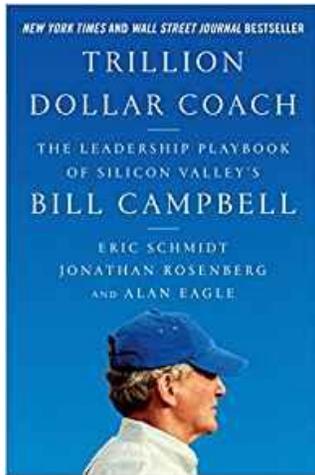




2019 Faves for Inspiration

Top 5 books I read in 2019

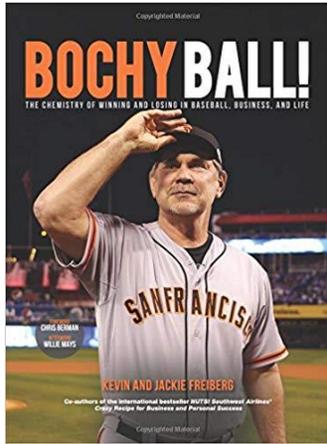


The title of the book comes from his legacy of strongly influencing what Silicon Valley's best companies like Google, Intuit, and Apple would become and their worth over 3 Trillion dollars and that he was a college football player and coach. This book is written by Google directors who worked closely with him, Bill passed in 2016. Like many other inspiring biographies of the past decade I wrote about in previous year's lists (all highly recommended!), **Bill Parcels (Parcels - A Football Life)**, **Phil Knight (Shoe Dog)**, **Phil Jackson (Eleven Rings)**, and **Steve Jobs (Steve Jobs)**, Bill Campbell is reminiscent of some of the leadership traits I recall in Terry Kucel. Bill saying in the book, "he is not coachable," was the equivalent to Terry saying, "he doesn't get it." The traits of "coachability" completely sync up with the same traits Terry and I look for in partners of Townsend: honesty, humility, willingness to persevere, work hard, and a constant openness to learning. This book along with the next helped me assimilate my beliefs and ideas on leadership as well as influence talks, I gave this year to our entire leadership team on our leadership approach.

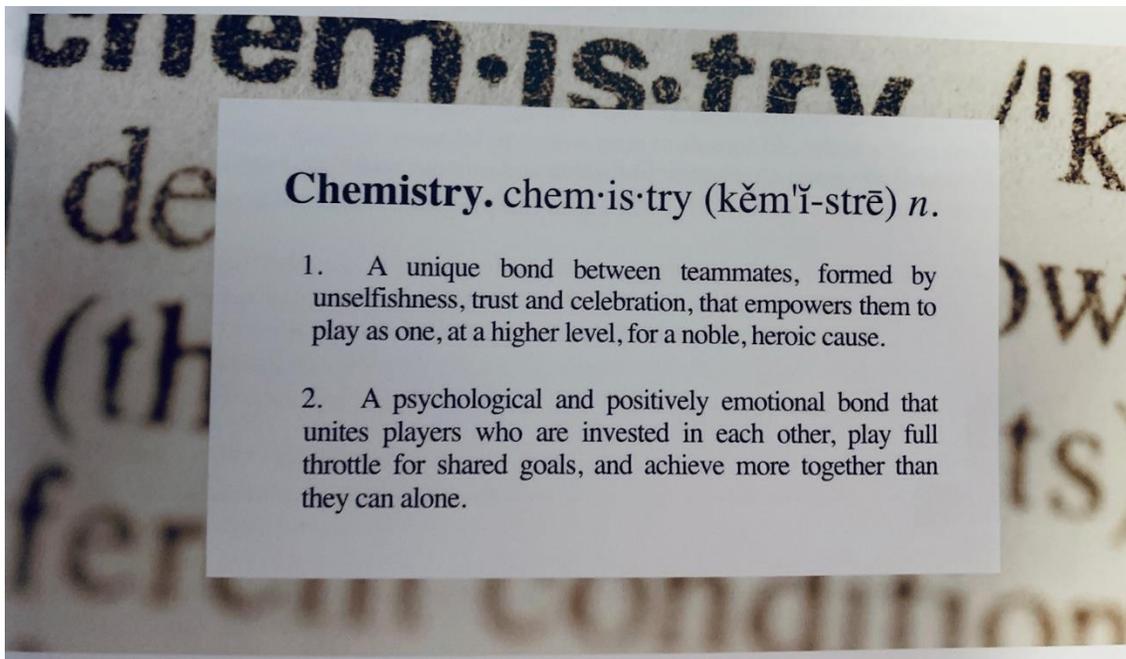
Bill Campbell - A Football Coach That Advised Steve Jobs, Jeff Bezos and Larry Page (Life Story)

