

# Reading Renaissance

Proven Techniques to Activate Your Team



# Agenda

Introduction

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Learning with Books

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The Techniques

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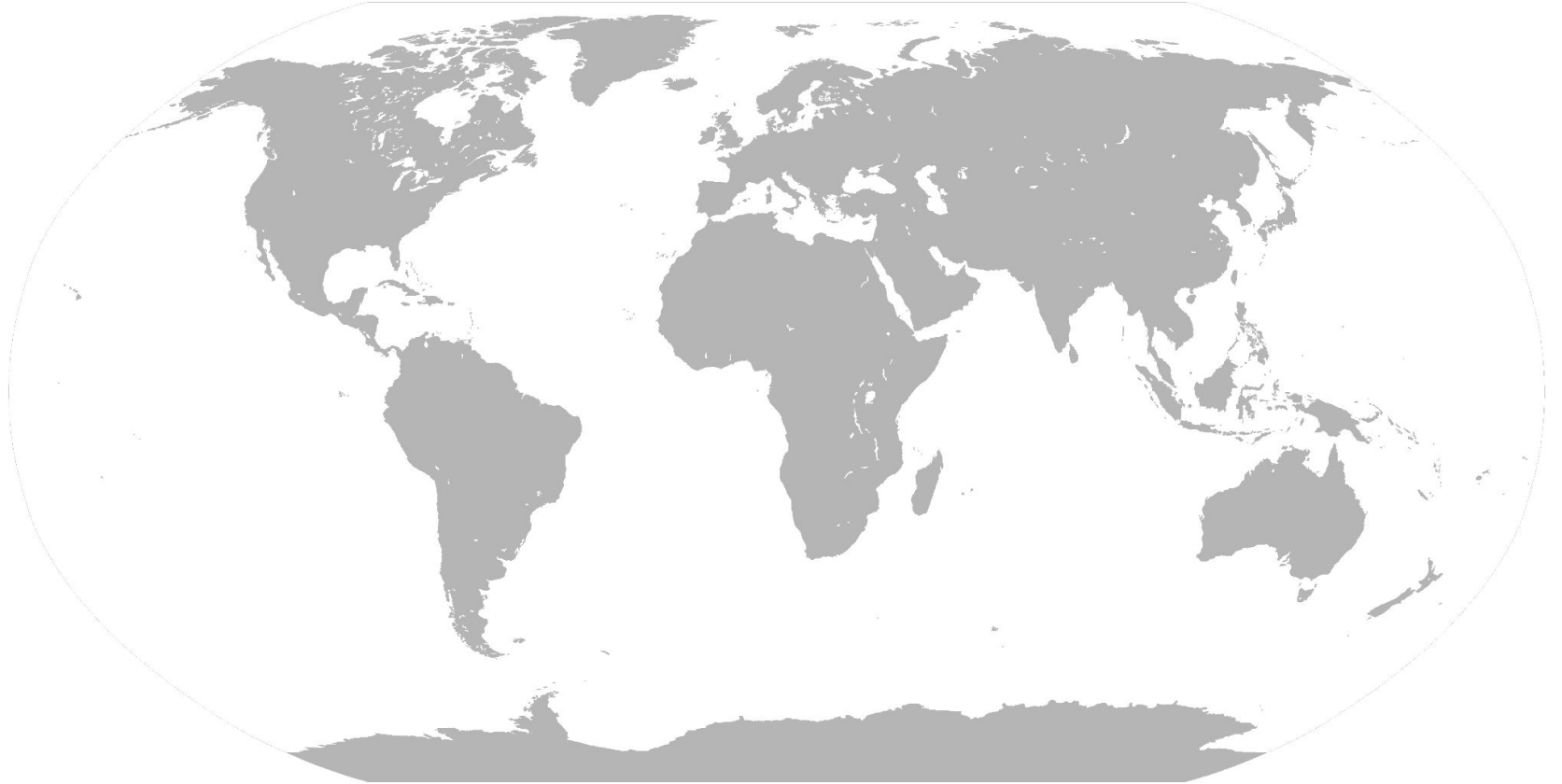
Implementation

