

THE INFLUENTIAL LEADER



RESOURCE CHEAT SHEET

You've read through the entire book and now you're ready to get out there and start leading your team to victory!

But of course, your education is never complete as a leader. That's why it's important to keep learning, keep reading, and keep growing. Below you'll find a wide selection of books and other resources that you can use to continue this journey and become the best leader possible.

Videos

How Great Leaders Inspire Action

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

This is a talk by Simon Sinek that discusses the Golden Circle and the importance of knowing your "Why." The why for a business in this context means the mission statement: it means understanding what it is that your business is *about* and what you are trying to achieve.

This is something that the most successful companies in the world such as Apple understand. Apple is not just a company that makes computers to earn money. Apple is a company that makes stunning, user-friendly computers that are aimed particularly at creative individuals. This understanding of who their target audience is and what their design language should be in service of that, helps them to create not just customers but true *fans*.

At the same time, having a Why is an excellent way to inspire and motivate your team. Make sure that they understand what the business is about, and why it's more than just making money!

Why Good Leaders Make You Feel Safe

https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe?language=en

This is another TED talk from the excellent Simon Sinek. Here, he talks about the importance of leadership creating a sense of safety among its staff – something discussed in this book too.

When you make your team feel safe and secure, they are able to flourish and do their best work. On the other hand, if you keep talking about how your company is going to “need to make cuts,” you create a huge amount of pressure that can cause arguments within your business, and that could even cause people to jump ship.

Believe it or not, some highly ineffectual leaders actually believe this is a *good* way to inspire their team to be more effective.

Sites

Myers Briggs

<http://www.myersbriggs.org/>

The Myers Biggs personality test is one of the biggest and most well-known psychometric tests in all of business. This one is based around four aspects of a person’s personality – such as their level of introversion and intuition.

The results of course are not infallible, but they are more accurate than many other tests out there. And with no other options readily available, Myers Briggs can provide a very useful snapshot of what is *likely* to be a person’s rough personality type. This can help you to better understand how they work best, and how to get the most out of them.

For example, you won’t place the introvert in a leadership role!

Headspace

www.headspace.com

Headspace is an app and website providing guided CBT (cognitive behavioral therapy) meditations. The idea behind CBT is to help people to better recognize their own emotions and to cope with them. When you use CBT yourself, this can help you to become a better leader by giving you the power to control your own nerves and temper. That lets you present a much calmer and more level-headed voice; which others will find inspiring and commanding.

At the same time, CBT is a tool you can teach to your staff to help them gain better control over their own emotions and thus stay productive even when they might be feeling tired or panicked.

Charisma on Command

<https://www.youtube.com/watch?v=dVLERJ5ldrA>

This is a YouTube channel that shares useful tips for boosting your charisma, your ability to persuade others, and your ability to speak in public. Charisma on Command can help you to improve your ability to deliver speeches and to instruct your team. It can also help you with emotional intelligence and a number of other key skills as a leader.

Google's 20% Time

<http://uk.businessinsider.com/google-20-percent-time-policy-2015-4>

An article discussing the use of free time by Google in order to allow staff to pursue their own projects and ideas. This has led to some of the best products ever to come out of the company, and it also gives those employees a much greater sense of ownership and commitment.

Books

Deep Work by Cal Newport

This is a book that discusses the value of letting staff simply get to work. This is something that is too often overlooked by managers who keep sending emails and holding meetings where nothing gets said. Stop “playing at business” and instead sit down and get real work done that helps you move closer toward your concrete goals.

New Thinking by Dagogo Altraide

This book from YouTuber Coldusion takes the reader on a tour through the history of great technological breakthroughs and inventions. He discusses not only the technologies themselves, but also the people behind them and the conditions.

This can be very inspiring for any manager or CTO hoping to do big things.

Thriving in the Gig Economy by Adam Sinicki

The way we work is going to change in a big way, and managers and leaders are going to need to get used to hiring staff from around the world, and managing their workflow through tools like Asana and Slack. This book, published by Springer, discusses this shift and gets you ready for the change.

Start With Why by Simon Sinek

This is the book by Simon Sinek that discusses the Golden Circle and the power of why. It’s an excellent read for anyone serious about creating a compelling brand and a business that staff are proud to work for!

The Personal MBA by Josh Kaufman

This book attempts to provide an entire MBA education in a single tome. This idea is grandiose of course, but it still does a great job of conveying a number of very useful key concepts that you can utilize in order to become a better business man or woman – and certainly a better leader.