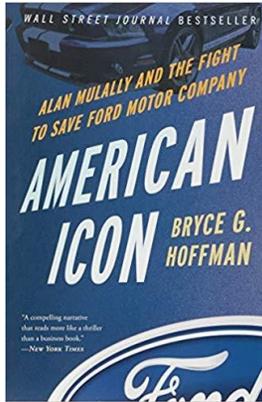
<https://youtu.be/YKihvXD0xlc>





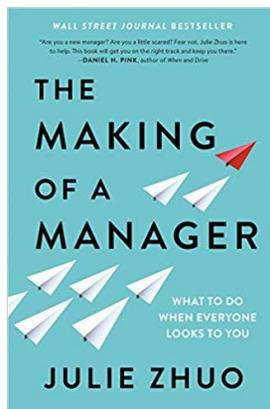
Team chemistry – this book should be a text book for a college course on how to put a team and culture together in any arena, sports, business, or otherwise!! It will help if you like baseball and sports, but it isn't necessary. All the points of culture and team chemistry are made anyway while pinpointing coaching philosophy of Bruce Bochy the manager of the San Francisco Giants. For anyone remembering me pointing out on last year's list that Shawn asked me why I love football so much, everything in this book are things I look for in the sport and success of the teams and game! From character, to integrity, to Grit, teamwork, authenticity, servant leadership, connection, trust, and putting it altogether to create team chemistry this book is great!! I loved how the author's defined team chemistry:





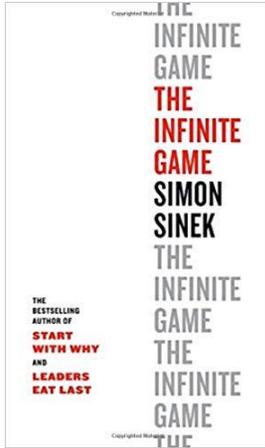
This book came out in 2013, I only just caught it as the first book of 2019 I read. I loved Alan's focus, determination, and leadership to completely turn around Ford. The scale of that turnaround, a company near bankruptcy in an industry that was imploding, all of Detroit was reeling, and the Great recession was hurting so many of us alone was vast. But in Ford, the family turmoil, entitlement, and selfish motivation of many on the leadership teams – the fortitude Alan had to have to change the culture and undo decades of disconnection and greed is quite an inspiring and informative story of leadership and business. I like this article speaking to his leadership style and optimism to get it done too.

<https://www.inc.com/ayse-birsel/former-ford-ceo-alan-mulally-running-a-business-is-a-design-job.html>



I bought this book thinking of a few of our newer team leads and wanting to give them something to lean on and relate to, as I read it I thought it was such a great, simple overview of leading and managing I thought everyone on our leadership team should be reading this, there are great, simple insights and guides to one on one meetings, meetings and follow up in general, hiring, and conflict resolution! Even though I don't love the title, there are very clear differences to me in "managers" from "leaders" – Julie focuses on the people and leadership side of managing that is so important to me, so after reading I was very good with it.





Simon's book was the one I looked forward to most this year, I preordered it a year in advance! Here he speaks to the differences of a finite mindset versus an infinite mindset in business and life.

Finite – short term, goal and self-focused – winning at the detriment of others

Infinite – long term, values, trust, and team, company and its Just Cause, family focus – bettering everything we do, leaving the company or family stronger and better off than it was before us.

There are plenty of examples profiling companies, Alan Mullaly's Ford turnaround is described as an Infinite approach perfectly.

Here is a very recent interview about the book if interested.

