

ESSENTIAL READS FOR HAYNES LEADERS



The Servant

By James Hunter

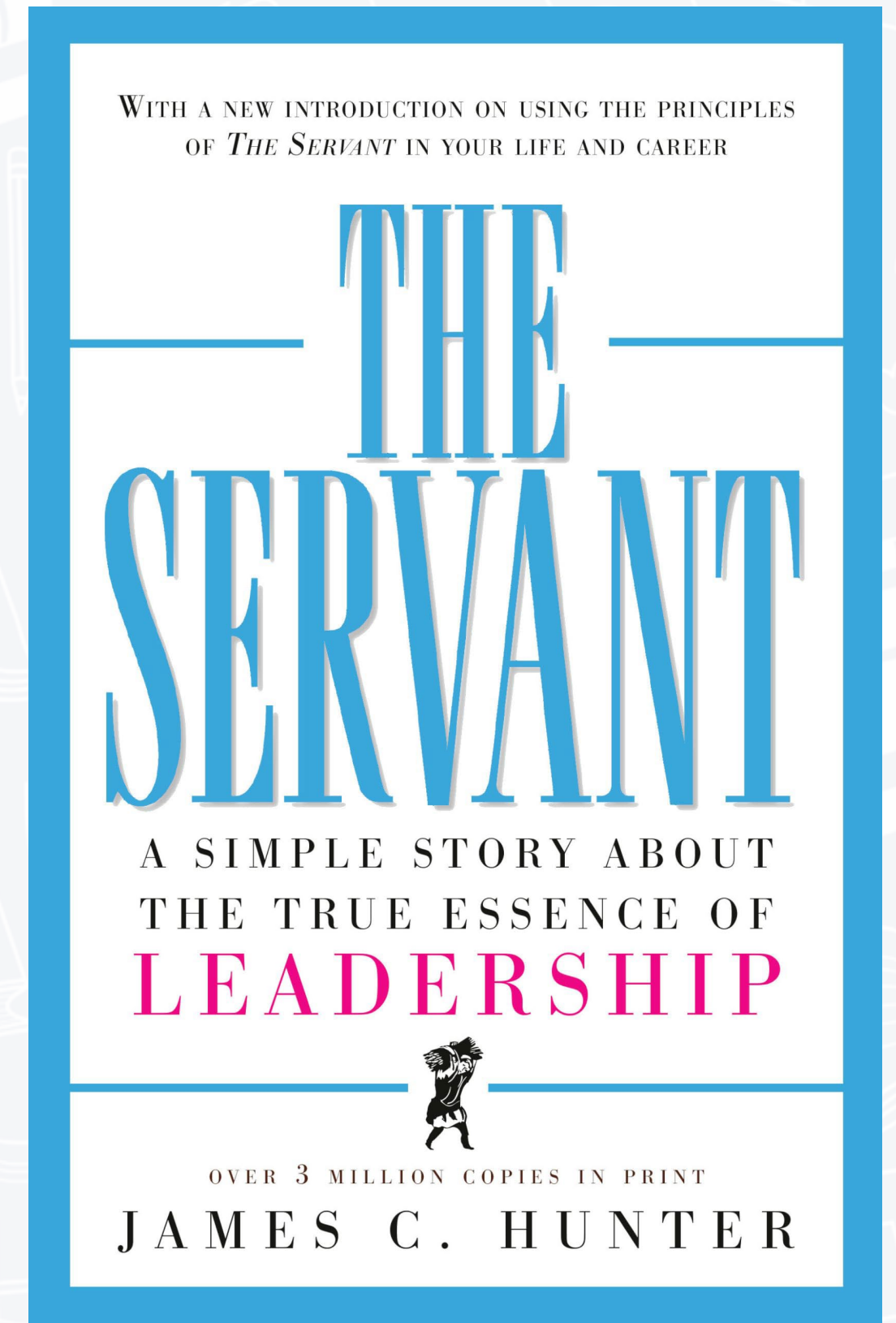
Category: Leadership

Concepts to Apply:

Servant Leadership; Will - Love - Service - Authority - Leadership

Author Summary:

In this inspirational story, John Daily learns that leadership is about service, not power. Guided by a former executive turned monk, the book explores the principles of servant leadership and how they transform teams and organizations.



Extreme Ownership

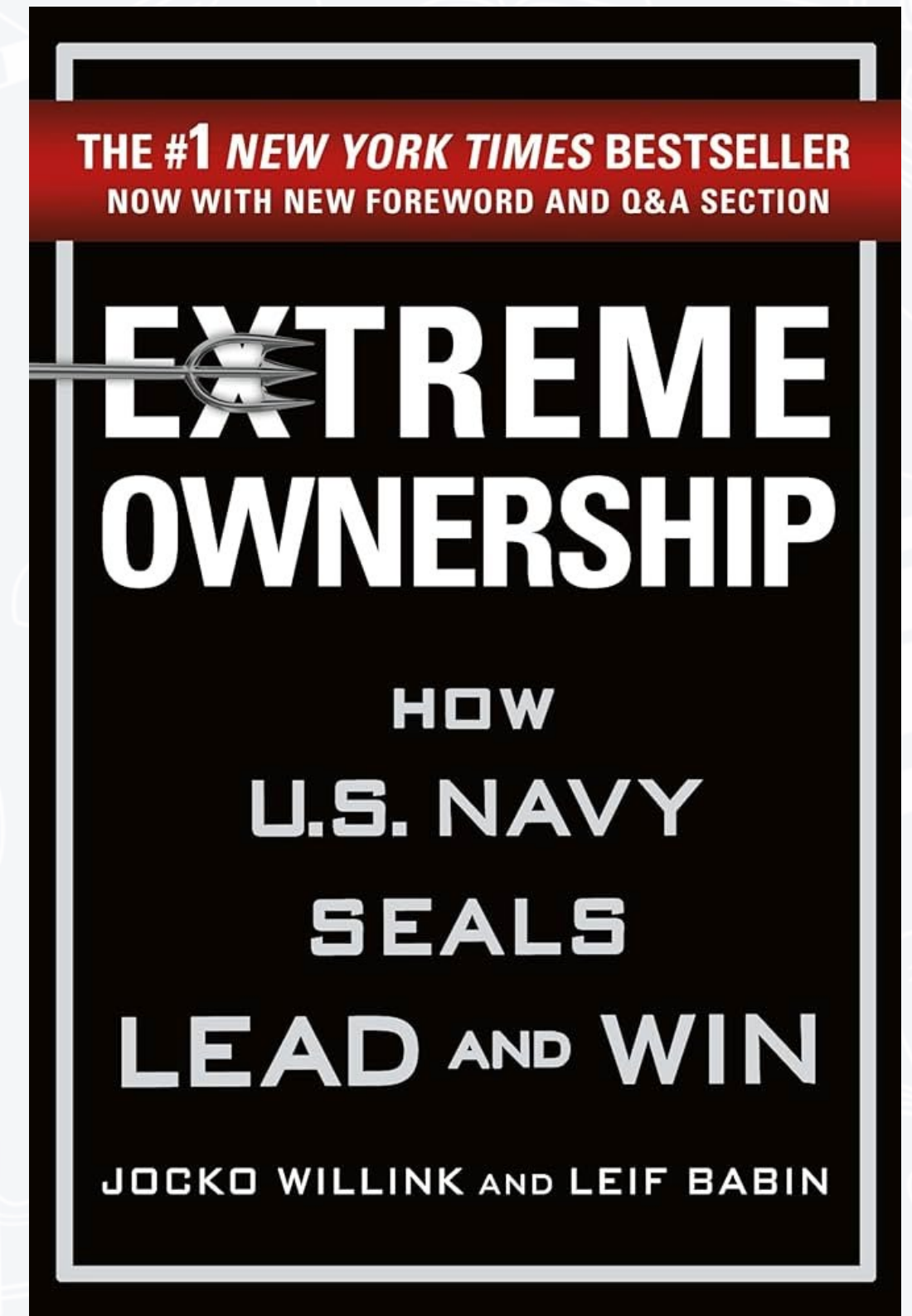
By Jocko Willink and Leif Babin

Category: Leadership

Concepts to Apply:
Cover and Move
Simple
Prioritize and Execute
Decentralized Command

Author Summary:

Written by two Navy SEALs, this book shares leadership lessons from combat, urging leaders to take full responsibility, simplify plans, and empower teams to win—both on the battlefield and in business.



