurable way. This is one of them. *Crucial Conversations* gets you past the hard parts of dialogue and helps you achieve relationships that are real, productive, and that will enrich your life and career.

# Other Recommended Readings:

## *Business Leadership*

### [“Blink”](#)

Author: Malcolm Gladwell

Blink is a book about how we think without thinking, about choices that seem to be made in an instant-in the blink of an eye-that actually aren't as simple as they seem. Blink reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"-filtering the very few factors that matter from an overwhelming number of variables.

### [“Built to Last: Successful Habits of Visionary Companies”](#)

Author: Jim Collins and Jerry I. Porras

Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, *Built to Last* provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

### [“Getting to Yes: Negotiating Agreement without Giving In”](#)

Author: Roger Fisher

*Getting to Yes* offers a proven, step-by-step strategy for coming to mutually acceptable agreements in every sort of conflict. Thoroughly updated and revised, it offers readers a straight-forward, universally applicable method for negotiating personal and professional disputes without getting angry-or getting taken.

### [“Good to Great: Why Some Companies Make the Leap and Others Don’t”](#)

Author: Jim Collins

*Built to Last*, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning.

### [“Grit: The Power of Passion and Perseverance”](#)

Author: Angela Duckworth

Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls “grit.”

Among *Grit*'s most valuable insights: any effort you make ultimately counts *twice* toward your goal; grit can be *learned*, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, *Grit* is a book about what goes through your head when you fall down, and how *that*—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success”

### **[“How to Lead When You’re Not in Charge”](#)**

Author: Clay Scroggins and Andy Stanley

One of the greatest myths of leadership is that you must be in charge in order to lead. Great leaders don't buy it. Great leaders lead with or without the authority and learn to unleash their influence wherever they are.

With practical wisdom and humor, Clay Scroggins will help you nurture your vision and cultivate influence, even when you lack authority in your organization. And he will free you to become the great leader you want to be so you can make a difference right where you are. Even when you're not in charge.

### **[“Leadership without Easy Answers”](#)**

Author: Ronald A. Heifetz

Drawing on a dozen years of research among managers, officers, and politicians in the public realm and the private sector, among the nonprofits, and in teaching, Heifetz presents clear, concrete prescriptions for anyone who needs to take the lead in almost any situation, under almost any organizational conditions, no matter who is in charge. His strategy applies not only to people at the top but also to those who must lead without authority--activists as well as presidents, managers as well as workers on the front line.

### **[“Leading at the Edge: Leadership Lessons from the Extraordinary Saga of Shackleton's Antarctic Expedition”](#)**

Author: Dennis T. Perkins, Margaret P. Holtman and Jillian B. Murphy

Today's leaders have much to learn from this gripping account of survival against all odds. *Leading at The Edge* will help them navigate the rough waters of any turbulent environment and achieve success in the face of adversity.

### **[“It’s Your Ship: Management Techniques from the Best Damn Ship in the Navy”](#)**

Author: D. Michael Abrashoff

The story of Captain D. Michael Abrashoff and his command of USS Benfold has become legendary inside and outside the Navy. The slogan on board became "It's your ship," and Benfold was soon recognized far and wide as a model of naval efficiency. How did Abrashoff do it? Against the backdrop of today's United States Navy-Benfold was a key player in our Persian Gulf fleet-Abrashoff shares his secrets of successful management in this book.

### **[“Leadership for the Common Good: Tackling Public Problems in a Shared-Power World”](#)**

Author: Barbara C. Crosby and John M. Bryson

Barbara Crosby and John Bryson expand on their proven leadership model and offer new insights and guidance to leaders. This edition is a practical resource for a new generation of leaders and aspiring leaders and includes success stories, challenges, and real-world experience.

### **[“Leadership is Art”](#)**

Author: Max Depree

In what has become a bible for the business world, the successful former CEO of Herman Miller, Inc., explores how executives and managers can learn the leadership skills that build a better, more profitable organization.

**[“The Power of Focus Tenth Anniversary Edition: How to Hit Your Business, Personal and Financial Targets with Absolute Confidence and Certainty”](#)**

Author: Jack Canfield, Mark Hansen and Les Hewitt

Authors Jack Canfield, Mark Victor Hansen and Les Hewitt have joined forces to create a special 10<sup>th</sup> Anniversary Edition of this enduring classic. Each of these masters of business and personal development provide a crystal clear picture of why your ability to focus is even more vital today in determining your future success.

