



lucky break

BOOK CLUB

In 2015, we invite you spark new ideas, infuse your business with fresh strategy, and build community with the Lucky Break Book Club! Every 8 weeks, we'll independently read one of my favorite business books and then hop on a free call to share favorite passages, insights and takeaways. I've carefully curated the book selections to speak directly to makers and product designers on the move. Best-selling author showed up as a special guest on our very first Book Club Call and you never know who might be joining us in 2015.

Gather your business friends, hit the bookstore and join use for the #LuckyBreakBookClub!

IN JANUARY + FEBRUARY, WE'RE READING...

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE BY STEPHEN R. COVEY

The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change was a groundbreaker when it was first published in 1990, and it continues to be a business bestseller with more than 10 million copies sold. Stephen Covey, an internationally respected leadership authority, realizes that true success encompasses a balance of personal and professional effectiveness, so this book is a manual for performing better in both arenas. His anecdotes are as frequently from family situations as from business challenges.

Before you can adopt the seven habits, you'll need to accomplish what Covey calls a "paradigm shift"--a change in perception and interpretation of how the world works. Covey takes you through this change, which affects how you perceive and act regarding productivity, time management, positive thinking, developing your "proactive muscles" (acting with initiative rather than reacting), and much more.

This isn't a quick-tips-start-tomorrow kind of book. The concepts are sometimes intricate, and you'll want to study this book, not skim it. When you finish, you'll probably have Post-it notes or hand-written annotations in every chapter, and you'll feel like you've taken a powerful seminar by Covey. --Joan Price
--This text refers to an out of print or unavailable edition of this title.

432 pages; Available in: hardcover, paperback, Kindle and audiobook

Our free Book Club Call for this selection will be hosted on Wednesday, February 25th at 8:30pm Eastern/ 7:30pm Central/ 6:30pm Mountain and 5:30pm Pacific. Dial-in details are shared via the [Lucky Break Takeout](#) newsletter. Make certain that you're on the list!

lucky break
CONSULTING



IN MARCH + APRIL, WE'RE READING...
DELIVERING HAPPINESS BY TONY HSIEH

Now in trade paperback, the hip, iconoclastic CEO of Zappos shows how a different kind of corporate culture can make a huge difference in achieving remarkable results -- by actually creating a company culture that values happiness --and then delivers on it.

- Pay brand-new employees \$2,000 to quit
- Make customer service the responsibility of the entire company-not just a department
- Focus on company culture as the #1 priority
- Apply research from the science of happiness to running a business
- Help employees grow-both personally and professionally
- Seek to change the world
- Oh, and make money too . . .

Sound crazy? It's all standard operating procedure at Zappos, the online retailer that's doing over \$1 billion in gross merchandise sales annually. After debuting as the highest-ranking newcomer in Fortune magazine's annual "Best Companies to Work For" list in 2009, Zappos was acquired by Amazon in a deal valued at over \$1.2 billion on the day of closing.

272 pages; Available in: hardcover, paperback, Kindle, and audiobook

Our free Book Club Call for this selection will be hosted on Thursday, April 28th at 8:30pm Eastern/ 7:30pm Central/ 6:30pm Mountain and 5:30pm Pacific. Dial-in details are shared via the [Lucky Break Takeout](#) newsletter. Make certain that you're on the list!

IN MAY + JUNE, WE'RE READING...
JAB, JAB, JAB, RIGHT HOOK BY GARY VAYNERCHUCK

New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of **Crush It!** and **The Thank You Economy** with a fresh spin, **Jab, Jab, Jab, Right Hook** is a blueprint to social media marketing strategies that really works.

When managers and marketers outline their social media strategies, they plan for the "right hook"—their next sale or campaign that's going to knock out the competition. Even companies committed to jabbing—patiently engaging with customers to build the relationships crucial to successful social media campaigns—want to land the punch that will take down their opponent or their customer's resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don't.

Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It's not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

224 pages; Available in: hardcover and Kindle

Our free Book Club Call for this selection will be hosted on Tuesday, June 30th at 8:30pm Eastern/ 7:30pm Central/ 6:30pm Mountain and 5:50pm Pacific. Dial-in details are shared via the [Lucky Break Takeout](#) newsletter. Make certain that you're on the list!



IN JULY + AUGUST, WE'RE READING...

MADE TO STICK: WHY SOME IDEAS SURVIVE AND OTHERS DIE BY CHIP AND DAN HEATH

Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas “stick.”

Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In **Made to Stick**, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. In this indispensable guide, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits.

Made to Stick is a book that will transform the way you communicate ideas. It’s a fast-paced tour of success stories (and failures)—the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of “the Mother Teresa Effect”; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, **Made to Stick** shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

291 pages; Available in: hardcover, paperback, Kindle and audiobook

Our free Book Club Call for this selection will be hosted on Thursday, August 27th at 8:30pm Eastern/ 7:30pm Central/ 6:30pm Mountain and 5:50pm Pacific. Dial-in details are shared via the [Lucky Break Takeout](#) newsletter. Make certain that you’re on the list!

IN SEPTEMBER + OCTOBER, WE'RE READING...

START WITH WHY BY SIMON SINEK

Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty?

In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way—and it's the complete opposite of what everyone else does. People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with why.

Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire.

256 pages; Available in: hardcover, paperback, Kindle and audiobook

Our free Book Club Call for this selection will be hosted on Tuesday, October 27th 8:30pm Eastern/ 7:30pm Central/ 6:30pm Mountain and 5:50pm Pacific. Dial-in details are shared via the [Lucky Break Takeout](#) newsletter. Make certain that you’re on the list!

