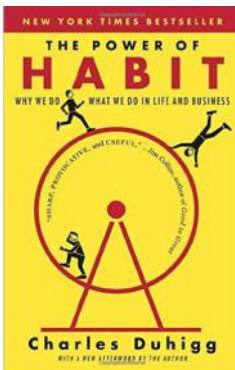


RECOMMENDED READINGS

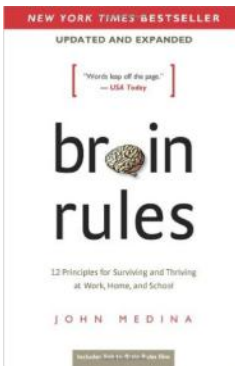
Lesson 4 Doing the Right First Thing First



The Power of Habit

by Charles Duhigg

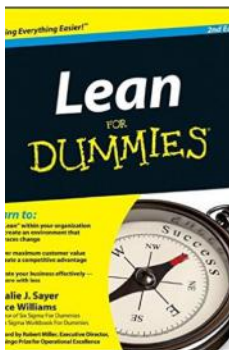
Why Barney Likes It: He goes into great detail about where habits come from and what you have to do to change them. He makes a compelling argument that you have to understand a habit before you can change it whether it's exercising regularly, losing weight, becoming more productive, or building a company. This is an enjoyable read that you can apply to all aspects of your life.



Brain Rules

by John Medina

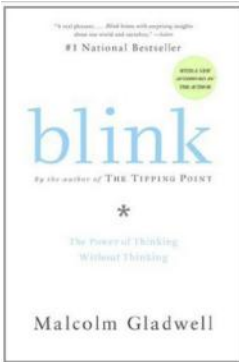
Why Barney Likes It: I love this book. Medina makes the case that multitasking is simply not possible. Our brains are not capable of doing more than one thing at a time. We have the perception that we can multitask because our brains move very fast, but in actuality we can only give our full attention to one thing at a time. The point I took away as it relates to business was that trying to do multiple things at once leads to not giving any one thing your full attention.



Lean for Dummies

by Bruce Williams & Natalie J. Sayer

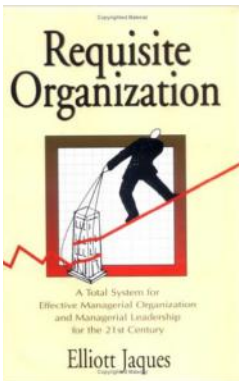
Why Barney Likes It: This is a clear and concise overview of the principles of the Lean movement which got its start in the auto industry during the mid-20th century. Lean revolves around the idea of a value stream which means that every process that a company engages in adds value to the customer. Lean is full of jargon, but this book explains that jargon in clear English.



blink: The Power of Thinking Without Thinking

by Malcolm Gladwell

Why Barney Likes It: This Gladwell book is based on the idea that first impressions are almost always right. We're not always sure "why" we feel this way, but we are usually correct in our feelings. He gives lots of thought-provoking examples. He is a very good storyteller and it's a fun read.



The Requisite Organization

by Elliott Jaques

Why Barney Likes It: This is a very detailed explanation of organizational structure. He believes that all work is either entrepreneurial or executive. And the work that needs to get done will tell you how to organize things. Although difficult to read, he does an excellent job of explaining the organizational components of a company.