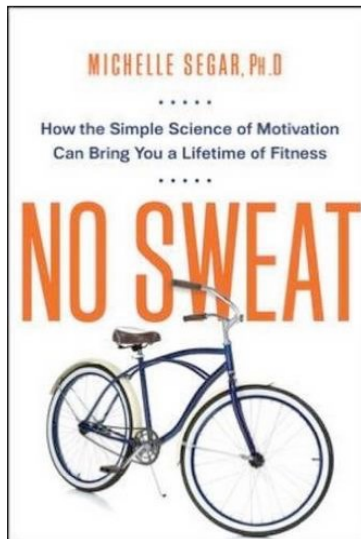
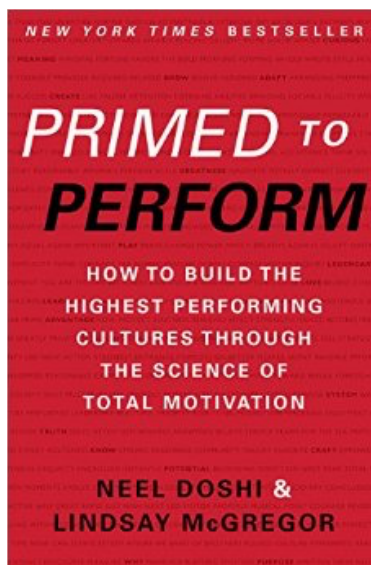


Brent Darden Top Recommended Books



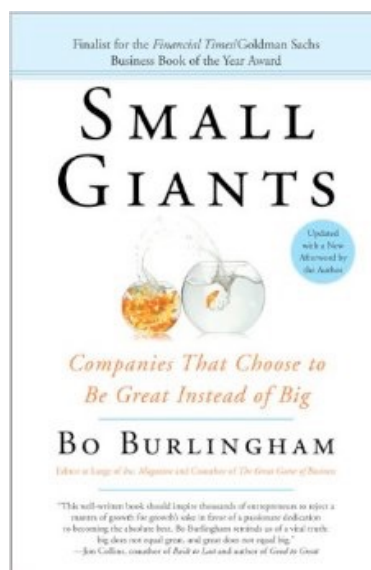
Why do you recommend this book?

The absolute best book I have ever read about the psychology of maintaining an active lifestyle. Fitness starts from the neck up - and that's what this is all about.



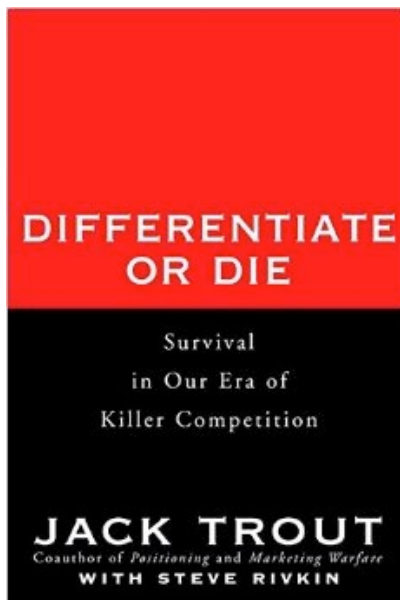
Why do you recommend this book?

One of the most "highlighted" books I own. Explores the science of total motivation / high performance cultures. Offers a quick assessment of organizational motivation.



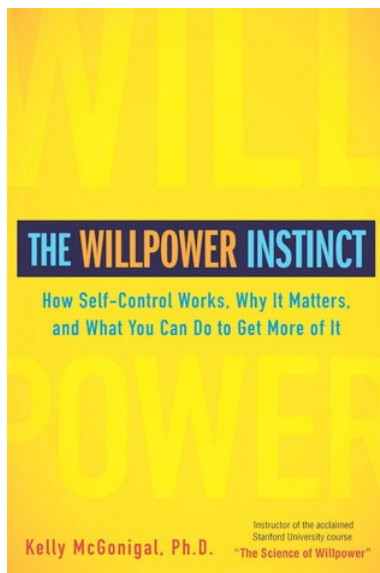
Why do you recommend this book?

Without question, one of my favorites of all time. This book "spoke to me" on so many levels. A gospel for entrepreneurs and independent business operators.



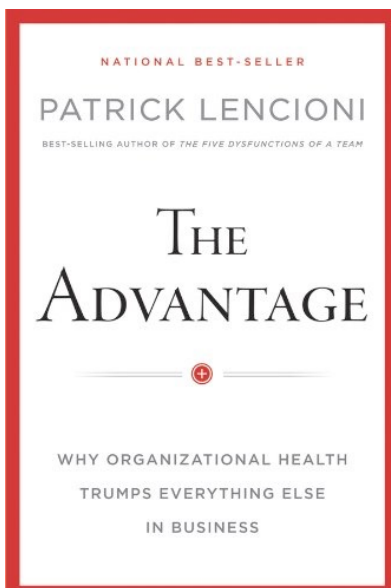
Why do you recommend this book?

Logical insights about positioning in the marketplace and what can, and can't, help differentiate your business. A primer for marketing strategy.



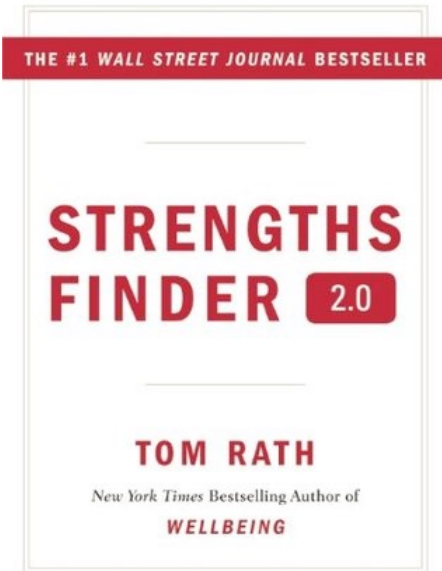
Why do you recommend this book?

