Twitter Thread by Andy Strohm | Sales Coach



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■Massive Book Thread!■

In 2020 I read 24 books.

Here is each book and the biggest lesson from it.

There may be more, and I encourage you to read, and learn to find them.

In 2020 I determined to "level up" and now I'm sharing a year worth of lessons.

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1: When by Daniel Pink

Timing is everything. And it's nothing.

When you do something has a huge impact on it's impact.

Don't worry, you can't perfectly time anything, so instead, just choose to act on what's most important NOW.

Use the concept of compounding in everything!

2: The Art Of War

The mind is your most powerful weapon. All else is just a tool.

Leverage strengths. Minimize weaknesses.

Don't fool yourself into thinking you're something you aren't.

Some days, living to fight another day is your only option. Be grateful for life.

3: The Corner Office by Adam Bryant

Meh.

The best lessons of this book are better taught by Carol Dweck and Angela Duckworth. Read Mindset and Grit.

Some CEO's have no idea how they got to where they are, and less idea how to get you there.

Stay curious and determined.

4: The Power Of Habit by Charles Duhigg

One of the best of the year.

Key habits can impact all else. Start working out and watch your desire to drink water and eat better improve.

Ignore habits forming at your own risk. They create or destroy, but you choose.

5: She Comes First by Ian Kerner

Improve ALL your life. Don't forget to include your sex life.

She Comes First is an interesting read to ensure you are keeping your lady happy.

I do. We will leave it at that.

6: Grit by Angela Duckworth

Grit is a factor in success because it allows you to push through failure.

"Gritty" people try longer and ultimately succeed more.

Develop Grit by choosing something and sticking with it for at least 2 years, while continuously striving to improve.

7: Moneyball by Michael Lewis

Thinking outside the box can allow you to see solutions to your problems that may not have been obvious before.

Simplify your goal to make your necessary inputs obvious.

Once you know what matters, focus ONLY on that.

8: Basic Economics: Thomas Sowell

If you want to understand behavior, understand what is being incentivized.

Are you incentivizing people to cheat? You will get cheaters.

Stats are easy to manipulate.

There are ALWAYS tradeoffs, think through the impact of your decision.

9: How To Defeat A Demon King In 10 Easy Steps Easy Steps by Andrew Rowe

Systems are the most effective way to overcome or understand unknowns.

People work best when they work WITH someone who complements their strengths.

Everyone wants the hero but few want to become one.

10: How To Fail At (Almost) Everything And Still Win Big by @ScottAdamsSays

Systems baby!

Take every lesson from each failure. Not doing so is the actual failure.

Your brain can be programmed. Use wisely.

Talent stacking is a multiplier.

Pattern recognition is valuable.

11: 12 Rules For Life by @jordanbpeterson

Required reading.

Live intentionally. Be thoughtful.

Treat yourself with respect.

There is meaning in everything, don't dismiss the simple as meaningless.

Man up, stick your chest out, and take risks. Own the results.

12: The Richest Man In Babylon

Personal finance through parable.

Invest a portion of all you make and never expect to touch that money again.

Invest the earnings of that investment. Don't rob yourself of compounded impact of investment.

ANYONE can become wealthy.

13: Holes by Louis Sachar

Never give up control of your life to "fate".

Fate is what you make it. Make your life something great.

This was a fun read, and I read it with my son. Take time to enjoy things with those you love.

14: Sell What's In Your Head by @InfoProductJake

We all have something of value to offer others as a result of our unique human experience.

Don't undervalue your impact on others or you will be underrewarded for providing it.

Volume is valuable. Will not explain.

15: Good To Great by Jim Collins

The concept of the flywheel and momentum impacted me.

Level 5 leaders are real leaders make all the difference.

Strive to be a great leader with great vision, and share that vision with your team.

Think long term, act decisively.

16: Permission To Screw Up by Kristen Hadeed

Nobody really has it all together.

Once you realize you've made a mistake, correct it quickly.

It's important to give others the ability to mess up, and correct their own mistakes.

You can't control everything, it's ok.

17: Three Signs Of A Miserable Job by Patrick Lencioni

Good leaders can make an impact anywhere.

Give people measurable duties and actually measure them.

Show people the impact they make on others.

Recognize people for successes, lift them after failures, and KNOW them.

18: Triggers by Marshal Goldsmith

Learn to recognize behavioral patterns in yourself.

Once you know how you are impacted, you can start to make changes.

Manipulate your environment to manipulate your behavior.

(The same for others)

Create structure to induce change.

19: The Entrepreneur Rollercoaster by Darren Hardy

Failure is inevitable. Chase it.

The success pendulum swings both ways. Push it as high as you can toward failure to ensure it swings as high as possible toward success.

Surround yourself with great people.

20: Ready Player One by Ernest Cline

Everyone needs a tribe to maximize their success.

You can go alone, but you will never go as fast.

Think about how things connect in ways that are unusual.

Another fun read, but I could do without the preaching of wokeness. How boring.

21: As A Man Thinketh by James Allen

Your mind is a fertile field that will grow whatever you plant.

Plant wisely and you will reap wealth, impact, and influence.

Plant carelessly and you will reap poverty, sorrow, and solitude.

You are in control of your destiny.

22: Man's Search For Meaning by Viktor Frankl

You can overcome anything if you have a reason to.

Be kind to others. You never know what they are going through.

Life is ultimately about meaning.

What does yours mean? Whom does it have meaning to?

23: Hit Makers by Derek Thompson

People most enjoy things that are familiar but have an unexpected surprise.

People shy away from things that are ENTIRELY different.

People are bored by things that are ENTIRELY the same.

To go viral, make an impact on the influential.

24: The Infinite Game by Simon Sinek

Think LONG term to create better outcomes.

Thinking short term sacrifices self for possible short term gains.

When thinking long term consider impact on others as much as impact on yourself.

(Milton Friedman is not a bad guy)

I hope you develop a love for reading and learning.

This is one of the few habits that can totally transform your life.

For more insights from life, business, and books join my mailing list:

https://t.co/WlEq94Xibu