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Q&A

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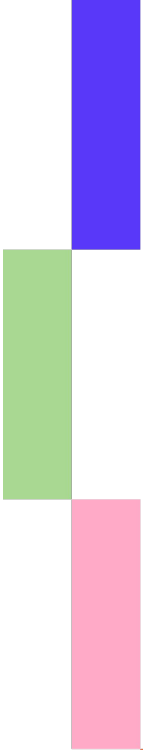
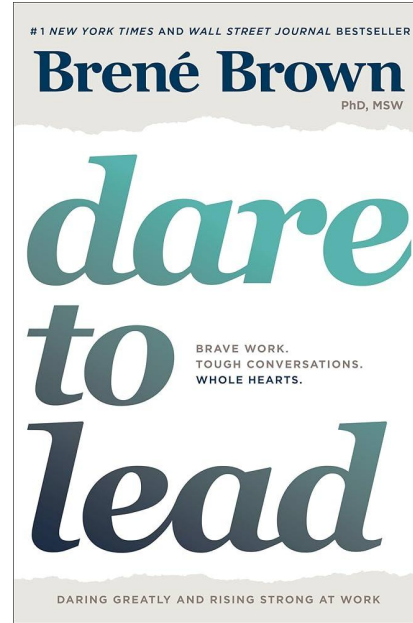
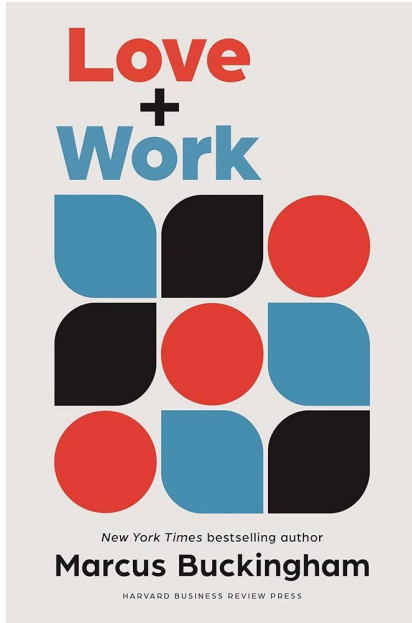
**Where are you located? (respond in chat)**




What is your function  
and title?  
(Respond in chat)







# So, Why Books?



**Books are the world's most  
efficient package for big,  
original, meaningful ideas.**





**Books are the comfort food  
of learning**

# Why is it so hard to do professional development using books?



# Not an automatic translation

# 1. Reading is a solo experience



## 2. Books are linear and static

# 3. Book reading is resource intensive

# 4. We forget most of what we read

## We Retain

**10% of what we READ**

20% of what we HEAR

30% of what we SEE

50% of what we SEE and HEAR

70% of what we SAY and WRITE

**90% of what we DO**



# Shared Understanding

Ideas can be communally and continuously  
understood



A close-up, slightly angled view of a textile loom in operation. The loom is a complex mechanical structure with various components like bobbins, threads, and a frame. A vibrant, multi-colored fabric with a bold, abstract pattern of swirling lines and shapes in shades of red, orange, yellow, green, and blue is being woven. The fabric is stretched across the loom, and the threads are visible as fine lines. The background is a solid, deep blue color.

# Common Language

Shorthand for decision making, innovation, agility

# 5 Techniques for Effective use of Books in Learning Programs



# #1

**Tie reading books into specific development programs**

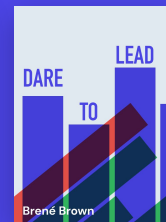
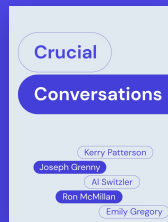
# For Example:

New Leadership Development

Executive Team Connection

Mentoring Program

Employee Engagement





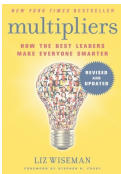
## EXAMPLE

# Annual Leadership Training Program

**Who:** All Directors and VPs

**Purpose:** Increase collaboration and performance across all teams

BEFORE



Pre-read materials

- Allow learners to pull out the big ideas

DURING



Two-Day leadership live training (in person or virtual)

- Live discussion on the key ideas

AFTER



Reinforce the key ideas



Debate Makers



Being an amplifier



Accidental diminisher

## Ask Yourself:

What's in it for the participants?