An absolute must for anyone passionate about helping others achieve behavior change & understanding how to overcome common challenges.



Why do you recommend this book?

One of Lencioni's best. Reinforces the absolute priority of organizational health and explains how to build a culture of productivity and communication.



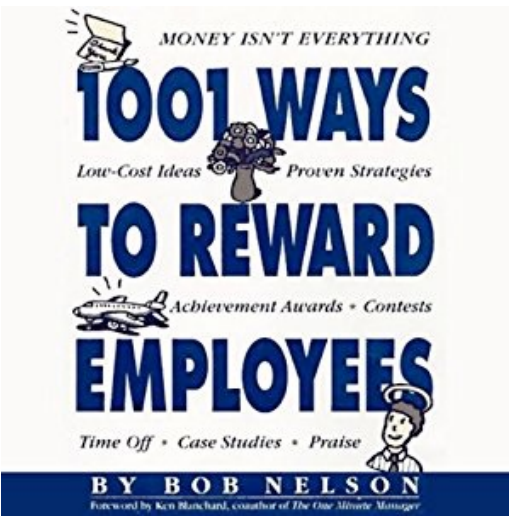
Why do you recommend this book?

Identifies individual natural strengths, personalities, and predictive thought patterns. Great team building exercise / platform.



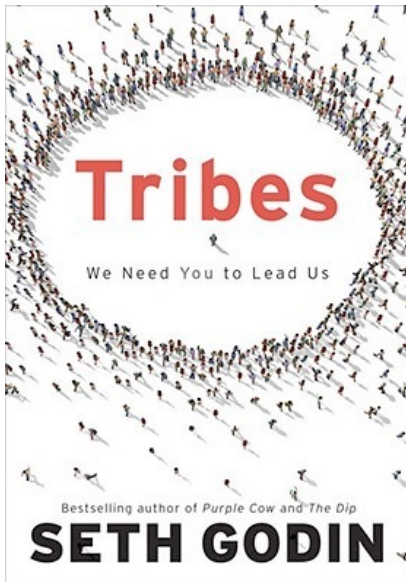
Why do you recommend this book?

Practical business concepts and “big picture” overview of the commercial health club industry. Authored by former CEO of IHRSA John McCarthy.



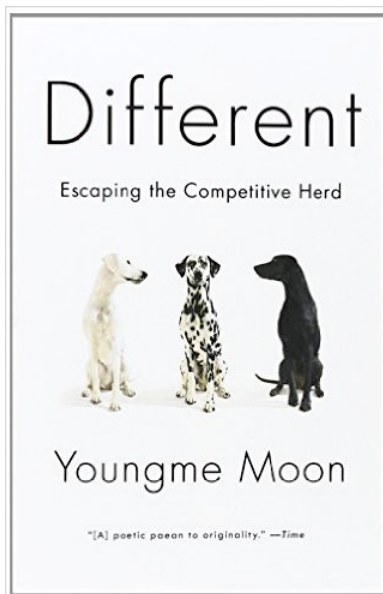
Why do you recommend this book?

Studies on employee engagement all advocate frequent recognition for jobs well done. As the title suggest, this book offers simple and inexpensive ideas to do just that.



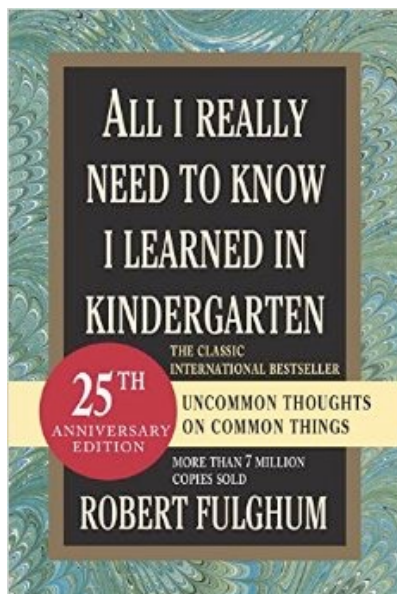
Why do you recommend this book?

Seth is a free thinker and “Tribe” has become a buzzword. He expands on the thought that a tribe is a group of people connected to; one another, a leader, and an idea.



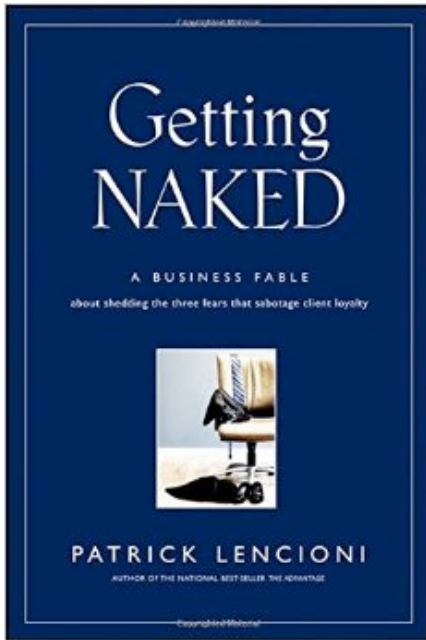
Why do you recommend this book?