<https://www.youtube.com/watch?v=7SykD4oi450>



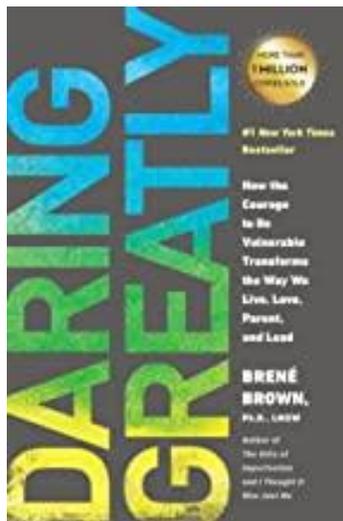


Decade of Inspiration

Choosing favorite books from this decade isn't as hard as many would think for me, I have read hundreds of books over the past 10 years, but these 5 have had lasting, & life changing effects on me personally and are always the first writers and thinkers I talk about with people looking to grow or develop themselves personally or professionally. Brene Brown and Simon Sinek, though I list one - you can't miss with any of their books or Ted Talks – my two favorite thinkers!

Brene even has a Netflix special out this year, link to the trailer just below. I showed this at Townsend this year in place of 3 weeks of Ted Talks, highly recommend!

<https://youtu.be/gr-WvA7uFDQ>



My view of leadership before reading this book as a young and relatively new President of Townsend Leather was of stoicism. I always kept my cool and calm, and hid emotions, fears, and worries from other team leaders and our team at large, I didn't want them to worry about me or the company or for things to be about me, ever. It's not that I had a problem with being open or authentic, I felt I was doing everyone a favor by doing this – my mentor, Terry was such a passionate and charismatic leader, he inspired me but also sometimes scared me or worried me with his emotions and heart on sleeve approach.

Reading Brene's book on a plane to visit Cessna, one of Townsend's longest and greatest customer partnerships, I walked into Cessna feeling at peace with myself and gave my copy of this book to my contact at the time, Melanie Butler, and said you must read this and told her



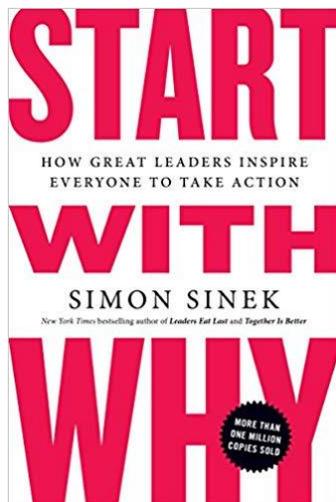


Monday, December 30, 2019

all about it! I learned a lot about relationships, true connection, and how to balance and share the things that made me feel weak, scared, unsure, vulnerable with others in a way that brought our company closer together and strengthened every one of my relationships in work and life! Not only for this decade, but overall, if I could only recommend two books ever to anyone, it would be Daring Greatly by Brene and Emotional Intelligence by Daniel Goleman, they are the two most powerful books I have read! Brene's Ted Talk is one of the most viewed ever, link just below.

https://www.ted.com/talks/brene_brown_on_vulnerability

https://www.ted.com/talks/brene_brown_listening_to_shame



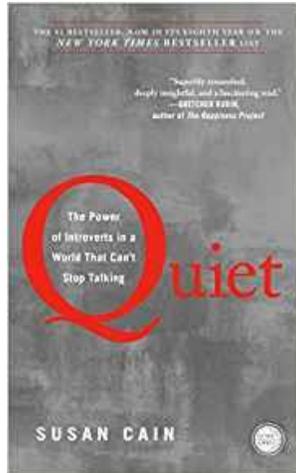
Purpose and meaning in life and work. We are so often trained how to do things and not why, what is the greater purpose and meaning, how does this fit into the bigger picture, it sounds simple 10 years later – but his Ted Talk and this book came out at end of the last decade and a lot of people in business and life did need a reset, a back to basics approach to thinking of success following a recession that lagged for over 3 years. His ideas, and passion in invoking them were as galvanizing as they were self-affirming for me.

His Ted Talk is one of the most viewed ever.

