

11 1/2 Books To Help you Cope with the Impacts of COVID-19

Hello All,

During this time of work and social restriction, we have an opportunity to invest some time into our own personal and business development.

It's easy to become addicted to a never-ending stream of worrying news or to lose ourselves in endless Netflix boxsets. These activities certainly help to pass the time, but this enforced curtailment of our normal lives also provides a rare opportunity to upskill in areas that have previously fallen off the bottom of our 'to do lists' because of lack of time.

As I mentioned in my recent article entitled; '**9 Important Steps You Can Take In Your Business To Deal With The Coronavirus Challenges**' I mentioned that whatever you thought 2020 was going to look like in all probability it will not look like that anymore. Those of us who upskill and prepare for the changes ahead will be best placed to come out of this strong.

I start most of my presentations with this quote from Charles Darwin:

"It's not the strongest that survives, nor the most intelligent, but the most responsive to change."

I have prepared a list of my favourite business and personal development books on various topics to whet your appetite. Here are my recommendations...

Vision and Action

In a time of crisis, it's easy to lose sight of your vision and become paralysed. I have chosen 2 books which are both simple and empowering to help you re-focus and start taking action.

1. The Science of Getting Rich – Wallace D. Wattles

This is an old book, but is as relevant today as when it was first published in 1910. Don't be put off by the old-fashioned language. The chapters are short without any wasted words. Read one chapter a day every day to reconnect with your vision and reset your beliefs to get you back into a mind-set of success and achievement.

2. The 5 Second Rule – Mel Robbins

This by contrast is a very recent book and full of energy. If you want a really practical method for overcoming fear and/or procrastination which you can start using straight away, this is the book for you.

Leadership

There are 2 types of leadership – self-leadership and leadership of others. It's very hard to lead others successfully if your own self-mastery is weak, so my recommendations here include both types.

3. The 7 Habits of Highly Effective People – Stephen R. Covey

I feel this is one the best self-mastery books ever written. It covers attitude, goal setting and achievement, prioritisation, relationships, communication and self-care. It's equally applicable to personal and business life.

4. Leadership and The One Minute Manager – Ken Blanchard, Patricia Zigarmi, Drea Zigarmi

I'm a big fan of the 'One Minute Manager' series as they offer a very simple approach to the most common management and leadership problems. This particular one focuses on the concept of 'situational leadership' – leading different people in different ways according to their individual situation in your business. It's a short read and will give you some tools you can apply straight away to increase people's engagement and performance.

5. The One Minute Manager Meets the Monkey – Ken Blanchard, William Oncken Jr., Hal Burrows

This book is for the leaders and managers who struggle with delegation and find that they are busier than their team members. If you want to get your team working for you, rather than you working for them, this simple guide to delegation will show you how.

Change Management

6. Who Moved My Cheese? – Dr. Spencer Johnson

Different people react to change in different ways. Some are very adaptable and are happy to change direction quickly while others find this more difficult. During this crisis, you may become aware of your own way of reacting to change as well as observing different behaviours among your team members. This simple and short story helps you to deal with change successfully. There is also a short video on YouTube which summarises the main theme of the book.

Business Back to Basics

For many business owners, now is a great time to step back and re-assess the way you run your business. You have an opportunity to go back to basics in areas that may have become over-complicated or which aren't performing the way you'd like. I have chosen 3 books here to help you re-inforce the foundations of your business.

7. The E-Myth Revisited – Michael E. Gerber

This book teaches you how to build a business that works without you so that you can either sell it or put somebody else in to run it, allowing you to benefit from the profits and have time to enjoy other things in life.

8. Instant Cashflow – Bradley J. Sugars

The focus of this book is the business chassis which is the foundation for growing customers, revenue and profits in any business. Its simple formula shows you what numbers and activities you need to focus on to grow your sales and profits.

9. The Ultimate Sales Machine – Chet Holmes

This book is about upping your game in every area of your business to blow your competition out of the water. It looks at how you can really set yourself apart to attract the very best customers and team members.

And finally, Sales

Following the financial crash in 2008/2009, many businesses realised that they had become “order takers” during the rush of the Celtic Tiger. In the event that sales are slow to rebuild in the aftermath of the coronavirus crisis, my recommendations here will help you develop your sales process to “help your customers to buy” your product or service.

10. Sell it Today, Sell it Now – Tom Hopkins

This book focuses on the ‘one call close’. It shows you how to implement the 4 key stages of Trust, Need, Help and Hurry in your sales process so that you can complete your sale on the spot rather than having people “think about it”.

11. Oversubscribed: How to Get People Lining Up to Do Business with You – Daniel Priestly

One of my recent favourites here for sure. How to have clients chase you rather than you chasing them. In the book he explains why...and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to buy from you.

11 and a half – Questions Are the Answers – Allan Pease

I've awarded this a half rather than a whole number as it's a short audio rather than a book. You'll find it on You Tube or I can send you a copy. It's a recording of a seminar given by Allan Pease where he is teaching network marketers how to build their business. The methods and examples he uses are applicable to most sales situations and indeed to many other communication situations. It's amusing as well as educational.

There are now many ways you can access these books and it is good to understand the best way you consume information. Would you rather read a physical book or would you rather listen to it being narrated.

These days, my preference is Audible but hardcopy and Kindle are also great options and as I say above it really depends on what works for you.

With Audible I can download and listen to the books in the car, walking the dogs or exercising!!! I love the instant gratification of the immediate download and the ability to synchronise between devices. Audible offers a monthly subscription which makes it very inexpensive.

Please remember, I'm always here to help you and your business, so if you have questions about how to implement any of the ideas in these books, do get in touch.

If you have any book recommendations of your own, I'd love to hear and share them.

In the meantime, Happy Reading and Stay Well!

Please don't Panic.....But Please DO PLAN

And remember I am always here to help you and your business:

Michaelshinnick@thebusinesspractice.ie