In this era of hyper-competition, this book shares insights (many unconventional) on differentiation and escaping the “herd” (copycat) mentality that is so prevalent.



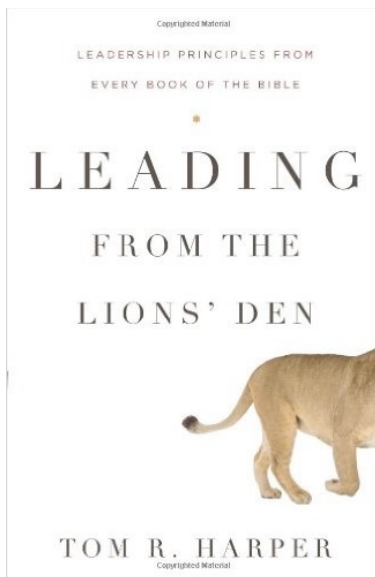
Why do you recommend this book?

Poignant truths as the title suggest. Common courtesies and lessons that can serve your children and yourself well in any setting.



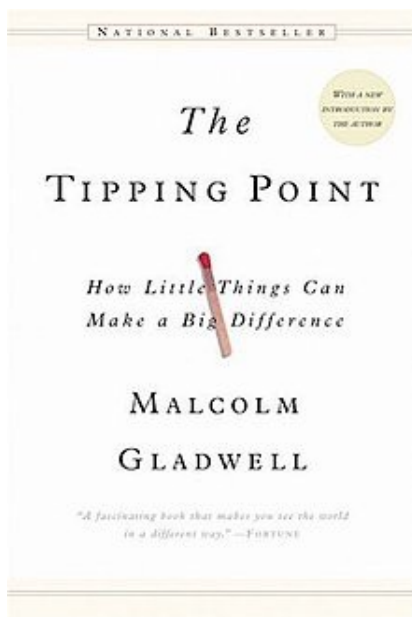
Why do you recommend this book?

Speaks to the role of being a “consultant” and providing genuine service that truly helps clients. Elevating the mindset of delivering value over the fear of losing a client.



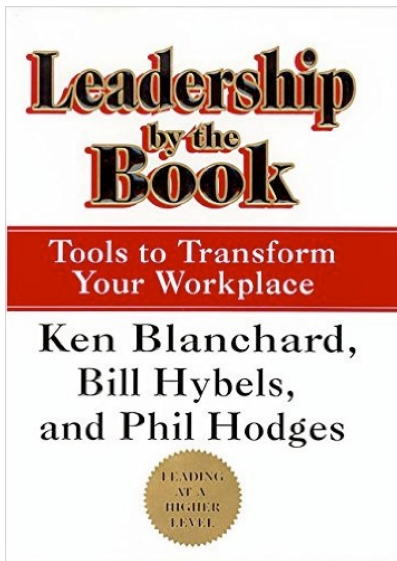
Why do you recommend this book?

A biblically based leadership book. It offers practical application and spiritual guidance about using your gifts and developing others.



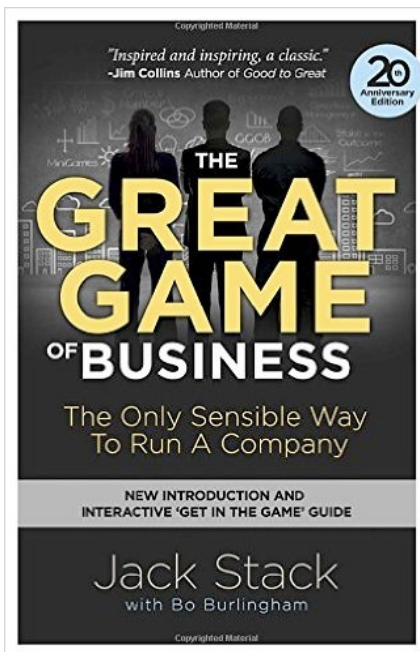
Why do you recommend this book?

Mostly just entertaining and thought provoking. Makes you think deeper across a broad spectrum of topics and challenges the status quo.



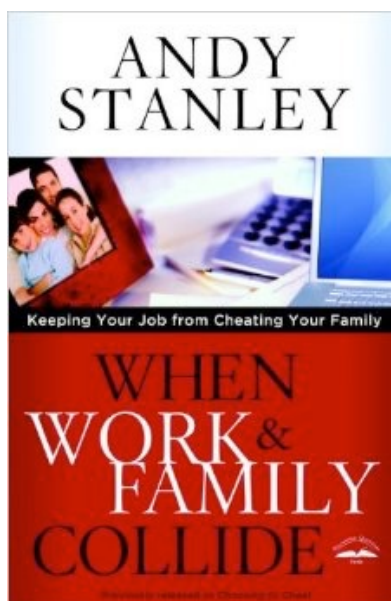
Why do you recommend this book?

Coaching on living out purpose and servant driven leadership. How leadership actually starts from the inside and supports both vision and implementation.



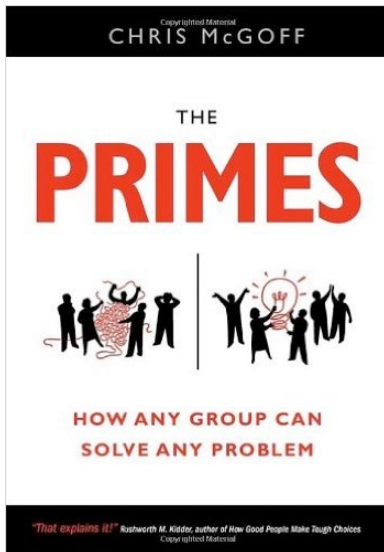
Why do you recommend this book?