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe





Susan pretty much became the authority of differences between introverts and extroverts with this book. For so many years as an introvert, I just felt awkward and uncomfortable in social settings but never knew why! This book helped me understand the differences and what made both strong, and how both could be more aware of what did or didn't work for them. If only this book could have come out 20 years earlier, so could have used it as a teenager and earlier in life!!! I emailed Susan a few years after reading this, because I felt such gratitude for how this book, like Daring Greatly, helped me find myself and embrace it – one paragraph from that email just below -

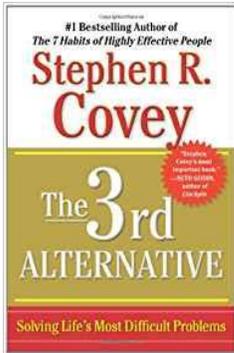
"As a 3rd generation family company president, following my Father-in-Law who was the most amazing, dynamic, and strong personality was always going to be a great honor and challenge. Stepping out of his shadow and becoming someone who others trust, support, admire, and are honored to work for in my own right is well, beyond my wildest dreams! It has been a lot of hard work and determination for sure and I was well on my way by the time I read your book, yet I would not be the same person today without your book. I no longer try to be something I am not, I work harder on my one on one relationships and in having meaningful conversations with customers, suppliers, and employees. I have gotten good at turning small talk situations into more meaningful conversations!! Rather than worry about my own insecurities, I have turned that into full on self-awareness and comfort in my own skin. Today I spend a lot more time helping others learn about themselves and grow into leaders, or just discover more of their own potential and confidence! I approach company speeches and the way I interact with employees and customers with such a greater perspective now!"

I was pretty blown away to hear back from her a day later thanking me for the message and that it made her day!

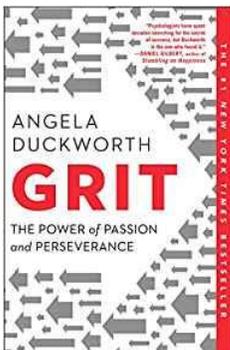
Her Ted Talk is in the top 20 most viewed

https://www.ted.com/talks/susan_cain_the_power_of_introverts





I call this my “get your shit together” book suggestion! I’ve given out several copies of this book to people in my life who were at a crossroads, mid-life, or just a turning point. It is far more than that though, a profound book about not your way, or my way, but a way that moves beyond both to a better way for all of us. This really speaks to the “partner” approach and leadership philosophy of Townsend and working with others that I learned first hand from Terry Kucel. Even if the other 4 books on this best of the decade list are more personal to me, this book is the one of my 5 that would have the most impact on the most people who would read it, it’s that good! Something very much still needed today in life, politics, and work!!!



The power of Passion and perseverance, Grit – I love when someone writes a book that captures you and how you feel but sets it to words in ways that you didn’t know how to. Grit completely encapsulates so many of the partners of Townsend Leather, the way we achieve and make things happen with and for each other and our customers, for 50 years now!! I love the word, the meaning, and all of the principles she speaks and writes about, so much so, that I established Grit as a value of Townsend Leather 5 years ago and now often celebrate and talk about our team’s Grit and accomplishments to make us better over the longhaul!!

https://www.ted.com/talks/angela_lee_duckworth_grit_the_power_of_passion_and_perseverance





Ted Talks (a few faves from this year)

Ted Talks became a great way for me to share ideas within Townsend, no one likes to read as much as I do, but a lot of partners like to watch a short clip and discuss – so this became the way!! Over the second half of the decade sharing Ted Talks was a great way for me to spend time with partners in the company, always with the idea of shared experience, ideas, and connection to help develop all personally and professionally through the message itself of course, but often in the sharing and discussion of it even more!

Girl Up: The Secrets to an Extraordinary Life | Courtney Ferrell | TEDxRVA

<https://youtu.be/t6dnl9srW5k>

https://www.ted.com/talks/hamdi_ulukaya_the_anti_ceo_playbook

Ted did a series of short clips recently under the theme “The Way We work,” this was my favorite. Isn’t Patty’s like the fastest 5 minutes of your life? She was the HR director for Netflix, I read her book Powerful last year – this clip on 8 lessons from her is awesome! What a great straight talker and getting to the heart of things so well!

https://www.ted.com/talks/patty_mccord_8_lessons_on_building_a_company_people_enjoy_working_for

TED Talks – (faves from the decade)

Over the year’s partners expressing interest in getting a degree ask me for advice, I always speak highly of the business administration degree I attained and not to marginalize the experience of traditional education, I can tell you I have learned so much after college from books, articles, (of course experience with all of you), and Ted Talks. I agree with the spirit of this article just below and the 8 great Ted talks included! Education becomes experience when we learn it through mediums like Ted Talks and apply to our lives personally and professionally today!