**[“Purple Cow: Transform Your Business by Being Remarkable”](#)**

Author: Seth Godin

The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable.

**[“Shackleton's Way: Leadership Lessons from the Great Antarctic Explorer”](#)**

Author: Margot Morrell

Sir Ernest Shackleton has been called "the greatest leader that ever came on God's earth, bar none" for saving the lives of the twenty-seven men stranded with him in the Antarctic for almost two years. Because of his courageous actions, he remains to this day a model for great leadership and masterful crisis management.

**[“The 5 Languages of Appreciation in the Workplace”](#)**

Author: Gary Chapman and Paul White

This book will give you the tools to improve staff morale, create a more positive workplace, and increase employee engagement. How? By teaching you to effectively communicate *authentic* appreciation and encouragement to employees, co-workers, and leaders. Most relational problems in organizations flow from this question: *do people feel appreciated?* This book will help you answer “Yes!” Its principles about human behavior have helped businesses, non-profits, hospitals, schools, government agencies, and organizations with remote workers.

**[“The Future of Leadership: Today's Top Leadership Thinkers Speak to Tomorrow's Leaders”](#)**

Author: Thomas Cummings, Warren Bennis and Gretchen M. Spreitzer

A stellar cast of the world's foremost leadership gurus comes together in one place to offer their thoughts on leadership in the new economy. Edited by renowned leadership expert Warren Bennis, the book addresses issues that Bennis identifies as the ones that "keep CEOs up at night", including why we tolerate bad leaders, why leadership is everyone's business, and how ethics will play into new leadership.

**[“The Leader of the Future”](#)**

Author: Frances Hesselbein, Richard Beckhard and Marshall Goldsmith

This is a book about future—the future quality of our lives, our business, our organizations and our society—and the leadership required to move us into the exciting unknown. The leaders who will be successful in shaping the future are already scanning far beyond the horizon.

### [“The Power of Positive Leadership”](#)

Author: Jon Gordon

We are not positive because life is easy. We are positive because life can be hard. As a leader, you will face numerous obstacles, negativity, and tests. There will be times when it seems as if everything in the world is conspiring against you and your vision seems more like a fantasy than a reality. That’s why positive leadership is essential! Positive leadership is not about fake positivity. It is the real stuff that makes great leaders great. The research is clear. Being a positive leader is not just a nice way to lead. It's the way to lead if you want to build a great culture, unite your organization in the face of adversity, develop a connected and committed team and achieve excellence and superior results.

### [“The World is Flat”](#)

Author: Thomas L. Friedman

In this brilliant new book, the award-winning *New York Times* columnist Thomas Friedman demystifies the brave new world for readers, allowing them to make sense of the often bewildering global scene unfolding before their eyes. With his inimitable ability to translate complex foreign policy and economic issues, Friedman explains how the flattening of the world happened at the dawn of the twenty-first century; what it means to countries, companies, communities, and individuals; and how governments and societies can, and must, adapt. *The World Is Flat* is the timely and essential update on globalization, its successes and discontents

### [“The Tipping Point: How Little Things Can make a Big Difference”](#)

Author: Malcolm Gladwell

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, which is already changing the way people throughout the world think about selling products and disseminating ideas.

## Community Leadership

### [“Bowling Alone: The Collapse and Revival of American”](#)

Author: Robert D. Putnam

Shows how changes in work, family structure, age, women's roles, and other factors have caused people to become increasingly disconnected from family, friends, neighbors, and democratic structures--and how they may reconnect.

### [“Ripples from the Zambezi: Passion, Entrepreneurship, and the Rebirth of Local Economies”](#)

Author: Ernesto Sirolli

An inspired account of a revolutionary approach to revitalizing urban and rural economies, one person at a time. Through "Enterprise Facilitation," depressed communities can build lasting hope and prosperity by first helping individuals recognize their talents and their business passion, and then provide the skills necessary to transform their dreams into meaningful and rewarding work.

### [“Rural Communities: Legacy + Change”](#)

Author: Cornelia Butler Flora

*Rural Communities: Legacy and Change* uses its unique Community Capitals framework to examine how America's diverse rural communities use their various capitals (natural, cultural, human, social, political, financial, and built) to address the modern challenges that face them.