How will this learning be relevant to:

- Their success in their role?
- The company mission & values?
- Their team?



# #2

**Pull out the ideas that matter**

# It's not the book

It's the ideas from the  
book that you want  
people to understand and  
apply

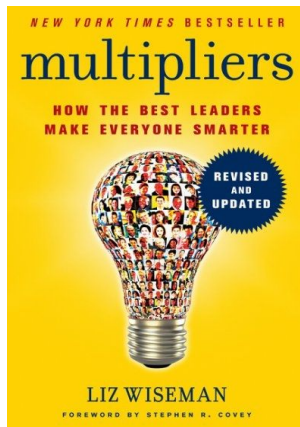


## Step 1

Think of a  
book as an  
album of ideas

## Step 2

Curate a  
playlist



Multipliers concept

What is a diminisher?

Working for diminishers

Debate Maker

Liberating Leadership

Intention Impact Gap

The Talent Magnet

The investor's Legacy

The Challenger's Edge

# #3

**Variety is your friend**



**Not  
everyone is a  
cover to  
cover reader**

## Different Strokes for Different Folks

- Consider Multi-media
- Encourage all types of participation
- Remember: the goal is that people understand the ideas from the books

# Reader Types - Harry



## The Strategic Reader

Looking for opportunities to apply, build up toolset

- Strategic thinking & implementation
- Wants to dive deep on meaningful topics
- Seeks structured learning
- Skill building is important
- Goal oriented, mission driven



# Reader Types - Hermione



## The Inspired Reader

Autodidactic with voracious curiosity

- Seeks role models
- Questions, challenges, and asserts
- Is all about discovery
- Is always reading multiple books
- Drinks deeply from many sources

# Reader Types - Ron



## The Pragmatic Reader

Wants to get to the actionable takeaway with minimum effort

- Looks for someone to get to the main point
- Reads out of necessity
- Minimum time for maximum understanding
- Will not read the entire book
- Wants to understand the context and application of the material

# Are you a Hermione, Harry, or Ron?



Hermione  
(Inspirational)

Harry  
(Strategic)

Ron  
(Pragmatic)

# #4

**Deliver the content in bite-sized increments**

**ONE DOES NOT SIMPLY**

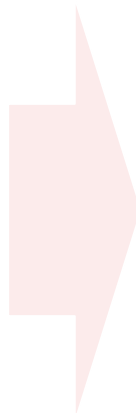
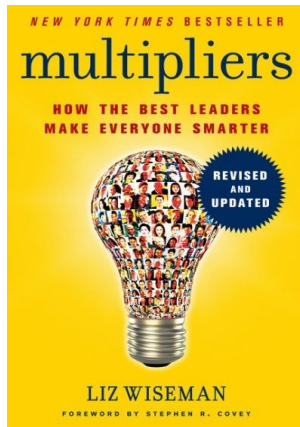
**CHANGE EXISTING BEHAVIORS**

imgflip.com

# Get the Water to the end of the row

Deliver content in the flow of existing workflows and platforms

- Idea reviews
- Reflection prompts
- Discussion questions



# #5

**Make room for reflection and discussion**





*"Well, instead of discussing the book we could discuss why none of us had time to read it."*



**What are some good  
discussion prompts?**

A large stone viaduct with many arches spanning a deep valley, with a train crossing it.