Dichotomy of Leadership

By Jocko Willink and Leif Babin

Category: Leadership

Concepts to Apply:

Own it all and empower others

Disciplined not rigid

Aggressive not reckless

Train hard and train smart

Be a good leader and a good follower

Author Summary:

This follow-up to Extreme Ownership emphasizes balance—between empowering others and staying responsible, being aggressive and being cautious, caring for team and accomplishing mission. Jocko and Leif guide readers through the complex paradoxes of leadership.

From the Authors of the
#1 *New York Times* Bestseller
EXTREME OWNERSHIP

THE DICHOTOMY OF LEADERSHIP

**JOCKO WILLINK
AND
LEIF BABIN**

The Motive

By Patrick Lencioni

Category: Leadership

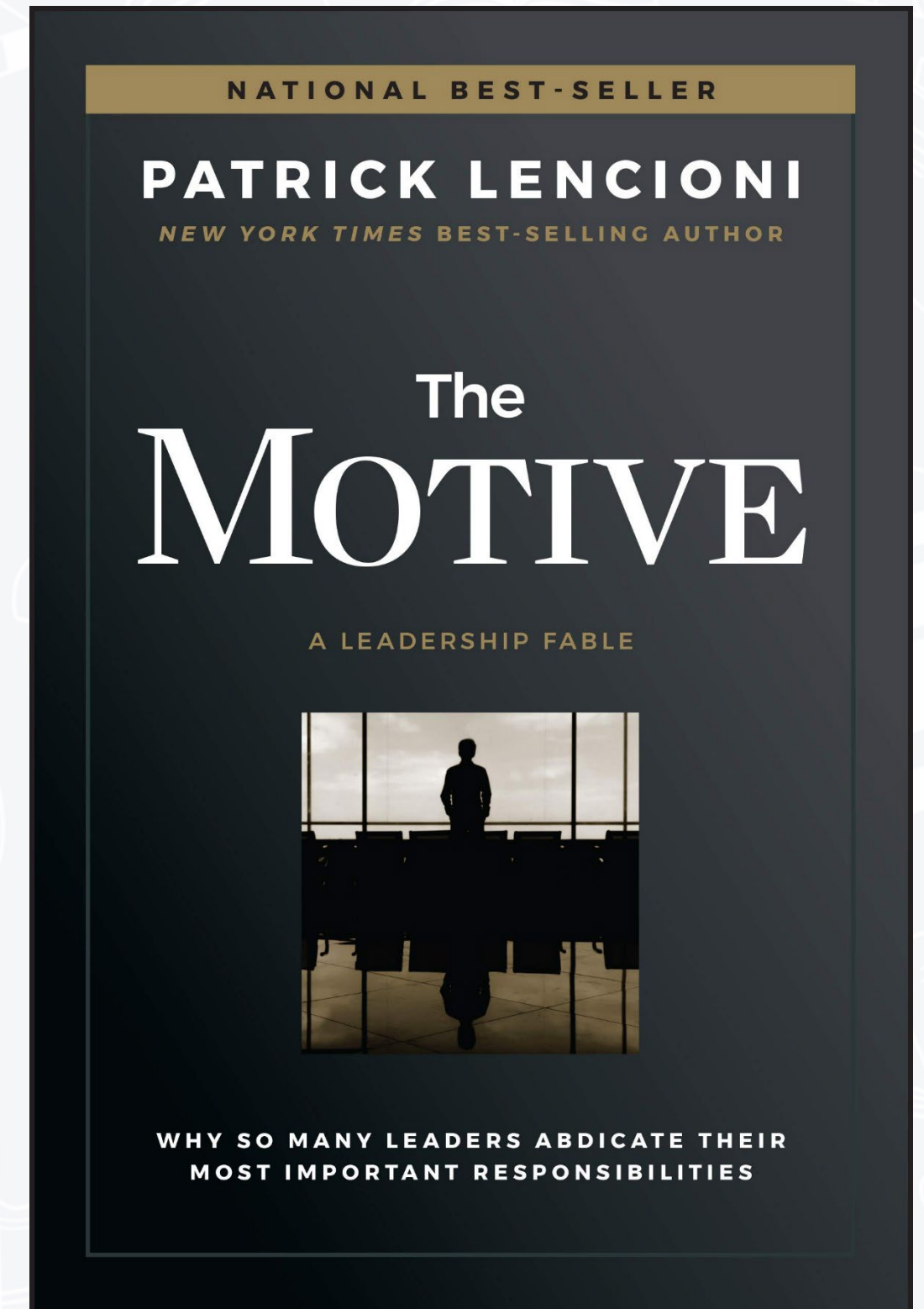
Concepts to Apply:

Responsibility-centered leadership, not reward-centered leadership

Typical areas leaders avoid, and why they are critical acts of service

Author Summary:

A leadership fable that challenges readers to rethink why they want to lead in the first place. Lencioni distinguishes between reward-centered and responsibility-centered leadership and urges leaders to embrace the hard parts of leadership as acts of service.



Good to Great

By Jim Collins

Category: Business/Culture

Concepts to Apply:

Level 5 leadership

First who then what

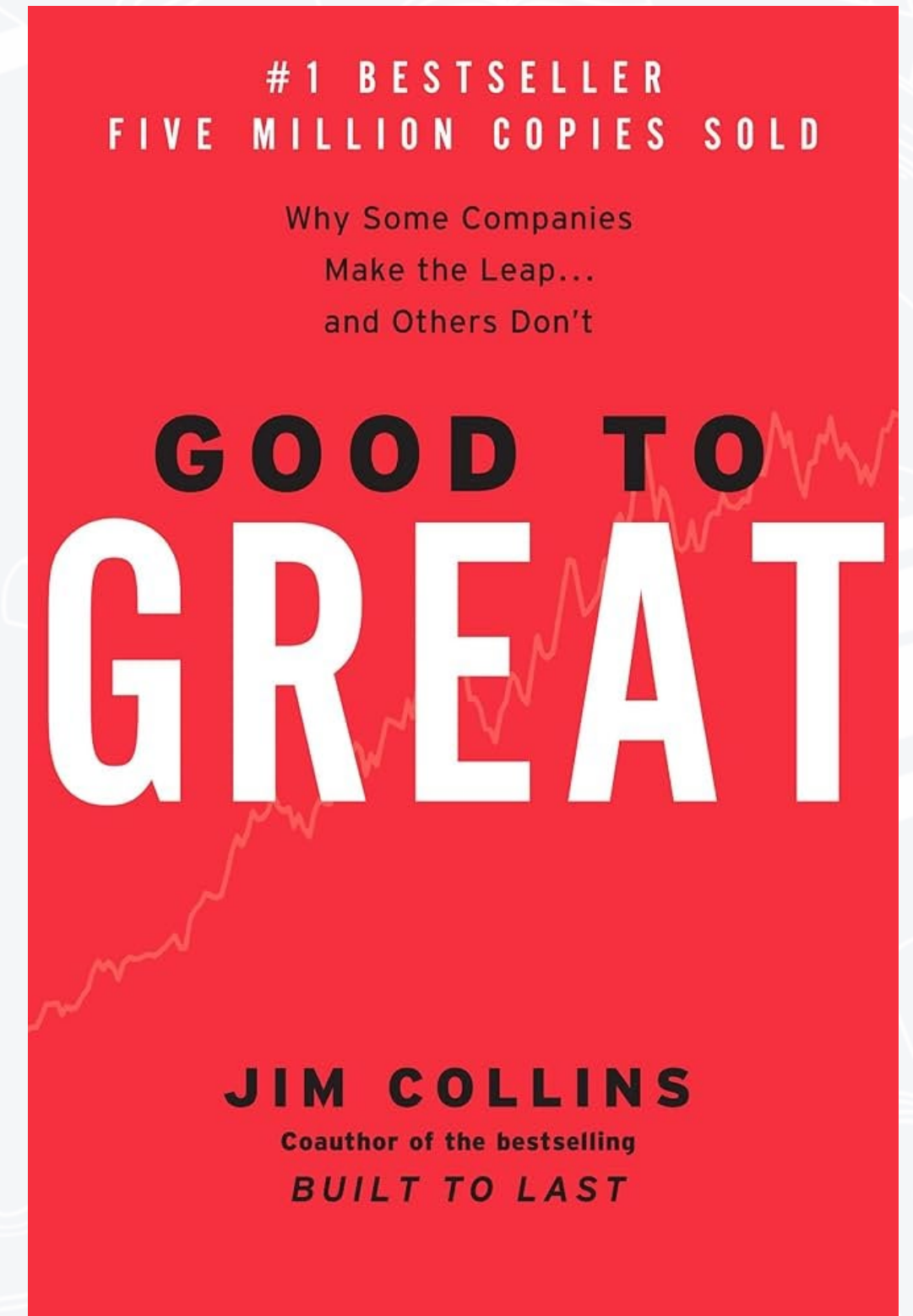
Hedgehog concept

Flywheel effect

Confront the brutal facts (Stockdale paradox)

Author Summary:

Jim Collins explores why some companies make the leap from good to great—and others don't. He reveals key traits of successful organizations: Level 5 Leadership, the Hedgehog Concept, a culture of discipline, and more, based on extensive research.