### [“Seven Secrets to Coping with Change in Small Towns”](#)

Author: Heartland Center for Leadership Development

Resistance to change is one of the greatest challenges facing rural leaders. Explore seven attributes that smart leaders use to navigate through a social and economic environment in which change is the only constant.

### [“Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future”](#)

Author: Suzanne W. Morse

*Smart Communities* provides directions for strategic decision-making and outlines the key strategies used by thousands of leaders who have worked to create successful communities. Outlining seven "leverage points" for decision-making used by thousands of leaders who have worked to create successful communities.

### [“The Community Leadership Handbook: Framing Ideas, Building Relationships, and Mobilizing Resources”](#)

Author: James F. Krile

Your roadmap to community leadership: This significant guide puts the tools of democracy into everyone's hands. Based on the best of Blandin Foundations 20-year experience in developing community leaders, it gives community members like yourself the tools to bring people together to make changes.

### [“Transforming Leadership”](#)

Author: James MacGregor Burns

Focusing on the ways that leaders emerge from being ordinary transactional deal-makers to become dynamic agents of major social change who empower their followers. Burns illustrates the evolution of leadership structures, from the chieftains of tribal African societies, through Europe's absolute monarchies, to the blossoming of liberty and democracy during the American Revolution.

### **“The World Café: Shaping Our Futures Through Conversations That Matter”**

Author: Juanita Brown and David Isaacs

The World Cafe is a flexible, easy-to-use process for fostering collaborative dialogue, sharing mutual knowledge, and discovering new opportunities for action. Based on living systems thinking, this innovative approach creates dynamic networks of conversation that can catalyze an organization or communities own collective intelligence around its most important questions.

### **“Turning to One Another: Simple Conversations to Restore Hope to the Future”**

Author: Margaret J. Wheatley

"I believe we can change the world if we start talking to one another again." With this simple declaration, Margaret Wheatley proposes that people band together with their colleagues and friends to create the solutions for real social change, both locally and globally, that are so badly needed. Such change will not come from governments or corporations, she argues, but from the ageless process of thinking together in conversation. Turning to One Another encourages this process.

## Self-Improvement

### **[“Change Your Questions, Change Your Life: 12 Powerful Tools for Leadership, Coaching, and Life”](#)**

Author: Marilee Adams and Foreword by Marshall Goldsmith

Marilee Adams shows how the kinds of questions we ask shape our thinking and can be the root cause of many personal and organizational problems. She uses a highly instructive and entertaining story to show how to quickly recognize any undermining questions that pop into your mind—or out of your mouth—and reframe them to achieve amazingly positive and practical results.

### **[“Falling Forward”](#)**

Author: John C. Maxwell

The major difference between achieving people and average people is their perception of and response to failure. John C. Maxwell takes a closer look at failure—and reveals that the secret of moving beyond failure is to use it as a lesson and a stepping-stone. He covers the top reasons people fail and shows how to master fear instead of being mastered by it. Readers will discover that positive benefits can accompany negative experiences—if you have the right attitude.

### **[“Great Quotes from Great Leaders: Words from the Leaders Who Shaped the World”](#)**

Author: Peggy Anderson

If you like history and great quotes, you'll love this book which combines a brief biography of 32 world famous leaders with photographs and powerful quotes. You and your family will learn from this collection of wisdom—echoing the integrity, strength of character, and passion of extraordinary men and women.

### **[“The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change”](#)**

Author: Stephen R. Covey

The book presents a principle-centered approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, honesty and human dignity - principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

### **[“The 8<sup>th</sup> Habit: From Effectiveness to Greatness”](#)**

Author: Stephen R. Covey

*The 8th Habit* is the answer to the soul's yearning for greatness, the organization's imperative for significance and superior results, and humanity's search for its "voice". Profound, compelling, and stunningly timely, this groundbreaking new book of next-level thinking gives a clear way to finally tap the limitless value-creation promise of the "Knowledge Worker Age".

### **[“The Highly Sensitive Person: How to Thrive When the World Overwhelms You”](#)**

Author: Elaine Aron

Stating that hypersensitivity is an asset rather than a flaw, a guide for the one out of every five people who is highly subject to his or her surroundings offers coping methods while explaining how to benefit from sensitivity-related personality traits.

### **“How Full is your Bucket”**

Author: Tom Rath and Donald O. Clifton

The #1 *New York Times* and #1 *BusinessWeek* bestseller, *How Full Is Your Bucket?*, reveals how even the briefest interactions affect your relationships, productivity, health, and longevity. Organized around a simple metaphor of a dipper and a bucket, and grounded in 50 years of research, this book will show you how to greatly increase the positive moments in your work and your life -- while reducing the negative.