1. How are we doing at living this principle?

The background image is a faded, high-angle photograph of a large, multi-arched stone viaduct. The viaduct stretches across a deep, lush green valley. A train is visible on the tracks atop the viaduct. The overall tone is muted and historical.

**2. What should we be doing differently here?**



A large, multi-arched stone viaduct spans a deep, lush green valley. The bridge has numerous tall, narrow stone pillars supporting a series of uniform arches. A train is visible crossing the bridge in the distance. The surrounding landscape is covered in dense green vegetation and trees. The image is slightly faded, serving as a background for the text.

**3. How can I apply this principle  
in my own life?**

## 4. Where can I start?



# How we do it

# BookClub's vision is to deliver value across four pillars

## Distillation

BookClub distills key book ideas into high-quality, concise "Sparks."

## Discovery

BookClub offers contextualized guidance to the right ideas.

## Design

BookClub provides tools to generate tailored learning paths.

## Distribution

BookClub distributes these curated sparks into their members flow of work.



# Hello, Jonathan Munk

- Books
- Sparks
- Club
- Playlist
- Author

## New On BookClub

Open your mind to new possibilities and let the pages transport you to places yet unexplored.

#1 BESTSELLER  
THREE MILLION COPIES SOLD

Why Some Companies Make the Leap... and Others Don't

### GOOD TO GREAT

Book

Good To Great

Jim Collins

BE A KICKASS BOSS

RADICAL CANDOR

WITHOUT LOSING YOUR HUMANITY

"RADICAL CANDOR WILL HELP YOU INSPIRE TEAMS TO DO THE BEST WORK OF THEIR LIVES." —SHERYL SANDBERG

Book

Radical Candor

Jim Collins

## ZERO TO ONE

NOTES ON STARTUPS, OR HOW TO BUILD THE FUTURE

Book

Zero To One

Jim Collins

## WHY

Book

Zero To One

Jim Collins

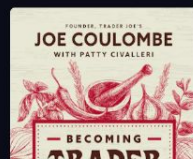
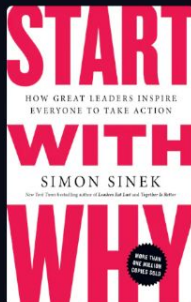
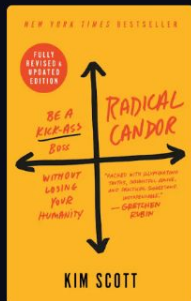
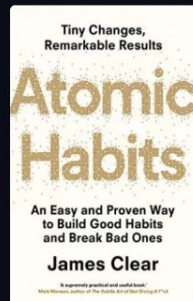
Jump Back In

View All

- All
- Books
- Sparks
- Clubs
- Playlist
- Author



## My Library

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MEMBER

## Jonathan Munk









CEO BookClub. Lifelong learner. Fan of Steinbeck, O'Connor, McCarthy, Joseph Conrad, Tolstoy, Bradbury.

 Share

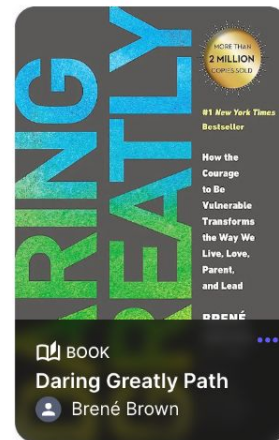
8 books • 9 sparks • 3 followers

## Bookmarked Sparks

[View All](#)

Type	Spark	Book	Time	
	<b>Be your own accountabilibuddy</b> Meaningful change begins with brutally honest self-reflection and an inventory of your strengths, weaknesses, and desires. You are the...	 Can't Hurt Me	4 min	...
	<b>1% better everyday</b> Overnight success is a myth. Meaningful change happens over time and is the result of consistent small steps and daily habit shifts rath...	 Atomic Habits	4 min	...
	<b>Is a perfect checklist possible?</b> Develop an understanding of the key parts of creating an effective checklist, and why they're essential.	 The Checklist...	4 min	...
	<b>Introduction to the HBR Guide to Emotional Intelligence</b> Discover why emotional intelligence is your secret weapon for effective and empathetic leadership.	 HBR Guide to...	6 min	...