The best book out there about “open book management” and employee engagement. All about clarity of purpose, consistency, alignment, and transparency.



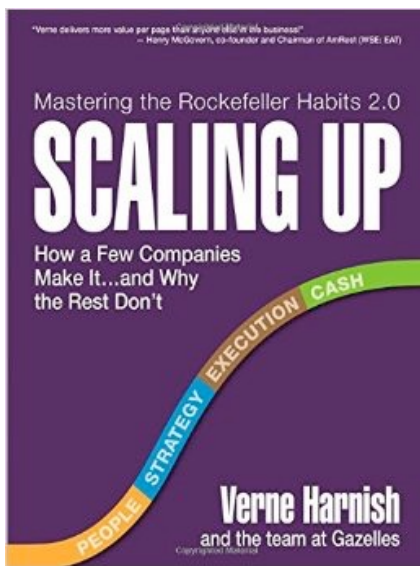
Why do you recommend this book?

“No amount of success at work can compensate for failure at home”. A practical / real life reminder about priorities and how to stay true to your deeply held beliefs.



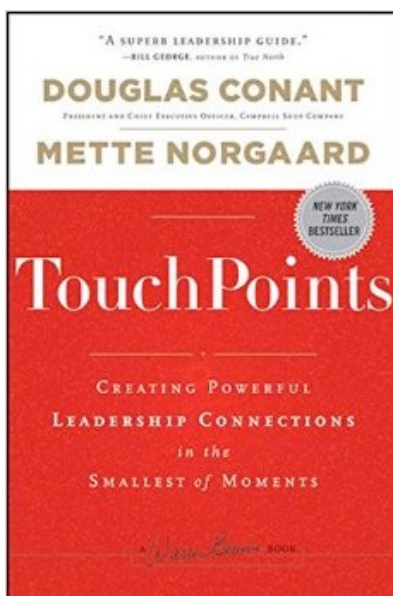
Why do you recommend this book?

Simply stated and presented concepts that offer guidance related to managing common “game-changing” patterns of behavior.



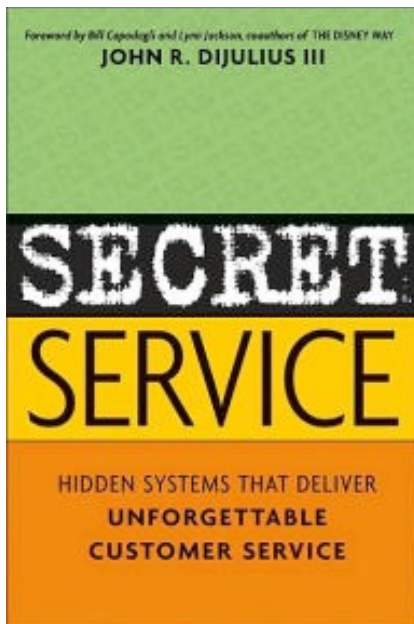
Why do you recommend this book?

A very practical and strategic approach to focus organizations on the most important elements of their business. One of my most “highlighted” books.



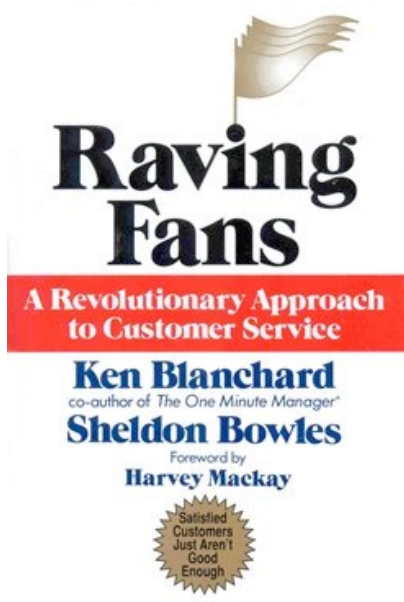
Why do you recommend this book?

Reinforces the concept of servant leadership and that leadership is less about you - and more about them personally. Asking “how can I help” should be a common mantra.



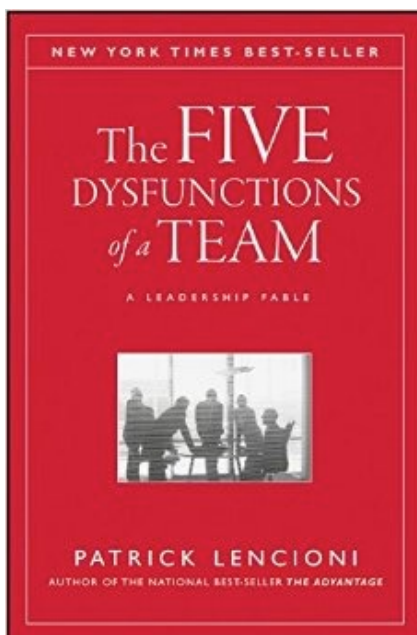
Why do you recommend this book?

Based on a high end salon, this book offers some of the best service strategies and perspectives you will find anywhere. If improving service is a goal, this can help.



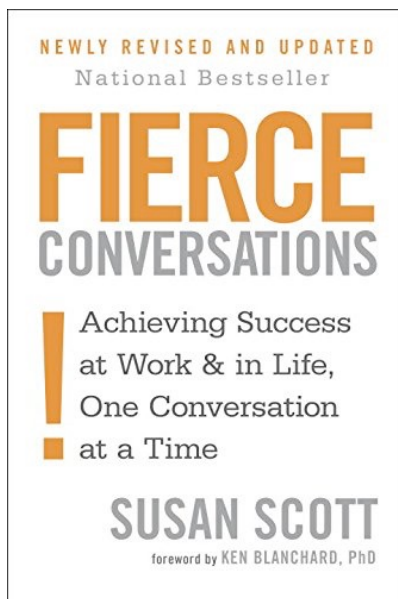
Why do you recommend this book?