### **“The Last Season: A Team in Search of It’s Soul”**

Author: Phil Jackson

In *The Last Season*, Lakers coach Phil Jackson draws on his trademark honesty and insight to tell the whole story of the season that proved to be the final ride of a truly great dynasty. From the signing of future Hall-of-Famers Karl Malone and Gary Payton to the Kobe Bryant rape case/media circus, this is a riveting tale of clashing egos, public feuds, contract disputes, and team meltdowns that only a coach, experience and ability could tell. Full of tremendous human drama and offering lessons on coaching and on life, this is a book that no sports fan can possibly pass up.

### **“The Likeability Factor: How to Boost Your L-Factor and Achieve Your Life's Dreams”**

Author: Tim Sanders

The choices other people make about you determine your health, wealth, and happiness. And decades of research prove that people choose who they like. The good news is that you can arm yourself for the contest and win life’s battles for preference. How? By raising your likeability factor. When you improve these areas and boost your likeability factor, you bring out the best in others, handle life’s challenges with grace, enjoy better health, and excel in your daily roles.

### **“Mindfulness”**

Author: Ellen J. Langer

Langer offers the reader the essence of her 15 years of research in social psychology. She demonstrates the grave and pervasive consequences of mindlessness and the startling benefits of mindfulness.

### **“The Power of Nice: How to Conquer the Business World With Kindness”**

Author: Linda Kaplan Thaler and Robin Koval

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog eat dog mentality, the Kaplan Thaler Group has succeeded through chocolate and flowers. In *The Power of Nice*, through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first.

### **“The Travelers Gift”**

Author: Andy Andrews

What makes the difference between failure and success? Join David Ponder in The Traveler’s Summit on his incredible journey to discover the Seven Decisions for Success that can turn any life around, no matter how hopeless a situation may seem.

### **“Leadership Gold: Lessons I’ve Learned from a Lifetime of Leading”**

Author: John C. Maxwell

*Leadership Gold* took Maxwell a lifetime to write, and it delivers his most valuable lessons from forty years of leading. With his signature style, Maxwell comes alongside like a mentor, candidly taking readers through what feels like a one-on-one leadership program.

### ***“Leadership the Eleanor Roosevelt Way”***

Author: Robin Gerber

Eleanor Roosevelt's remarkable ability to confront and overcome hurdles—be they political, personal, or social—made her one of the greatest leaders of the last century, if not all time. In *Leadership the Eleanor Roosevelt Way*, author and scholar Robin Gerber examines the values, tactics, and beliefs that enabled Eleanor Roosevelt to bring about tremendous change—in herself and in the world.

### ***“Thinking for a Change: 11 Ways Highly Successful People Approach Life and Work”***

Author: John C. Maxwell

To do well in life, we must first think well. But can we actually learn new mental habits? Thinking for a Change answers that with a resounding “yes” -- and shows how changing your thinking can indeed change your life. Thinking for a Change is a unique primer not on what to think, but how to best use one of your most precious possessions: your mind.

### ***“What Color Is Your Parachute? 2018: A Practical Manual for Job-Hunters and Career-Changers”***

Author: Richard Bolles

*What Color Is Your Parachute?* combines classic elements like the famed Flower Exercise with updated tips on social media and search tactics. Bolles demystifies the entire job-search process, from writing resumes to interviewing to networking, expertly guiding job-hunters toward their dream job.

## Change Management

### [“The Essentials of Theory U: Core Principles and Applications”](#)

Author: C. Otto Scharmer

What prevents us from attending to situations more effectively is that we aren't fully aware of that interior condition from which our attention and actions originate. Scharmer calls this lack of awareness our blind spot. He illuminates the blind spot in leadership today and offers hands-on methods to help change makers overcome it through the process, principles, and practices of Theory U. And he outlines a framework for updating the "operating systems" of our educational institutions, our economies, and our democracies.

### [“Leading Change”](#)

Author: John P. Kotter

Needed more today than at any time in the past, this bestselling business book serves as both visionary guide and practical toolkit on how to approach the difficult yet crucial work of leading change in any type of organization. You're sure to walk away inspired—and armed with the tools you need to inspire others.

