

Hit the Shelf: 100 Books to Inspire Lifelong Learning

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*“I read for growth, firmly believing that what you are today
and what you will be in five years depends on two things:
the people you meet and the books you read.”*

– Twila Tharp, ballet dancer and choreographer

A good book has the potential not only to educate but also inspire, energize, and open minds.

But for many of us in higher education, reading a non-fiction book is not something we have thought about since graduate school. With professional development funds being squeezed, travel to conferences around the country is becoming less of a reality for many of us. Outside of conferences and webinars, many of us are not doing much for our professional and personal development. It is shocking how “what was the last professional/educational book you read?” can stump even the most engaged professional.

As an avid reader and book collector, I have looked to the library and the bookstore to fill in the gaps in my personal and professional development. Not a day passes that I do not reference a recent book I have read or share something inspirational from my reading adventures.

Whatever your role or career path, there are books out there to educate, inspire, and energize. The key is to be intentional and make your reading matter.

Here are some quick tips to make the most of your reading for professional/personal development:

- **Keep a book (or e-reader) on you all the time.** Use a free 10 minutes between meetings, at lunch, during your commute, or waiting to pick up kids as an opportunity to fit in a chapter or two.
- **Get recommendations.** Ask friends and colleagues what they are reading or what books have inspired them the most.
- **Keep an open mind.** Do not just pick books you know you can apply to the work you do. Use the list below to try something new or explore a topic you have never considered before.
- **Reflect.** Think about how the topic and information you are reading applies to your role, your personal life, fraternity/sorority life, and higher education as a whole. Think about the relevance of the information if you replaced your college or organization as the protagonist/subject of the book. Ask yourself: how can I apply this to my life or work?
- **Take notes.** Use a pen, highlighter, or other technique for making notes. Write thoughts in book margins. Most e-readers have this capacity too. If yours does not or the book is borrowed, carry a notepad just for tracking your thoughts, reflections, and important passages and quotes to go back to later. I have also been known to use Instagram to highlight especially inspiring quotes and passages to share with friends.
- **Talk about it.** Talk about the books you are reading with colleagues, your supervisor, or those you supervise. Conversations expand the opportunities for growth from reading.

- **Dig deeper.** Once you finish a book, look at what other books may be related or are suggested. Amazon does a great job of this with the “Frequently Bought Together” and “Customers Who Bought this Item Also Bought” sections. Another option is the site [GoodReads](#) that provides suggestions and lets you see what your friends are reading. Create a book wish list so you are never at a loss to pick your next reading adventure.

Check out this list of 100 books compiled from my personal collection, colleague recommendations, and online suggested reading lists. Summer is a great time to kick start a recommitment to reading and development. Reflect on what you want to achieve through your development. Determine your goals and outcomes, and use the following list as a jumping off point to your personal and professional development through books.

Delve Deeper into the Fraternal World

1. ***Black Greek 101* by Dr. Walter Kimbrough (2003)** – A comprehensive resource on the history, traditions, and nuances of NPHC/historically African American fraternities and sororities. A must read for new professionals, graduate students, and first time NPHC advisors as well as more seasoned campus-based advisors.
2. ***Brothers and Sisters: Diversity in College Fraternities and Sororities* by Craig Torbenson and Gregory Parks (2009)** – A comprehensive history of culturally-based fraternities and sororities. Each chapter covers a different subpopulation ranging from African American and Latino groups to more recent Asian and LGBT organizations.
3. ***Bound by a Mighty Vow: Sisterhood and Women’s Fraternities 1870-1920* by Diane Turk (2004)** – Overview of the history and purpose of women’s fraternities.
4. ***The Company He Keeps: A History of White College Fraternities* by Nicholas Syrett (2009)** – Comprehensive history of traditionally white fraternities and development of masculinity over the past 180+ years.

Work More Efficiently and Effectively

5. ***The Myth of Multitasking: How “Doing It All” Get’s Nothing Done* by Dave Crenshaw (2008)** – As the title suggests, this books looks at multitasking and how it affects productivity.
6. ***Thanks for the Feedback: The Science and Art of Receiving Feedback Well* by Douglas Stone and Sheila Heen (2014)** – A guide on how to turn evaluations, advice, criticisms, and coaching into productive listening and learning.
7. ***Flex: The New Playbook for Managing Across Differences* by Jane Hyun and Audrey Lee (2014)** – A look at the skill of “flexing” – switching leadership styles to supervise and work with a diverse workforce.
8. ***Essentialism: The Disciplined Pursuit of Less* by Greg McKeown (2014)** – This book focuses not on getting more done in less time but getting the right things done through systematic discipline.
9. ***Getting Things Done: The Art of Stress-Free Productivity* by David Allen (2002)** – Allen teaches tips and techniques to reduce stress and get work done focusing on getting through your email, setting goals, and making yourself relax.