A classic about customer service, emphasizing commitment, systems, consistency, and understanding what the customer wants.



Why do you recommend this book?

A great platform to explore the leadership team dynamic. I have taken numerous teams through this content / exercise and it can be difference maker for growth.



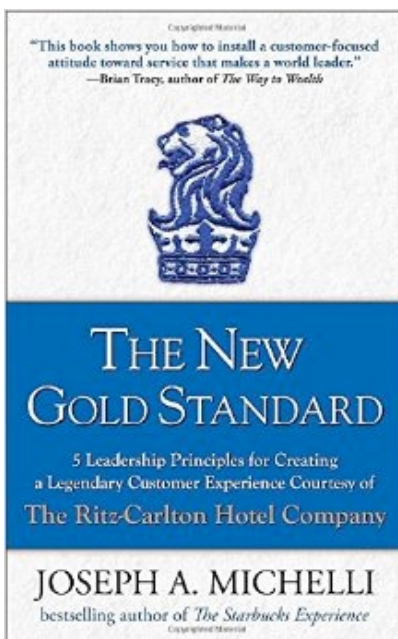
Why do you recommend this book?

Effective and clear communication is one of the most common challenges in any organization. This book offers realistic tools to improve honest / open discussions and feedback.



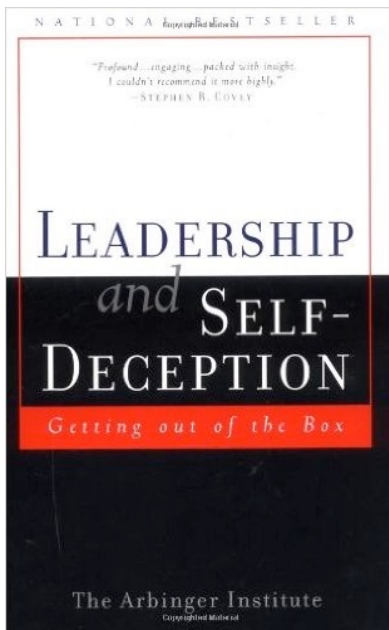
Why do you recommend this book?

Written by the former Chief Evangelist of Apple. Guy encourages readers to “enchant” customers and coworkers through conscious efforts - such as “default to yes”.



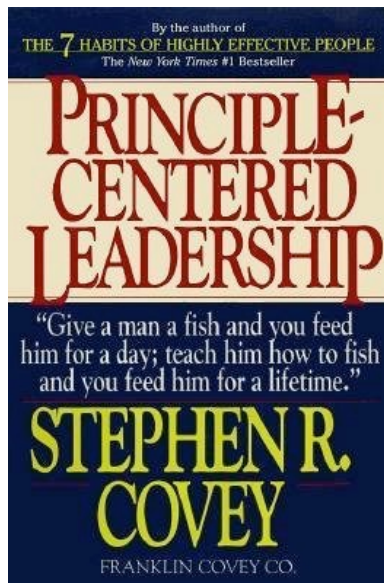
Why do you recommend this book?

A must read for anyone passionate about serving others. Inside secrets and strategies that drive the legendary service culture of Ritz Carlton are shared.



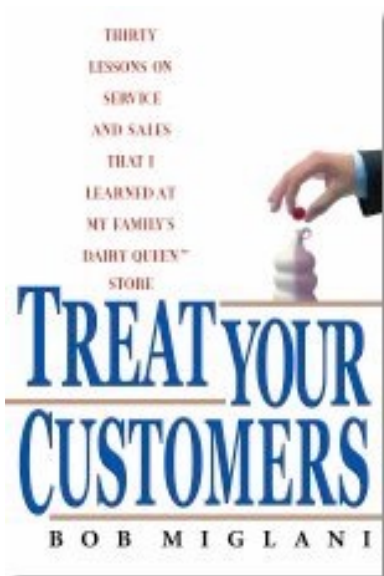
Why do you recommend this book?

We each bring our biases and cumulative past experiences to leadership situations - often justifying our actions and judging others. Recognize it and deal with it.



Why do you recommend this book?

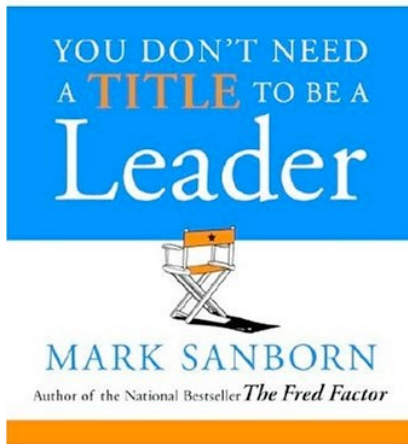
This iconic book reinforces the foundation of character based leadership - principles. All leaders have them - the best live by them at work and at home.



Why do you recommend this book?

Basic / timeless lessons of business and service from the perspective of Dairy Queen. Fundamentals worth remembering.