### [“Leadership”](#)

Author: James MacGregor Burns

Leadership, Burns's pioneering study, introduces the highly influential theory of "transformational leadership," stating that the best leaders are those who inspire others to come together toward the achievement of higher aims. Featuring fascinating case studies drawn from history, Leadership is the classic text for anyone seeking to understand executive decision-making, the dynamics of influence, and moral leadership.

### [“Managing Transitions: Making the Most of Change”](#)

Author: William Bridges

In *Managing Transitions*, William Bridges provides a clear understanding of what change does to employees and what employees in transition can do to an organization, and he shows how to minimize the distress and disruptions caused by change. Directed at managers and employees in today's corporations, where change is necessary to revitalize and improve corporate performance, *Managing Transitions* addresses the fact that it is people who have to carry out the change.

### [“Our Iceberg Is Melting”](#)

Author: John Kotter and Holger Rathgeber

*Our Iceberg Is Melting* is a simple story about doing well under the stress and uncertainty of rapid change. The book is based on John Kotter's pioneering research into the eight steps that can produce needed change in any sort of group. After finishing the story, you'll have a powerful framework for influencing your own team, no matter how big or small.

### [“That’s Not How We Do It Here!”](#)

Author: John Kotter and Holder Rathgeber

Once upon a time a clan of meerkats lived in the Kalahari, a region in southern Africa. After years of steady growth, a drought has sharply reduced the clan's resources, and deadly vulture attacks have increased. As things keep getting worse, the harmony of the clan is shattered. The executive team quarrels about possible solutions, and suggestions from frontline workers face a soul-crushing response: “That’s not how we do it here!”

### **[“The Way of Transition: Embracing Life’s Most Difficult Moments”](#)**

Author: William Bridges

Bridges brings us *The Way of Transition*, a richly textured, deep map of the personal, professional, and emotional transformations that grow out of tragedy and crisis. Eloquently explaining the mechanics of transition through his own moving story, Bridges demonstrates how disillusionment, sorrow, or confusion can blossom into a time of incredible creativity and contentment, highlighting the profound significance and true value of endings in our lives.

### **[“Who Moved My Cheese?”](#)**

Author: Spencer Johnson and Kenneth Blanchard

Exploring a simple way to take the fear and anxiety out of managing the future, *Who Moved My Cheese?* can help you discover how to anticipate, acknowledge, and accept change in order to have a positive impact on your job, your relationships, and every aspect of your life.

## ***Positive Thinking***

### **[“Encyclopedia of Positive Questions”](#)**

Author: Diana Whitney, Amanda Trosten-Bloom, David Cooperrider, Brian S. Kaplin

This handbook on the power of positive questions has implications for every aspect of business-- measurement systems, customer focus groups, quality management, team building, performance appraisal and surveys--indeed everywhere we ask questions or gather data.

### **[“The Magic of Thinking Big”](#)**

Author: David Schwartz

Filled with easy-to-understand advice, this special hardcover edition—perfect for gift giving—will put you on the road to changing the way you think, helping you work better, manage smarter, earn more money, achieve your goals, and most importantly, live a fuller, happier life.

### **[“The Power of Positive Thinking”](#)**

Author: Dr. Norman Vincent Peale

In this phenomenal bestseller, “written with the sole objective of helping the reader achieve a happy, satisfying, and worthwhile life,” Dr. Peale demonstrates the power of faith in action. With the practical techniques outlined in this book, you can energize your life—and give yourself the initiative needed to carry out your ambitions and hopes.

### **[“The Power of Appreciative Inquiry: A Practical Guide to Positive Change”](#)**

Author: Diana Whitney

*The Power of Appreciative Inquiry* describes the internationally embraced approach to organizational change that dramatically improves performance by engaging people to study, discuss, and build upon what’s working – strengths – rather than trying to fix what’s not.

***“Unstuck: A Tool for Yourself, Your Team, and Your World”***

Author: Keith Yamashita and Sandra Spataro

Offering a dynamic and pragmatic approach to business success, this helpful handbook introduces the insights, methods, practices, techniques, tools, and strategies used by skilled business leaders in a variety of businesses to motivate a struggling team, change one's goals, develop a clearer picture of where one is headed, or to move forward.

***Links***

[\*Heartland Center for Leadership Development\*](#)

[\*Center for Creative Learning\*](#)

[\*Talent Smart\*](#)

[\*Harvard Business Review\*](#)