10. ***The New Breed: Understanding and Equipping the 21st Century Volunteer*** by **Jonathan McKee and Thomas McKee** (2012) – This book covers what today’s volunteers are looking for and how you can better recruit, engage, train, and retain them.
11. ***Connect: How to Double Your Number of Volunteers*** by **Nelson Searcy and Jennifer Dykes Henson** (2012) – This book looks at church volunteer recruitment and engagement, but the concepts could also be applied to volunteers within the fraternity/sorority world.
12. ***18 Minutes: Find Your Focus, Master Distractions, and Get Things Done Right*** by **Peter Bregman** (2012) – The author provides tips and techniques to be more efficient and avoid common distractions.
13. ***Read This Before Our Next Meeting*** by **Al Pittampalli** (2011) – A look at the pitfalls of meetings and how to make them more effective, efficient, and worth your time.
14. ***The Way We're Working Isn't Working: The Four Forgotten Needs That Energize Great Performance*** by **Tony Schwartz, Jane Gomes and Catherine McCarthy** (2011) – Using the science of high performance, this book talks about the four needs to energize great performance.

Develop Your Communication Skills

15. ***On Writing Well: The Classic Guide to Writing Non-Fiction*** by **William Zinsser** (2006) – A great fundamental resource from a writer and teacher to improve your written communication.
16. ***Writing Tools: 50 Essential Strategies for Every Writer*** by **Roy Peter Clark** (2008) – Tools, not rules, is Clark’s approach to improving your writing across all styles and forms of written communication.
17. ***The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*** by **Carmine Gallo** (2009) – Improve your presentation skills with inspiration from one of the most powerful CEOs in history.
18. ***Talk Like TED: The 9 Public-Speaking Secrets of the World’s Top Minds*** by **Carmine Gallo** (2015) – Using the best practices from top Ted-Talk presentations, this book will give you ideas and techniques to do better presentations and effectively sell your ideas.
19. ***Difficult Conversations: How to Discuss What Matters Most*** by **Douglas Stone** (2010) – A step-by-step process to make difficult conversations more effective and less stressful.

Get Your Life Together

20. ***The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*** by **Stephen Covey** (2013) – A classic book worth studying that highlights how to be more effective in your personal and professional life.
21. ***All About Love: New Visions*** by **Bell Hooks** (2001) – The author takes the perspective that love is not a noun, it is a verb.
22. ***How to Win Friends and Influence People*** by **Dale Carnegie** (1998) – A classic on maximizing your potential and working with people.
23. ***I Am That Girl: How to Speak Your Truth, Discover Your Purpose, and #bethatgirl*** by **Alexis Jones and Sophia Bush** (2014) – A book for women to figure out and embrace their best self.

24. ***The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing*** by **Marie Kondo** (2014) – A Japanese cleaning consultant walks you through decluttering your home and your life.
25. ***The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are*** by **Brene Brown** (2010) – Brown looks at the societal pressure on us all to strive for perfection when that perfection is not possible. She defines ten guideposts to help us all “let it go” and be happier with our imperfect lives.
26. ***How Full is Your Bucket*** by **Tom Rath and Donald Clifton** (2004) – This book focuses on relationships, how they can make you feel more positive or negative, and how that can affect your overall well-being.
27. ***The Dip: A Little Book that Teaches You When to Quit (and When to Stick)*** by **Seth Godin** (2007) – This book is all about staying motivated when it really matters and when to give up on a project, job, or hobby.
28. ***Never Eat Alone*** by **Keith Ferrazzi and Tahl Raz** (2014) – A re-release of a classic all about building relationships.
29. ***Switch: How to Change Things When Change is Hard*** by **Chip Heath and Dan Heath** (2010) – This book looks at how regular people are able to connect their rational and emotional mind to make change stick at work and at home.

Get Your Career Together

30. ***Lean In: Women, Work and the Will to Lead*** by **Sheryl Sandberg** (2013) – The highly talked about look into how women hold themselves back in their careers.
31. ***The Art of Non-Conformity*** by **Chris Guillebeau** (2010) – Discover opportunities to live life on your own terms and find adventure through goal-setting, travel, and self employment.
32. ***Invaluable: The Secret to Becoming Irreplaceable*** by **Dave Crenshaw** (2010) – This book will help you understand the value of your time and create cooperation in the workplace.
33. ***What Should I do With my Life? The True Story of People Who Answered the Ultimate Question*** by **Po Bronson** (2005) – True inspirational stories of real people who asked themselves this question. This is not a step-by-step kind of book but real stories of career choice and transition.
34. ***Linchpin: Are you Indispensable?*** by **Seth Godin** (2011) – This book is about your choices, your future, and your potential to make an impact in the career you choose to pursue.
35. ***It's Okay to Manage Your Boss: The Step-by-Step Program for Making the Best of Your Most Important Relationship at Work*** by **Bruce Tulgan** (2010) – The author encourages employees to take responsibility for getting the most out of their relationship with their supervisor.
36. ***The 27 Challenges Managers Face: Step-by-Step Solutions to (Nearly) All of Your Management Problems*** by **Bruce Tulgan** (2014) – How to handle the most common issues as a manager, no matter the career field.
37. ***Make Waves: Be the One to Start Change at Work and in Life*** by **Patti Johnson** (2014) – The author provides tools and techniques to initiate change at work and at home.