## Books

[View All](#)

# My First Playlist

Below, you'll find the items in your playlist.  
Any selections you make from the options  
on the right will be added here.



Stepping Into The Arena  
Atomic Habits Book

10 min

Step 2 of 3



## Which ideas from this book have been the most impactful for you?



### Stepping Into The Arena

Discover and implement the principles of leading  
leadership to foster a culture of openness...[more](#)

3 min



### Communicate To Navigate

Discover how effective leadership impacts team  
success and why leaders must take full owner...[more](#)

4 min



### Communicate Smart: Keep it Clear, Concise..

Discover and apply principles of focused, simplified,  
and engaging communication to enhance your...[more](#)

5 min



### Building a Circle of Safety

How fostering a 'Circle of Safety' within your  
organization can boost trust, encourage cooper...[more](#)

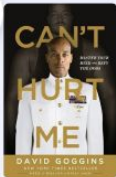
6 min



### Chemicals at work

Why understanding the role of endorphins, dopamine,  
serotonin, and oxytocin can revolutionize your...[more](#)

6 min



[Change  
Book](#)



Multipliers

## Multipliers: Amplifying talent and intelligence

Share



Liz Wiseman • 12 Sparks

## Multipliers Path

Elevate your leadership style with the empowering insights from Multipliers. Transform from an intelligence-draining leader into an inspiring Multiplier, capable of amplifying your team's capabilities and producing remarkable results.

Introduction to BookClub &...  
Multipliers

3 min

Multipliers: Amplifying talent...  
Multipliers

8 min

Intention Impact Gap  
Multipliers

5 min

The Talent Magnet: Growing...  
Multipliers

6 min

Liberating Leadership:...  
Multipliers

5 min

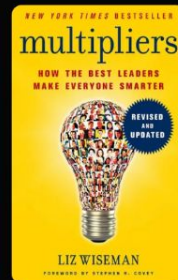
The Challenger's Edge:...  
Multipliers

6 min

Today's Big Idea:  
Multipliers vs. Diminishers

After this Spark, you'll have a better understanding of:

- How adopting a 'Multiplier' leadership style can tap into the potential of your team, fostering innovation, growth, and productivity.



Buy Book



Search



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24 Playlists



My Bookmarked Sparks  
292 Sparks



My Guiding Principles 10 min  
Jonathan Munk 15 Sparks



My Guiding Principles 10 min  
Jonathan Munk 15 Sparks



My Guiding Principles 10 min  
Jonathan Munk 15 Sparks



My Guiding Principles 10 min  
Jonathan Munk 15 Sparks



My Guiding Principles 10 min  
Jonathan Munk 15 Sparks



Dr. Books • Online

Ask Dr. Books anything or select prompts for help.

Viewing

Chat ▾



I'm Dr. Books

Let me help you make a playlist, suggest books to read and help find solutions to deal with your unique situation.

I'm struggling to inspire my team  
and keep them motivated

I feel stuck in my current career  
and I'm looking for some guidance

I'm a female executive in a male-  
dominated industry, and need help naviga...

I'm dealing with a difficult coworker.  
I'm looking for strategies in how to work w...

September 9:06 AM



Dr Books

Hi! I'm Dr. Books. Type anything to get started and I'll see what I can find. Don't be shy!



Jonathan Munk





“Not all readers  
become leaders,  
but all **leaders**  
**must be**  
**readers.**”

-Harry S. Truman

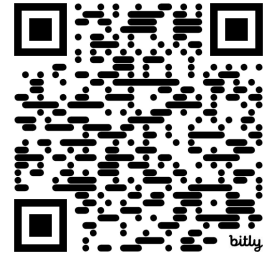


**Leaders  
are  
Readers**

# Q&A



Let's Connect!



**Jonathan Munk**

Munk@bookclub.com