8 TED Talks that basically equal an MBA

<https://www.theladders.com/career-advice/8-ted-talks-that-are-basically-as-good-as-getting-an-mba>

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Own Your Behaviors, Master Your Communication, Determine Your Success | Louise Evans | TEDxGenova <https://youtu.be/4BZuWrdC-9Q>

https://www.ted.com/talks/emily_esfahani_smith_there_s_more_to_life_than_being_happy

We should all be feminists | Chimamanda Ngozi Adichie | TEDxEuston





https://www.youtube.com/watch?v=hg3umXU_qWc

http://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers

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

https://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work

http://www.ted.com/talks/adam_grant_are_you_a_giver_or_a_taker

http://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe#

https://www.ted.com/talks/susan_david_the_gift_and_power_of_emotional_courage

Music

Pale Waves - Television Romance

<https://youtu.be/ot1j5M5PTC4>

They are a UK based band on the same label as my band of the decade the 1975, love this whole album. I read a critical review of it where they said the band set out to basically recreate Just Like Heaven by the Cure, on each song – this was meant as a dis, but as one of my top 5 favorite songs of all time, I took it as a compliment and this is very much my album of the year! Very synth and power pop like the 1975, I love it!!

The song of the decade for me just below, music starts at 3:00 minutes into the video.

The 1975 - Somebody Else (Official Video)

<https://youtu.be/Bimd2nZirT4>

I don't know too many 1975 fans, which is a bummer and I am not one to be an outlier on music, I am a big sucker for pop done well and my artist of the decade without question is Taylor Swift. The whole 1989 album is a perfect pop masterpiece and many of the songs including this one remains on any of my current playlists.

Taylor Swift - Style

<https://youtu.be/-CmadmM5cOk>

I loved this year's album by her Lover, which was a welcome return to form after the angrier Reputation, though I did love Delicate from that one.





TV

Stranger Things 3 | Official Trailer [HD] | Netflix

https://youtu.be/YEG3bmU_Wal

Season 3 of Stranger things was my favorite of all 3, this came out on a beautiful Summer weekend this year and I felt no guilt bingeing all of its 80's awesomeness! The Mall, the good Steve, the Soviets, all of it just fun!

The Mandalorian on Disney + is a tie with ST3, this show is far and away better than any of the Star Wars movies that came out this decade, this is where streaming and TV gets it better than the movies, it is a better chance to deep dive into characters and really develop their story rather than slamming 20 backstories into a 2 and half hour explosion. ST3 is a modern take on an 80's style that I love, The Mandalorian is the future of Star Wars and I hope they keep taking it in this direction!!

The Mandalorian | Official Trailer | Disney+ | Streaming Nov. 12

https://youtu.be/aOC8E8z_ifw

My TV show of the decade is Game of Thrones, no one did drama, character development, and storytelling, on such an epic, grand, visually stunning way than HBO with this show, though I agree with many, the ending just didn't do it justice. The next decade nearly every streaming service will be racing to develop shows like this to fill the void it has left. The Witcher on Netflix is good, but I think more on the level of filling the void, it's no Game of Thrones.

THE WITCHER | MAIN TRAILER | NETFLIX <https://youtu.be/ndl1W4ltcmg>

Movies -

Marvel Studios' Avengers: Endgame - Official Trailer

<https://youtu.be/TcMBFSGVi1c>

There are so many goose bumps inducing, thrilling, pick up your pulse moments of this movie, it is such a satisfying conclusion to a 22-movie arc and all these characters! The moments Captain America wields Thor's hammer, and all the characters who disappeared in Infinity all return to fight, OMG! https://youtu.be/B3dPoo_Yn8w

Of the decade, the whole Marvel Universe! The way they brought these characters to life and focused on storytelling and developing the characters, as a life-long Marvel comic lover, its especially special to me, but to see its impact on culture and people who weren't as aware of them growing up or are growing up knowing them this way is amazing!