Reflect on Yourself

38. *Zen Wrapped in Karma Dipped in Chocolate* by **Brad Warner** (2009) – A look at Buddhism as a practical way to deal with whatever life dishes out.
39. *The Element: How Finding Your Passion Changes Everything* by **Sir Ken Robinson** (2009) – Identify your passion and inspire yourself.
40. *Strengthsfinder 2.0* by **Tom Rath** (2007) – Rath believes that you can improve more by focusing on strengths and developing those areas than trying to fix weaknesses. The book comes with a code to take the StrengthsFinder assessment and discover your strengths.
41. *Now, Discover Your Strengths* by **Marcus Buckingham and Donald Clifton** (2001) – Focusing on your strengths can develop you as a leader and a person.
42. *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead* by **Brene Brown** (2012) – Every day provides opportunities to dare greatly and be vulnerable to connect with people, engage, and have courage. Vulnerability is not weakness.
43. *Give and Take: Why Helping Others Drives Our Success* by **Adam Grant** (2014) – This acclaimed book looks at relationships as the center of leadership success.
44. *The Power of Habit: Why We Do What We Do in Life and Business* by **Charles Duhigg** (2014) – This bestseller looks at the science behind how habits are formed and how you can use that to be more productive.

Reimagine Marketing

45. *Difference: The One-page Method for Reimagining your Business and Reinventing your Marketing* by **Bernadette Jiwa** (2014) – This book looks at marketing and product development in a new way, focusing less on selling you and more on making a difference in the lives of the customer. Can easily be applied to the fraternal experience. What are we “selling?”
46. *Marketing: A Love Story: How to Matter to Your Customers* by **Bernadette Jiwa** (2014) – A look at a new type of marketing that focuses less on selling and more on making your customers fall in love with you.
47. *Coherence: How Telling the Truth Will Advance Your Cause (and Save the World)* by **Richard Bailey, Meg Barrett, and Brian Ross** (2010) – Marketing advice specifically from higher education from one of the top higher education marketing consultants.
48. *Contagious: Why Things Catch On* by **Jonah Berger** (2013) – A close look at why some products sell, why others do not, and why other things go viral.
49. *UnMarketing. Stop Marketing. Start Engaging.* by **Scott Stratton and Allison Kramer** (2012) – A look at what today’s marketing needs to look like to engage your customers.

Define/Redefine Leadership

50. *Motivating the Middle: Fighting Apathy in College Student Organizations* by **T.J. Sullivan** (2011) – Stop using all your energy focusing on the members who cause all the problems or will never be engaged and focus on the middle third and how you can get them engaged.

51. ***Quiet: The Power of Introverts in a World That Can't Stop Talking*** by Susan Cain (2013) – A look at the myth of the charismatic leader and how introverts can make better leaders.
52. ***Leadership and Self-Deception: Getting out of the Box*** by The Arbinger Institute (2010) – This book looks at how many of the issues in our work are because of our own thinking, not others.
53. ***Strength-based Leadership: Great Leaders, Teams, and Why People Follow*** by Tom Rath and Barry Conchie (2009) – This book also comes with a code to complete the StrengthsFinder assessment and then focuses on why people follow and three things you can do to be a more effective leader.
54. ***Primal Leadership: Learning to Lead With Emotional Intelligence*** by Daniel Goleman, Richard Boyatzis, and Annie McKee (2013) – This book confirms emotional intelligence as a necessary piece to true leadership adopted by business, organizations, and professional coaches.
55. ***The Leader Who Had No Title: A Modern Fable on Real Success in Business and in Life*** by Robin Sharma (2010) – Leadership secrets from the quiet leader behind the development of many Fortune 500 companies.
56. ***A Leader's Legacy*** by James Kouzes and Barry Posner (2006) – A look at leadership and legacy from two of the top leadership experts.
57. ***Turn the Ship Around: A True Story of Turning Followers into Leaders*** by L. David Marquet and Stephen Covey (2013) – This is the true story of the how a Navy submarine captain turned the worst ship into the best by challenging the traditional leader-follower model. You may recognize this story if you have ever read *Leaders Eat Last*.
58. ***The Girl's Guide to Being a Boss (Without Being a Bitch): Valuable Lessons, Smart Suggestions, and True Stories for Succeeding as the Chick-in-Charge*** by Caitlin Friedman and Kimberly Yorio (2007) – The title pretty much covers the premise of this book.
59. ***Start with Why*** by Simon Sinek (2011) - “People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.” This should be required reading for everyone in fraternity and sorority life.
60. ***Leaders Eat Last: Why Some Teams Pull Together and Others Don't*** by Simon Sinek (2014) – The follow-up to *Start with Why* that focuses on how teams are created.
61. ***Heart-Centered Leadership: Lead Well, Live Well*** by Susan Steinbrecher (2014) – A business book that actually encourages you think about feelings and emotions as part of leadership. It offers practical advice on engaging and retaining top employees and satisfying customers.
62. ***Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney*** by Lee Cockerell (2008) – Former Disney employee shares the ten practical leadership principles that took him from a farm in Oklahoma to head of operations at Walt Disney World Resorts.
63. ***Drive: The Surprising Truth About What Motivates Us*** by Daniel Pink (2011) – The author reveals what truly motivates people most at work and at home. Spoiler: It is not money!