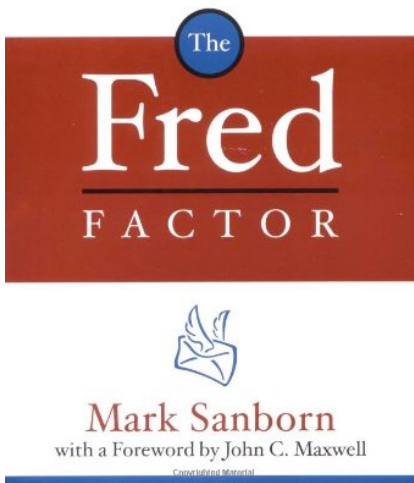
How Anyone, Anywhere,
Can Make a Positive Difference



Why do you recommend this book?

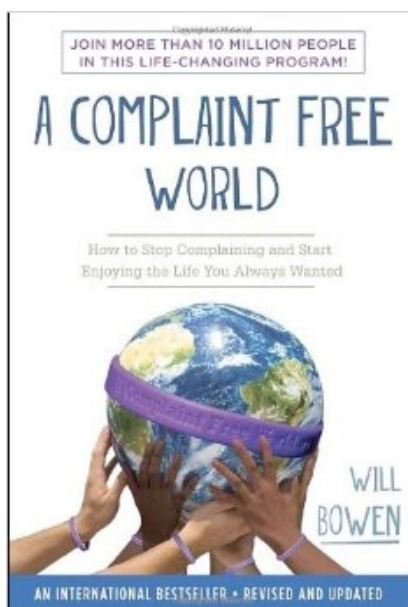
A book for aspiring leaders about how to think and act like a leader at any level in an organization. Follow the suggestions and be more effective immediately.

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How passion in your work and life
can turn the ordinary into
the extraordinary



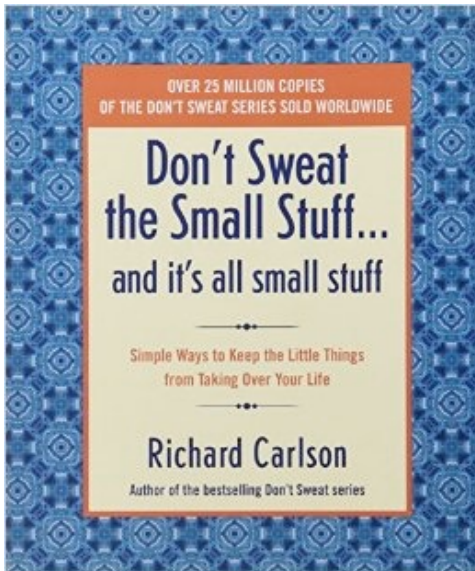
Why do you recommend this book?

About being a positive influence on the lives of others, regardless of your station in life. I and others have used this as part of new employee on-boarding for a decade.



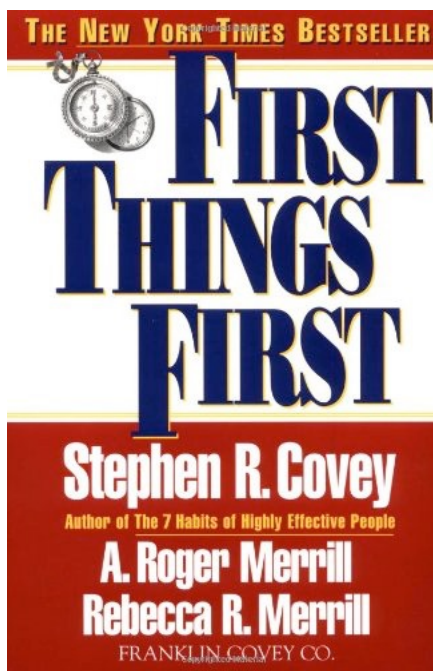
Why do you recommend this book?

A quick, enjoyable, and easy read that challenges everyone to “stop complaining”. We complain too much and have the power to choose a more positive influence.



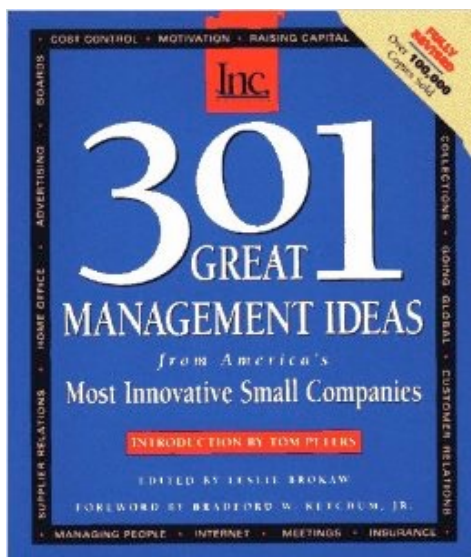
Why do you recommend this book?

This book was given to me early in my career by “caring” staff because I had a tendency to pay too much attention to small details. I think it helped? I need to read it again



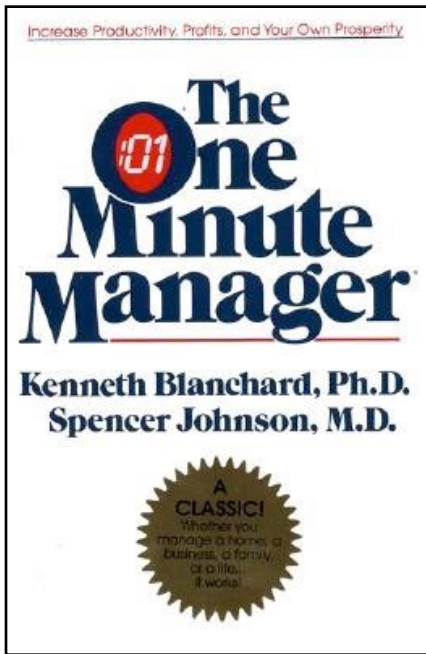
Why do you recommend this book?