Great By Choice

By Jim Collins

Category: Business/Culture

Concepts to Apply:

20 mile march

Bullets then cannonballs

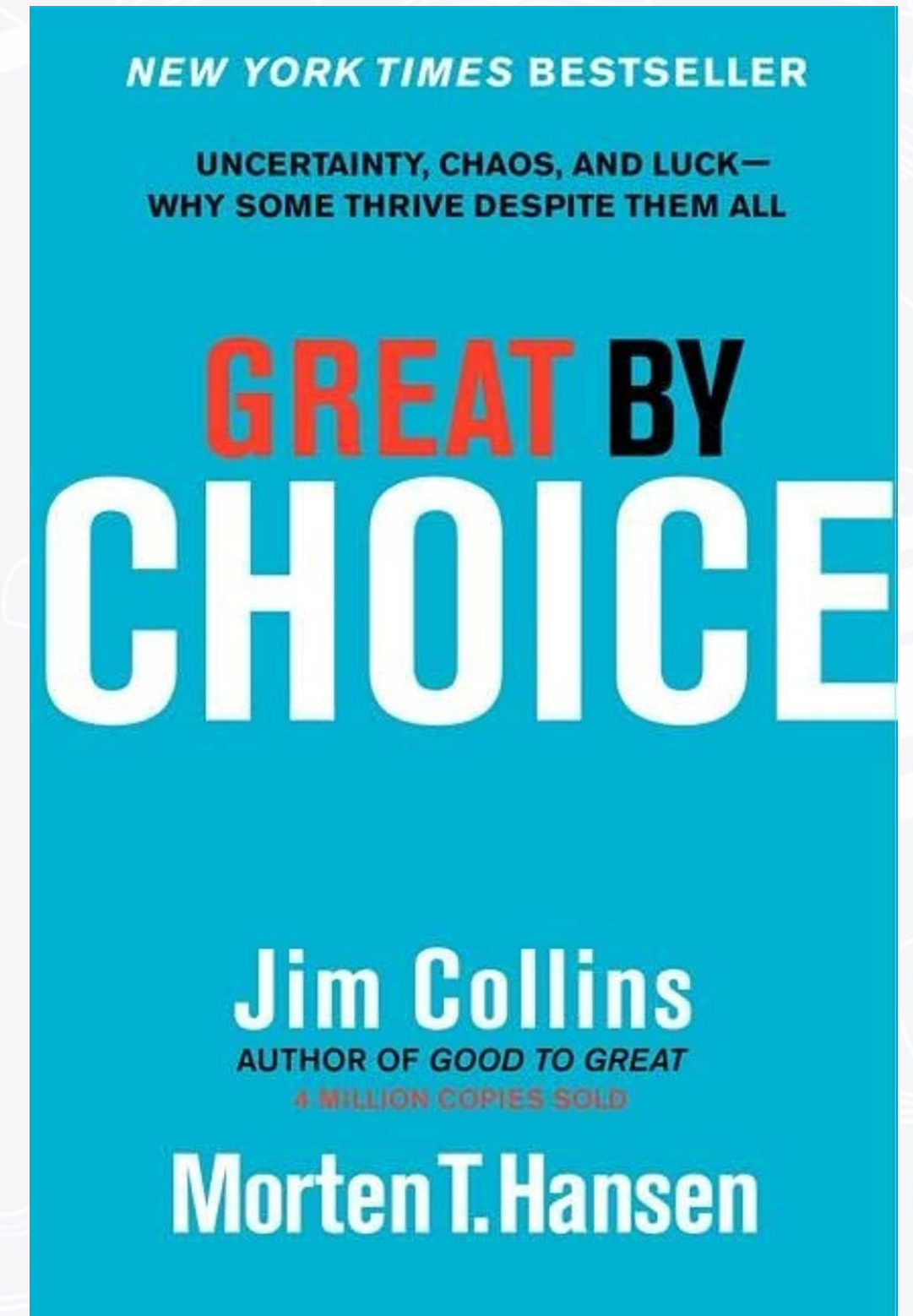
Productive paranoia

Level 5 ambition

Return on luck

Author Summary:

Great by Choice explores why some companies thrive in uncertainty while others fail. Based on nine years of research, the book introduces the concept of '10X companies' - those that outperform their peers tenfold. The authors argue that consistent, measured action paired with preparedness and innovation are essential for long-term success. This is a guide for leading effectively in chaotic, unpredictable environments.



Built to Last

By Jim Collins

Category: Business/Culture

Concepts to Apply:

Clock building not time telling

Tyranny of the or (genius of the and)

Preserve the core and stimulate progress

BHAG

Never good enough

Author Summary:

Built to Last examines the habits and principles that enable visionary companies to endure over decades. Based on extensive research, Jim Collins and Jerry Porras reveal that successful companies maintain core values and purpose while continually stimulating progress. With strategies like preserving the core and embracing change, the book highlights timeless practices that differentiate companies with lasting impact.

MORE THAN ONE MILLION COPIES SOLD

BUILT TO LAST

SUCCESSFUL HABITS OF
VISIONARY COMPANIES

JIM COLLINS

(Bestselling author of **GOOD TO GREAT**)

JERRY I. PORRAS

How the Mighty Fall

By Jim Collins

Category: Business/Culture

Concepts to Apply:

Hubris born of success

Undisciplined pursuit of more

Denial of risk

Grasping for salvation

Capitulation

Author Summary:

In *How the Mighty Fall*, Jim Collins investigates how once-great companies decline. He outlines a five-stage pattern of failure, starting with hubris and ending in capitulation or recovery. Through detailed case studies, Collins emphasizes that decline is often self-inflicted, but also reversible with the right leadership focus. A guide for recognizing early signs of trouble and steering back toward success.

HOW THE
MIGHTY
FALL

AND WHY SOME COMPANIES
NEVER GIVE IN

JIM COLLINS

BESTSELLING AUTHOR OF *GOOD TO GREAT*

The Speed of Trust

By Stephen Covey

Category: Business/Culture

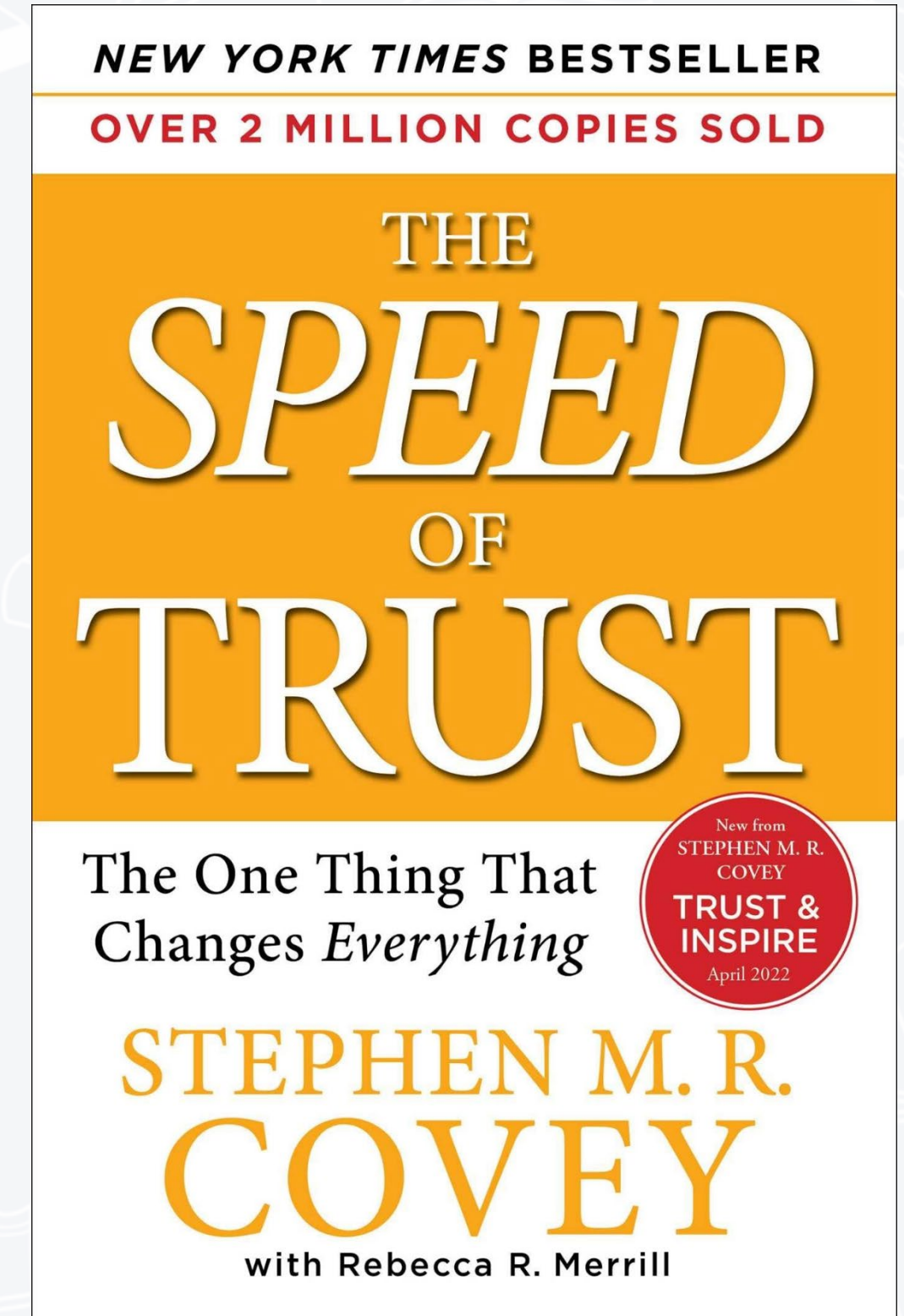
Concepts to Apply:

The 4 cores of credibility

The 13 high trust behaviors

Author Summary:

Stephen M.R. Covey argues that trust is a measurable, actionable driver of success. In *The Speed of Trust*, he shows how high-trust cultures increase speed and reduce costs in both personal and professional settings. This book helps readers build, restore, and extend trust across teams and organizations.



The Advantage

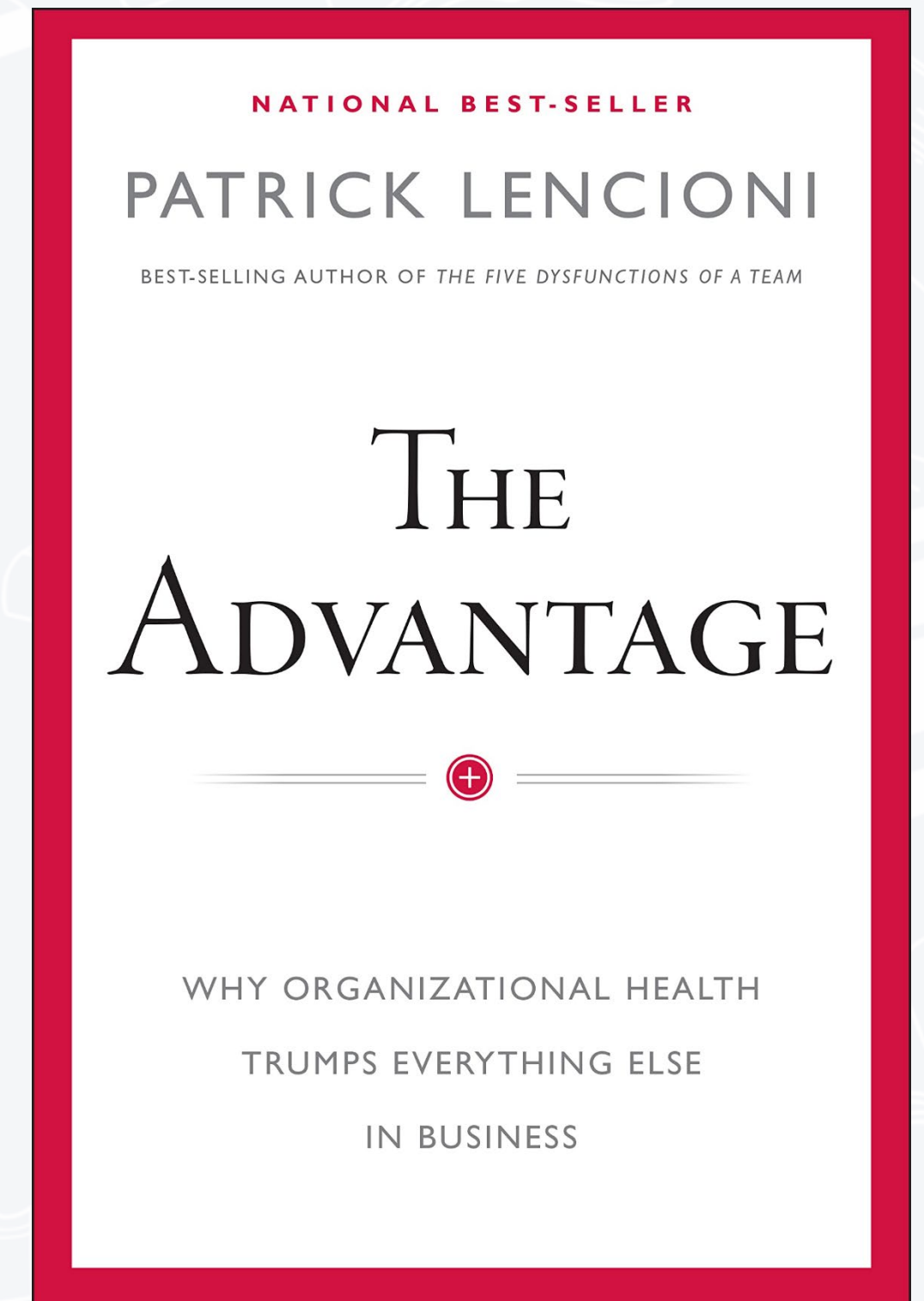
By Patrick Lencioni

Category: Business/Culture

Concepts to Apply:
Cohesive leadership team
Clarity
Communicate clarity
Reinforce clarity

Author Summary:

Patrick Lencioni's *The Advantage* asserts that organizational health—not strategy, finance, or technology—is the key to competitive advantage. He lays out a clear framework for creating alignment, building a cohesive leadership team, and fostering a culture of clarity and communication. Lencioni emphasizes that eliminating confusion and internal dysfunction results in higher morale, better performance, and long-term success.



The 5 Dysfunctions of a Team

By Patrick Lencioni

Category: Business/Culture

Concepts to Apply:

Trust

Conflict

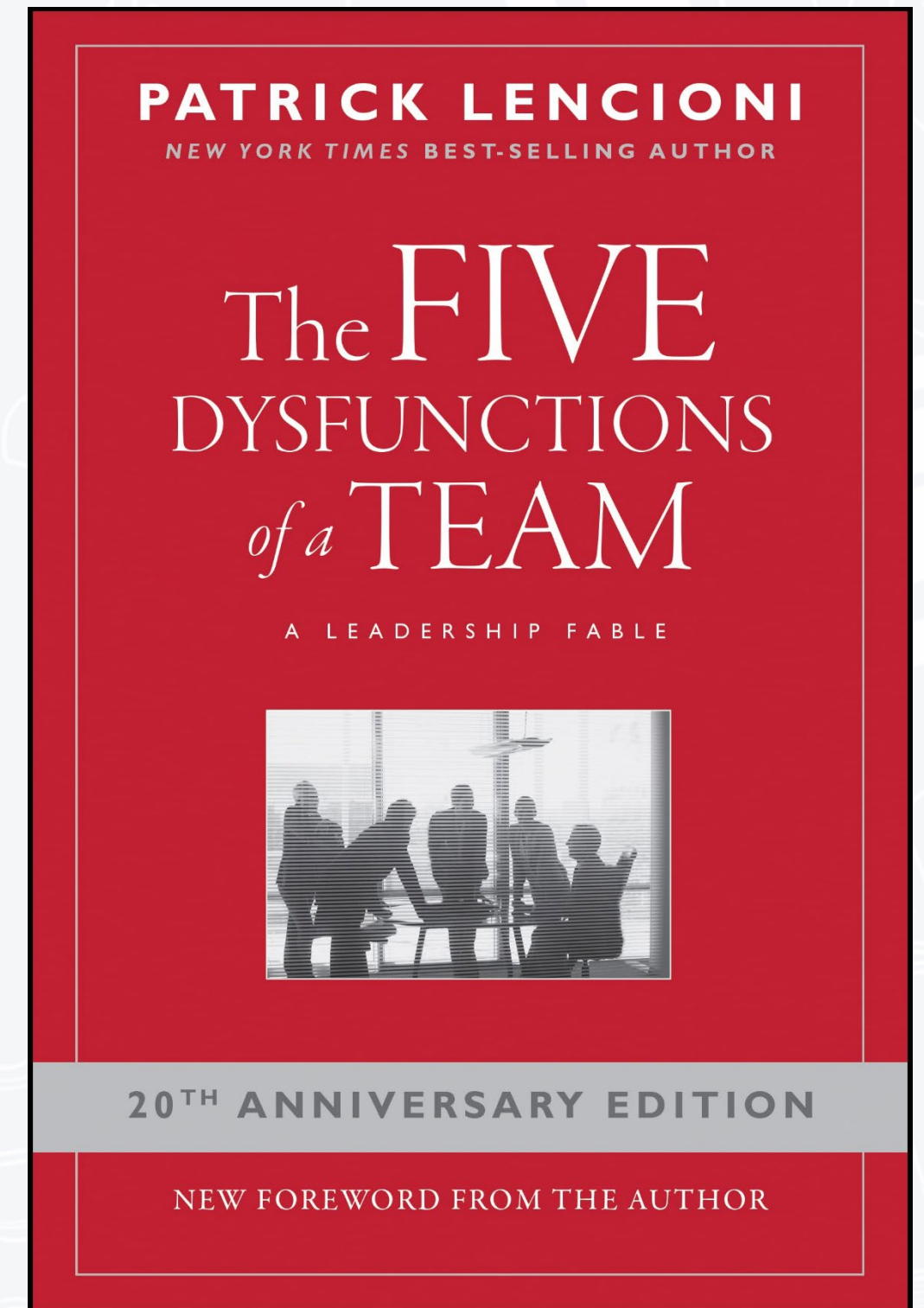
Commitment

Accountability

Results

Author Summary:

After her first two weeks observing the problems at DecisionTech, Kathryn Petersen, its new CEO, had more than a few moments when she wondered if she should have taken the job. But Kathryn knew there was little chance she would have turned it down. After all, retirement had made her antsy, and nothing excited her more than a challenge. What she could not have known when she accepted the job, however, was just how dysfunctional her team was, and how team members would challenge her in ways that no one ever had before.



The Ideal Team Player

By Patrick Lencioni

Category: Business/Culture

Concepts to Apply:

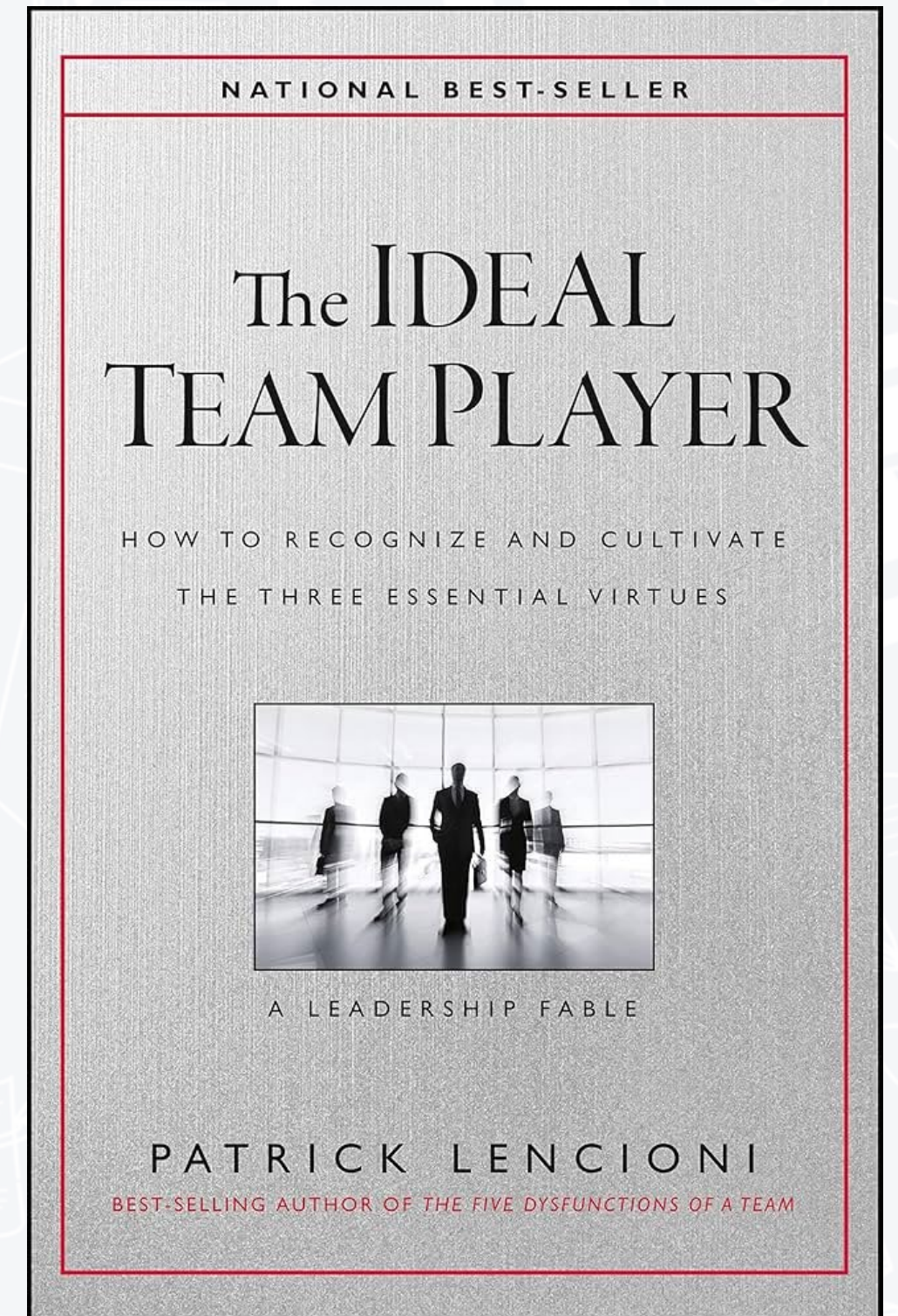
Humble

Hungry

Smart

Author Summary:

In *The Ideal Team Player*, Patrick Lencioni identifies three essential virtues for team success. Through a leadership fable and practical advice, Lencioni explains how to hire and develop team members with these traits and build a culture that reinforces them. A practical guide for shaping teams that perform and thrive together..



Death by Meeting

By Patrick Lencioni

Category: Business/Culture

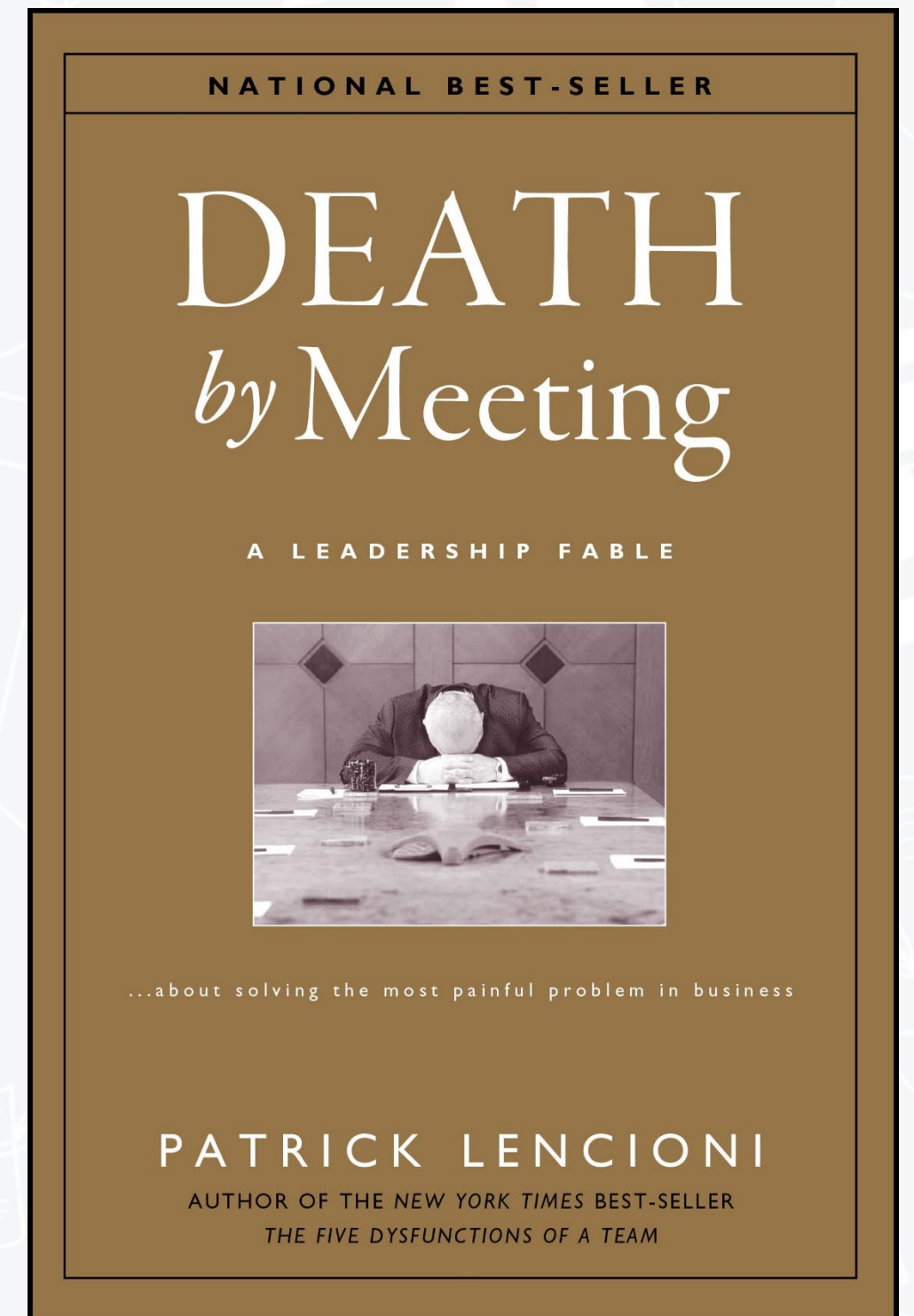
Concepts to Apply:

Meetings are where leadership happens

The 4 Types of Meetings – when and how to use them

Author Summary:

Death by Meeting rethinks how organizations conduct meetings. Patrick Lencioni uses a business fable to expose why traditional meetings are ineffective and proposes a model of four distinct meeting type daily, tactical, strategic, and quarterly each with a specific purpose and rhythm. He encourages leaders to embrace conflict and structure to make meetings more engaging, productive, and valuable.



Six Types of Working Genius

By Patrick Lencioni

Category: Business/Culture

Concepts to Apply:

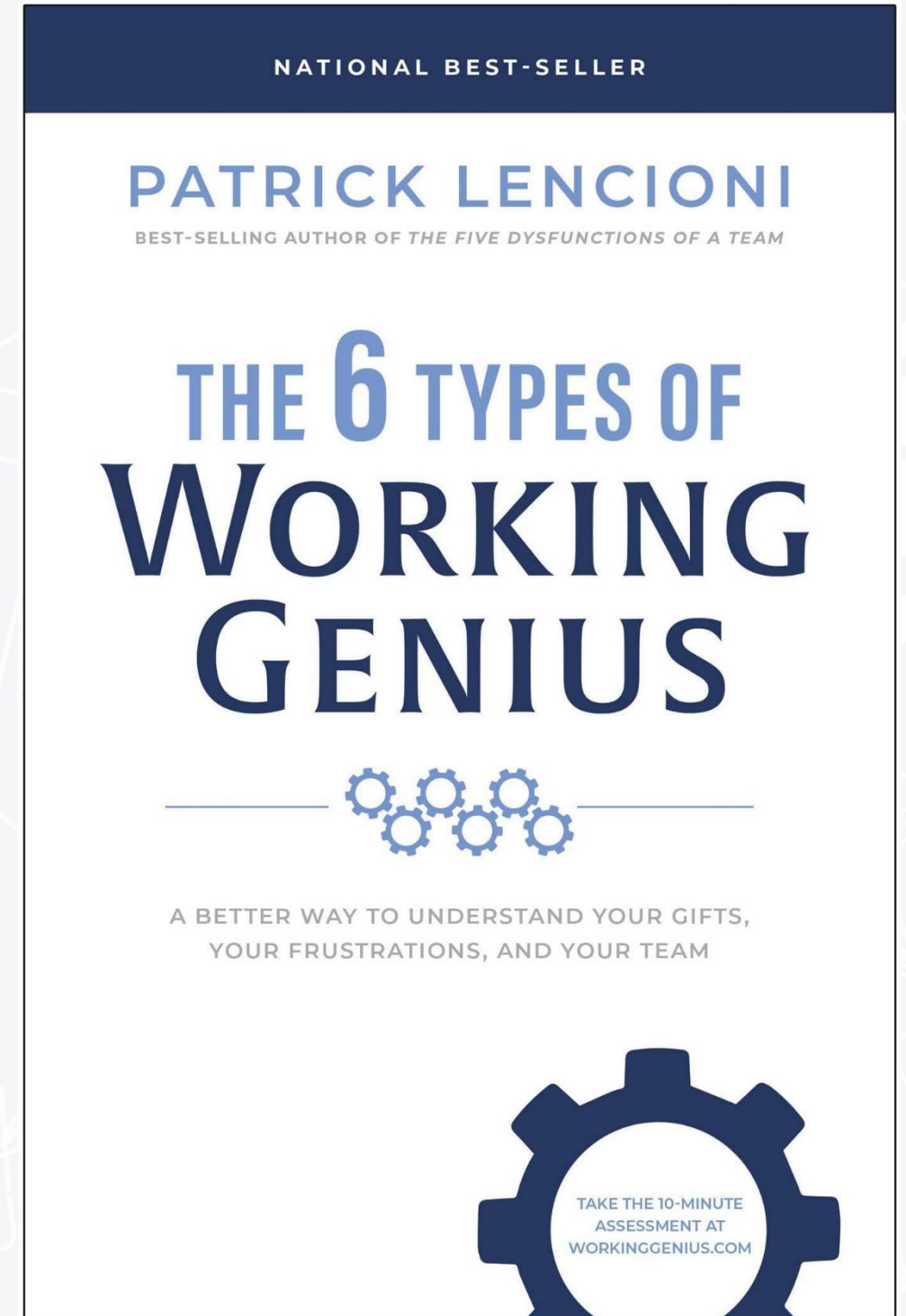
We all have our geniuses

We all have our frustrations

All work requires Wonder, Invention, Discernment, Galvanizing, Enablement, Tenacity

Author Summary:

In classic Lencioni fashion, Pat brings his model to life in a page-turning fable that is as relatable as it is compelling. He tells the story of Bull Brooks, an entrepreneur, husband, and father who sets out to solve his own frustration at work and stumbles into a new way of thinking that changes the way he sees his work, his team, and even his marriage.



Fish!

By Stephen Lundin

Category: Business/Culture

Concepts to Apply:
Choose your Attitude
Play
Make Their Day
Be There

Author Summary:

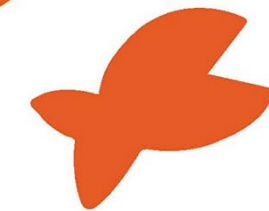
Fish! is a motivational parable that draws lessons from the vibrant culture of Seattle's Pike Place Fish Market. It outlines four simple principles—Choose Your Attitude, Play, Make Their Day, and Be There—that can transform workplace culture and engagement. The book encourages readers to bring energy, creativity, and humanity to their work, making any job more meaningful and enjoyable.

Over 6 MILLION copies sold worldwide!

