

Book Club

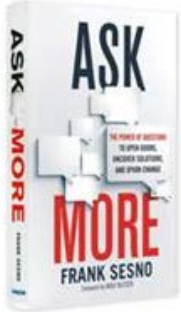
2018 Reading List

Ready to unleash your inner book worm? Learn about business topics through book and audio **summaries** published by best-selling thought leaders, and discuss with your peers in the Heart U Book Club. Heart U Book Club is available to all AHA employees and meets for **one hour, every month** on a selected business topic. You can participate **in-person** at National Center (if located at National Center) or virtually through a live **webinar** discussion.

Heart U provides the business book and audio summary (full book not required) and discussion questions to help guide the conversation. Most summaries can be completed in about **20 minutes**.

See the following 2018 Reading List to decide which months (or all!) you want to participate.

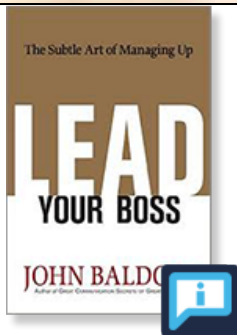
JANUARY



Ask More: The Power of Questions to Open Doors, Uncover Solutions, and Spark Change by Frank Sesno.

Frequently referenced by Nancy Brown, *Ask More* focuses on the importance of strategic questions to open doors, uncover solutions, and spark change. Asking the right questions at the right times is a hallmark of success. This summary covers several types of questions that can be used for different situations and outcomes: strategic, diagnostic, confrontational, and mission, among others.

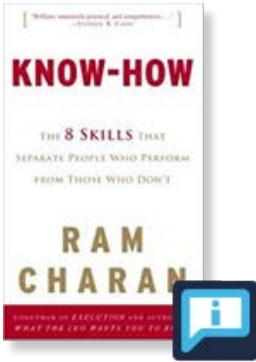
FEBRUARY



Lead Your Boss: The Subtle Art of Managing Up by John Baldoni.

Lead Your Boss provides concrete strategies to enable those in the middle to be heard by and influence their bosses, and encourage those in power to act on their ideas.

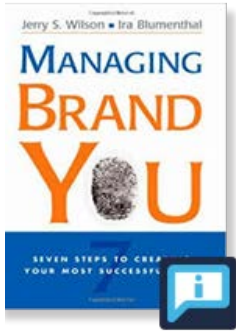
MARCH



Know-How: The 8 Skills That Separate People Who Perform From Those Who Don't by Ram Charan.

For the budding entrepreneur to the seasoned CEO, *Know-How* offers real-world examples of successful and failed business approaches that serve as a manual to help anyone in a management role run a successful company.

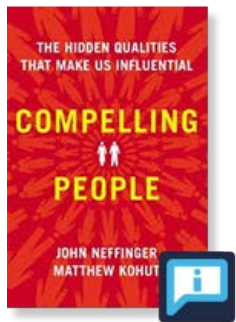
APRIL



Managing Brand You: Seven Steps to Creating Your Most Successful Self by Jerry S. Wilson.

Managing Brand You provides a seven-step process to identify and build your personal brand, helping you to define what is unique about you and use it to achieve success.

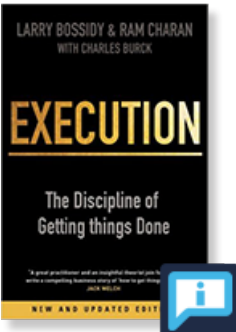
MAY



Compelling People: The Hidden Qualities That Make Us Influential by John Nefinger.

You might think it is difficult to influence people, but *Compelling People* helps you unlock a treasure trove of hidden talents to make your personal dynamism sparkle and inspire others.

JUNE



Execution: The Discipline of Getting Things Done by Larry Bossidy.

For CEOs and those in senior leadership roles, *Execution* takes you through the building blocks and processes that challenge you to become a better leader, communicator, and mentor, and thus better able achieve the goals you have set.

JULY



Goals! How To Get Everything You Want—Faster Than You Ever Thought Possible by Brian Tracy.

Why do some people achieve all their goals while others simply dream of having a better life? Bestselling author Brian Tracy shows that the path from frustration to fulfillment has already been discovered. Hundreds of thousands—even millions—of men and women have started with nothing and achieved great success.

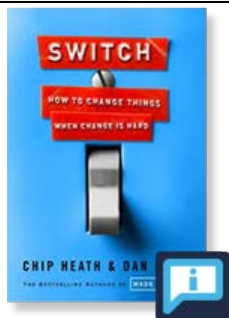
AUGUST



Anticipate: The Art of Leading by Looking Ahead by Rob-Jan de Jong.

Anticipate provides practical techniques for leaders to develop their vision for the future of their business, enabling them to anticipate change and thus gain strategic advances over their competitors.

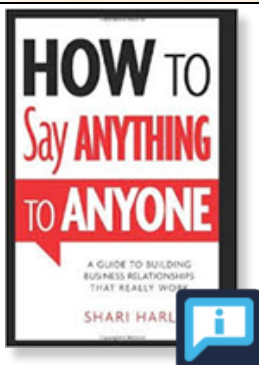
SEPTEMBER



Switch: How to Change Things When Change Is Hard by Chip Heath and Dan Heath.

In *Switch*, Chip and Dan Heath analyze our internal struggles when dealing with change in our professional and personal lives, and enthusiastically share anecdotal proof of successful strategies for achieving lasting change.

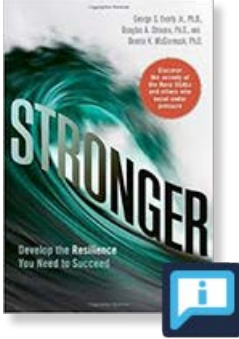
OCTOBER



How to Say Anything to Anyone: A Guide to Building Business Relationships That Really Work by Shari Harley.

How to Say Anything to Anyone is an engrossing and entertaining guide to addressing everyday issues that crop up in professional interactions, from email etiquette to missed deadlines.

NOVEMBER



Stronger: Develop the Resilience You Need to Succeed by George S. Everly Jr., Ph.D., Douglas A. Strouse, Ph.D., and Dennis K. McCormack, Ph.D..

The key to success is resilience – the ability to tackle and bounce back from adversity – and *Stronger* gives you the tools to develop this essential trait.

DECEMBER



The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work by Shawn Achor.

Based on Shawn Achor's own fascinating research at Harvard University, *The Happiness Advantage* clearly and amusingly demonstrates how a happy and positive outlook is the starting point for any successful outcome.