A profound look at priorities and why so often our stated “first things” don’t get the focus of our attention. Introduces the preeminent “time management matrix”.



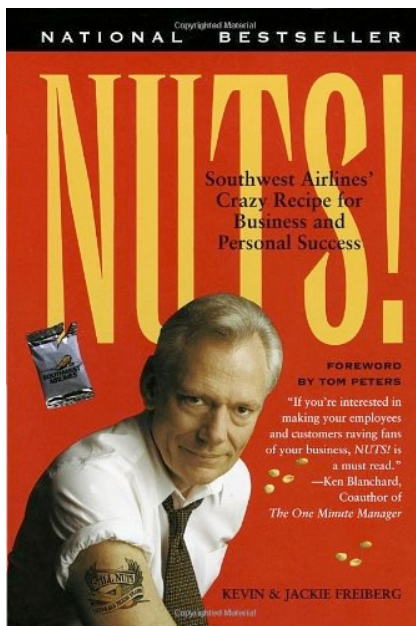
Why do you recommend this book?

Simply a quick and easy list of ideas presented in no more than a page each. I have adopted many of these ideas over the years with great success.



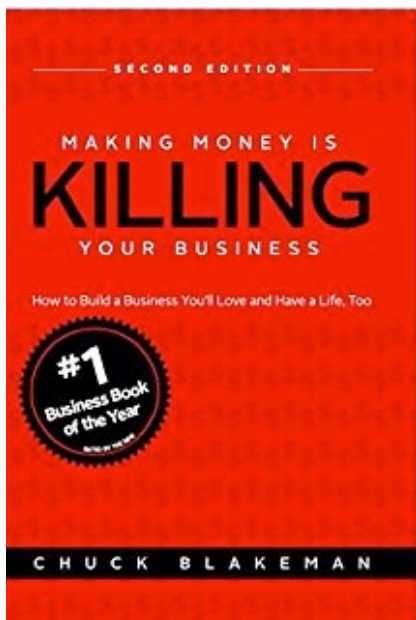
Why do you recommend this book?

A bestseller for over two decades. Every manager should read this classic. Help people reach their full potential by catching them doing something right.



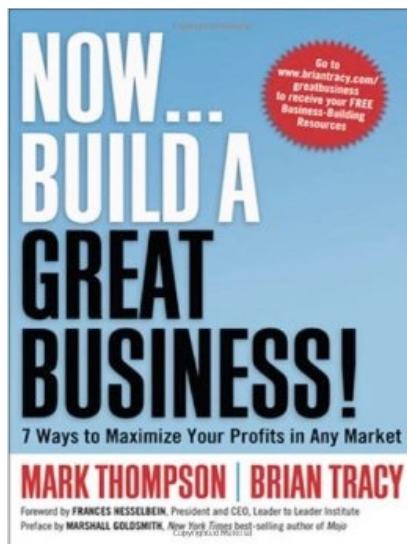
Why do you recommend this book?

Southwest Airlines is legendary for its culture, service, and company spirit. This behind the scenes book shares how they do it. If culture is a concern - an absolute must.



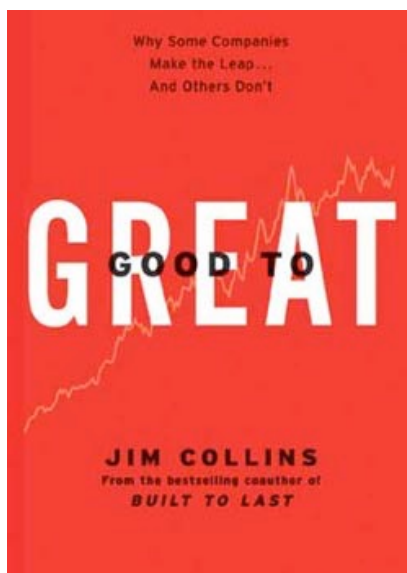
Why do you recommend this book?

Challenges readers to deeply reflect on why they work and to consider their "ideal lifestyle" into the future. Inspirational and interactive prose encourage you to plan with purpose.



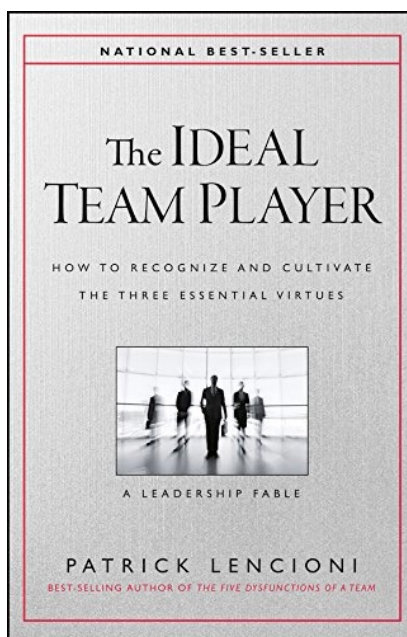
Why do you recommend this book?

If I could only recommend one book to an entrepreneur or leader overseeing a business, this might be it. Invaluable insights across the key components of any business.



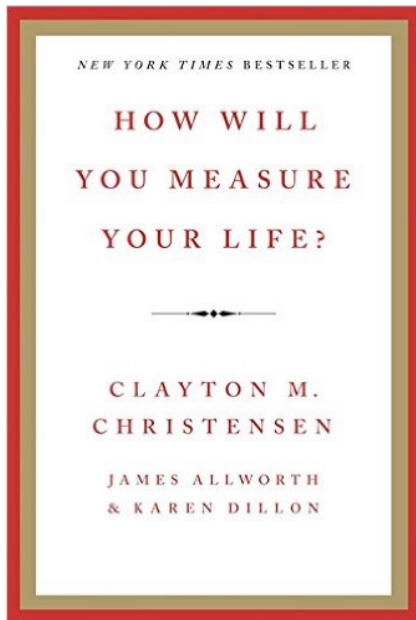
Why do you recommend this book?