FISH!®

ALL-NEW
DISCUSSION
GUIDE
AND SUCCESS
STORIES

A Proven Way to
Boost Morale and
Improve Results



Stephen C. Lundin, Ph. D.,
Harry Paul, and John Christensen

Foreword by Ken Blanchard, Ph.D.,
co-author of *The New One Minute Manager™*

GAP Selling

By Keenan

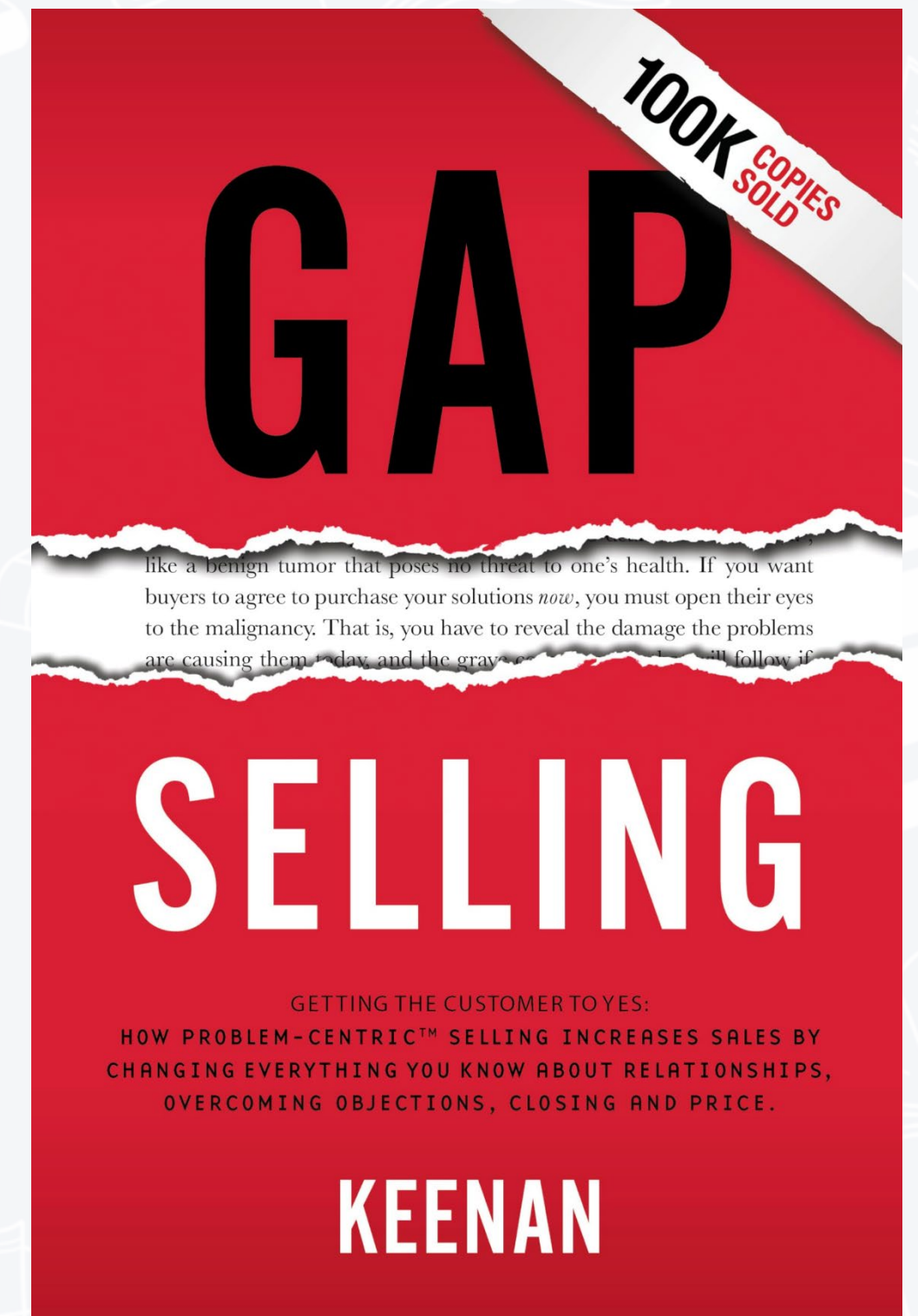
Category: Sales

Concepts to Apply:

Defining the current state, future state, and the Gap between them
Identifying the business problem, impact, and root cause

Author Summary:

Gap Selling by Keenan reframes sales as a problem-solving discipline. Instead of pushing products, it teaches salespeople to identify the gap between a buyer's current state and their desired future state—then sell to that gap. With a blunt, practical tone, Keenan explains how to uncover real business problems, quantify impact, and guide customers toward meaningful outcomes. The result? Sales rooted in value, not persuasion—and deals that stick.



The Challenger Sale

By B. Adamson and D. Matthew

Category: Sales

Concepts to Apply:

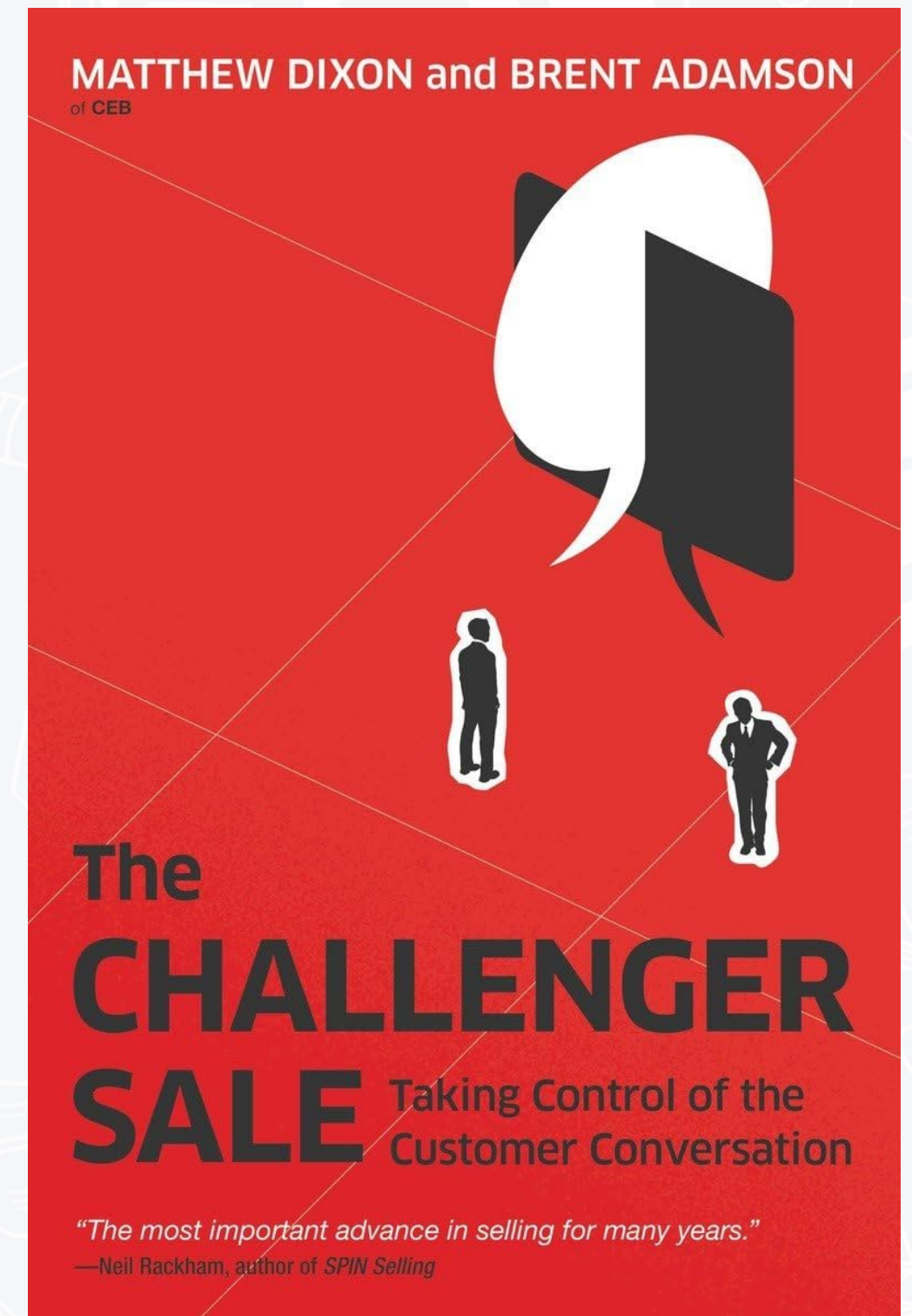
Lead “to”, not “with”

Teach, Tailor, and Take Control

Reframe

Author Summary:

Based on a global study of thousands of sales representatives, the authors argue that classic, relationship-building sales is a losing approach and instead identify the characteristics and behaviors of high-performing “challenger” salespeople. This model focuses on teaching customers unique insights about their business to create urgency and drive loyalty.



