

READ TO LEAD

The Simple Habit That Expands Your Influence and Boosts Your Career

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MAIN IDEA

The best tool for professional career development is to establish a regular habit of reading books. Reading more will sharpen your skills, help you become more influential, and power you towards the C-suite.



As president Harry S. Truman once noted, "Not all readers are leaders, but all leaders are readers". Reading books will help you understand people, improve your decision-making skills, enhance your creativity, and sharpen your ability to communicate effectively. The more books you read, the better you're positioned to take the lead in business, and in life in general.

The best thing is no special skills are required to get into the habit of reading more. Create a reading plan, and ramp up your reading regime. Become a lifetime learner. Your future self will thank you.

"If you need help solving a problem, overcoming an obstacle, or getting unstuck, then look for a book on whatever you're going through. Unless you're a glutton for pain and punishment, there's no need to reinvent the wheel if someone else has already gone through what you're going through now. In the words of comedian Groucho Marx, "Learn from the mistakes of others. You can never live long enough to make them all yourself." The benefits of reading are many. Yet today, people are reading less than before. This growing decline in reading creates an opportunity for you to learn new skills, rise above your competition, and build a successful career by reading books. Today is the best day to embrace lifelong learning. It's time to know how many books you've read, are reading, and have left to read during your lifetime."

– Jeff Brown and Jesse Wisniewski



1. Why you need to read more books Pages 2 - 3

Read like your career depends on it. There are definitive economic advantages to becoming a lifetime learner, especially when so many professions are changing and evolving thanks to technologies. Today is the best time to embrace lifetime learning.

2. Build a personalized reading plan. Pages 4 - 5

The books you read will become an integral part of your life and future career. Therefore, it's important that you develop a reading plan, and free up more time for reading. This isn't complicated. A reading plan is really just a checklist of the books you want to read – for pleasure, for professional development, and for personal enrichment. Read for wisdom.

3. Smart ways to read books Pages 5 - 8

To get better at reading books, follow these smarter reading tips:

- 1 Learn to **ABSORB BOOKS**, not just read them
- 2 Focus on increasing your **READING SPEED**
- 3 Get really good at **SCANNING** for ideas
- 4 Create an unchangeable **READING HABIT**
- 5 Know your **Why** and create a **CURRICULUM**
- 6 Use **INSIDER TIPS** to learn to read smarter
- 7 Join or start a **BOOK CLUB** or **MASTERMIND**