There's a reason this is one of the most read business books of all time. In spite of the fact that many of the companies profiled later failed, it offers tremendous insights.



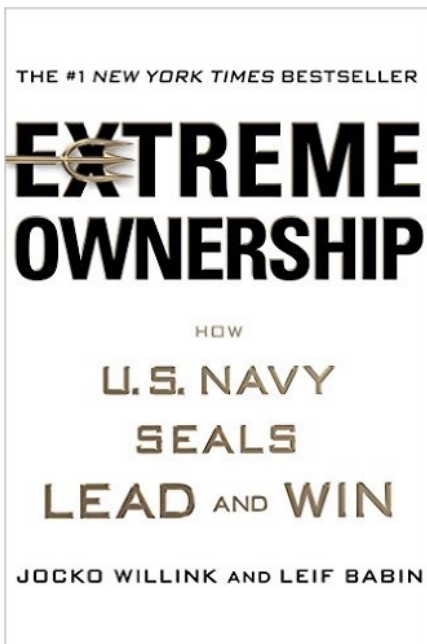
Why do you recommend this book?

Shares three virtues of a real team player and how to recognize and hire them. Should be required reading for anyone involved in the hiring process.



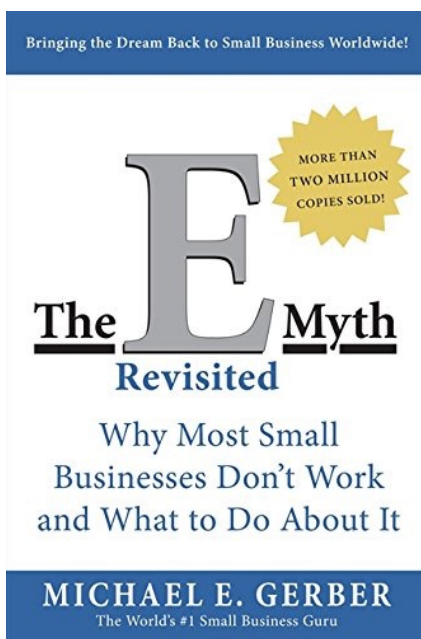
Why do you recommend this book?

Challenges readers to consider the most important decisions and questions in life. Purpose, priorities, and the reality of daily living are too often divergent paths.



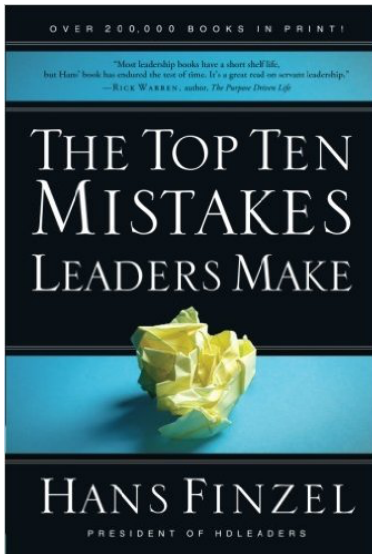
Why do you recommend this book?

True military stories / examples and leadership lessons learned. One of very few books that talks about leading up and down the chain of command.



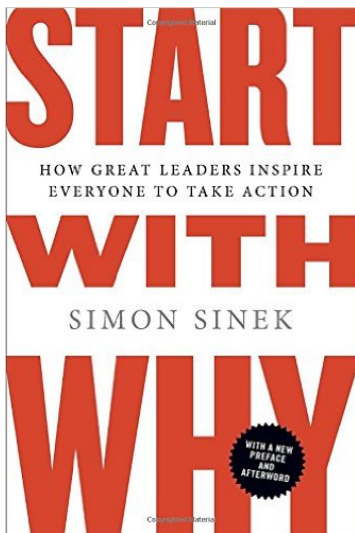
Why do you recommend this book?

Simple to understand. Illustrates the importance of structured systems and the different roles in a high performing organization. Must for small businesses.



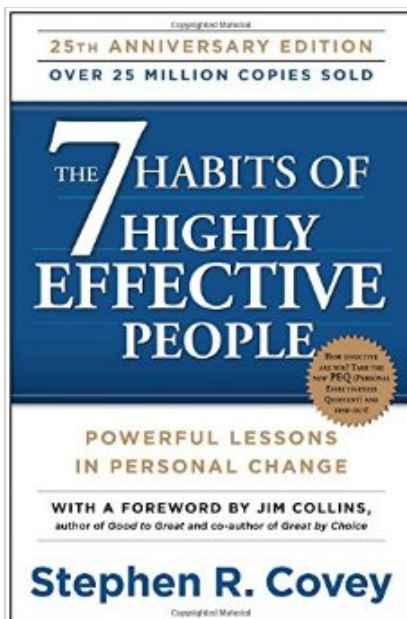
Why do you recommend this book?

One of the most practical books on leadership - it outlines common mistakes. Encourages introspection with integrity and authenticity.



Why do you recommend this book?

A fresh look at the importance of brand framework for any organization. Defining the purpose of work improves engagement of employees and customers.



Why do you recommend this book?

One of the most popular books of all time - for a reason. Virtually every successful leader I know has read it.