Outliers

By Malcom Gladwell

Category: Thought Provoking

Concepts to Apply:

10,000-hour rule

Challenges as opportunities

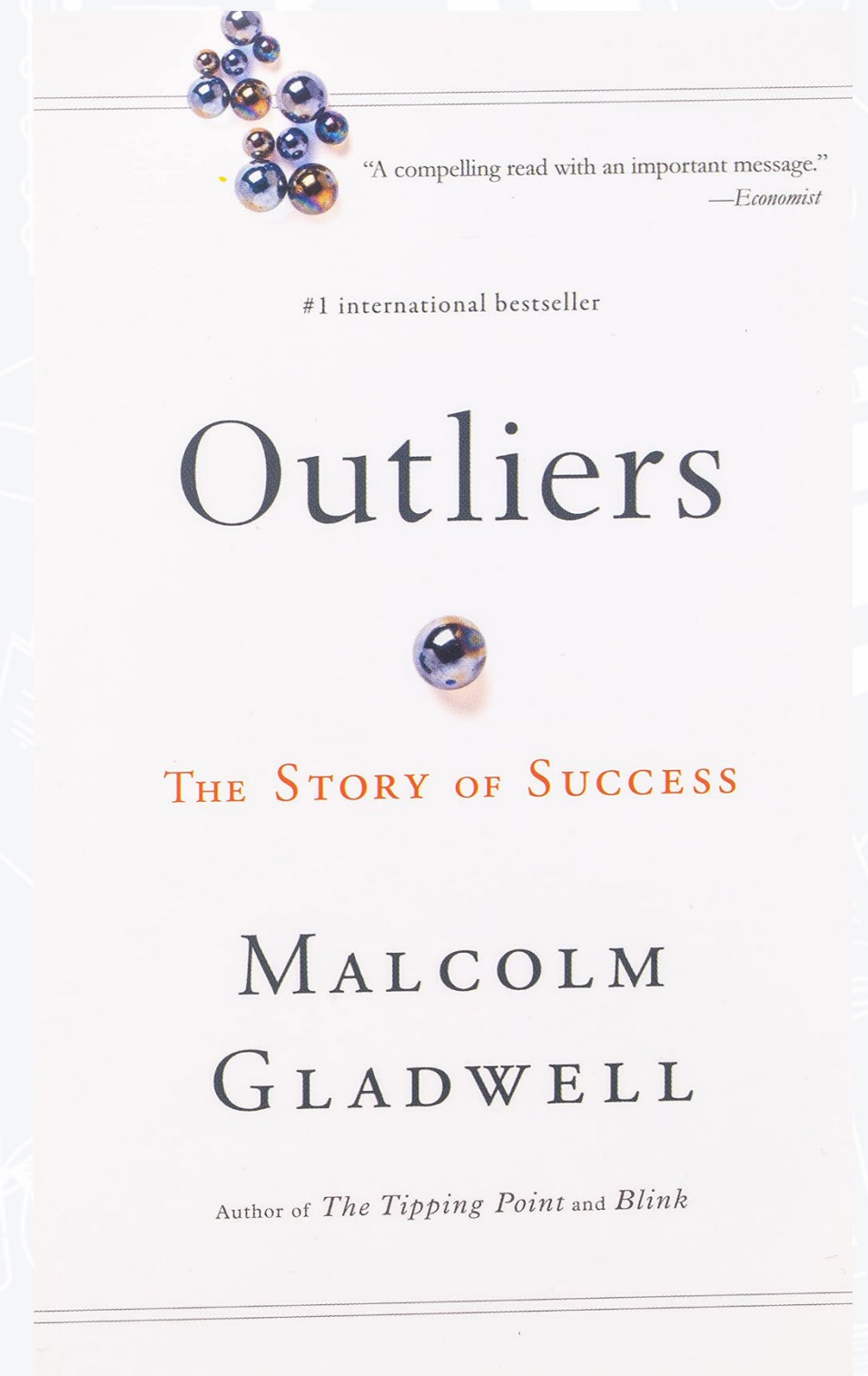
Intrinsic motivation

Historical context and timing

Opportunities and luck

Author Summary:

In *Outliers*, Malcolm Gladwell explores what makes high achievers different—arguing that success isn't just about talent or hard work, but also about opportunity, timing, and cultural background. Gladwell reveals the hidden factors that shape extraordinary outcomes. Blending storytelling with research, *Outliers* challenges the myth of the self-made person and reframes success as a mix of individual effort and circumstance.



Tipping Point

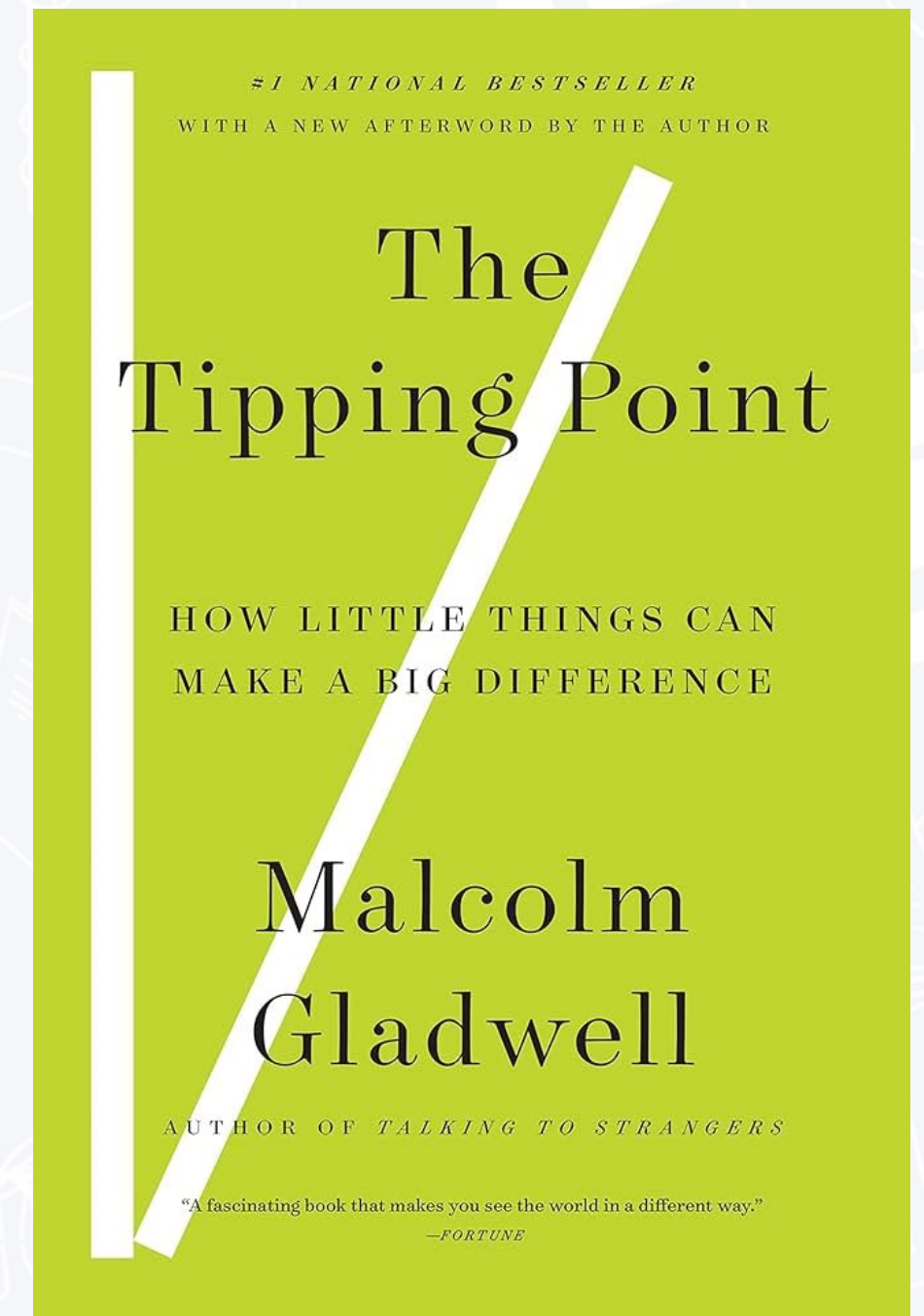
By Malcom Gladwell

Category: Thought Provoking

Concepts to Apply:
Connectors, Mavens, Salesmen
Stickiness factor
Power of Context

Author Summary:

The Tipping Point explores how small, seemingly minor changes can trigger massive, widespread impact—whether it's a trend, idea, or behavior. With compelling stories and sharp insights, the book reveals how the right conditions, people, and timing can push something past a tipping point and into cultural momentum.



Atomic Habits

By James Clear

Category: Thought Provoking

Concepts to Apply:

Make it obvious, Make it attractive, Make it easy, Make it satisfying

Habit stacking

Environmental design

The 2-minute rule

Author Summary:

In Atomic Habits, James Clear delivers a practical framework for building better habits and breaking bad ones—starting with small, incremental changes. He explains how habits compound over time and how identity plays a critical role in behavior change. The book is a guide to achieving remarkable results through tiny improvements.

#1 NEW YORK TIMES BESTSELLER

**Tiny Changes,
Remarkable Results**

Atomic Habits

An Easy & Proven Way
to Build Good Habits
& Break Bad Ones

OVER
20 MILLION
COPIES
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James Clear