Get Creative

64. ***Damn Good Advice (For People with Talent!): How To Unleash Your Creative Potential by America's Master Communicator*** by George Lois (2012) – A look into the mind of one of America's most legendary creative thinkers.
65. ***Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration*** by Ed Catmull and Amy Wallace (2014) – A look at the creative minds of Pixar to inspire creativity in work and management.
66. ***Creative Confidence: Unleashing the Creative Potential Within Us All*** by Tom Kelley and David Kelley (2013) – All about how to release the creativity within.
67. ***The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*** by Tom Kelley and David Kelley (2001) – Inside the creative process of one of America's most innovative product development companies.
68. ***Cognitive Surplus: How Technology Makes Consumers into Collaborators*** by Clay Shirky (2011) – A look at how technology is increasing creativity.
69. ***Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*** by Tim Brown (2009) – A look at how innovation really happens.
70. ***Thinkertoys: A Handbook of Creative-Thinking Techniques*** by Michael Michalko (2006) – Want to think like a genius? This handbook provides exercises, puzzles, and techniques to kick start your creativity and look at problems in a different way.

Focus on Mental Health

71. ***Hardwiring Happiness: The New Brain Science of Contentment, Calm, and Confidence*** by Rick Hanson (2013) – This book breaks down how the brain works and offers ways to transform our brains to be calmer and happier.
72. ***College of the Overwhelmed: The Campus Mental Health Crisis and What to Do About It*** by Richard Kadison and Theresa Foy Geranamo (2005) – It comes as no surprise that college students today have a lot of pressure on them. This is a guide for parents (primary audience) and administrators that outlines common stressors, warning signs, and what we can do to help students cope in college.
73. ***Behind Happy Faces*** by Ross Szabo and Melanie Hall (2007) – An accessible discussion of mental health targeted toward students and the people who care about them. It addresses the stigma related to mental health issues through personal stories and provides easy-to-understand information about common mental health disorders and how to seek help.
74. ***Spark: The Revolutionary New Science of Exercise and the Brain*** by Ron Ratey (2013) – This book ties exercise to developing good mental health.

Reflect on Gender and Sexuality

75. ***Guyland: The Perilous World Where Boys Become Men*** by Michael Kimmel (2009) – A look at the transition of “guys” from childhood to manhood and how boys are struggling through this transition. A must read for anyone working with college men.

76. ***Angry White Men: American Masculinity at the End of an Era*** by Michael Kimmel (2013) – Sociologist Michael Kimmel takes a look at the question of why white men are so angry through interviews with men following the 2012 election.
77. ***Female Chauvinist Pigs: Women and the Rise of Raunch Culture*** by Ariel Levy (2006) – An intriguing look at how women’s identity has changed and how the new empowered woman makes herself the object in many situations. A must read for anyone working with sorority women.
78. ***Unhooked: How Young Women Pursue Sex, Delay Love and Lose at Both*** by Laura Sessions Stepp (2008) – A look at the modern hook-up culture and its effect on students and culture.
79. ***Delusions of Gender: How Our Minds, Society, and Neurosexism Create Difference*** by Cordelia Fine (2011) – A critical look at the belief men and women’s brains are different and how that belief has negatively affected our society.
80. ***Wild at Heart*** by John Eldredge (2011) – An interesting look into the needs of men during their development. This book takes a somewhat religious perspective but can be applied to understand why college men do what they do sometimes, specifically related to risk taking and hazing.

Reflect on Privilege and Race

81. ***Blind Spot: Hidden Biases of Good People*** by Mahrazarin Banaji and Anthony Greenwald (2013) – Psychologists explore how hidden biases are created and how gaining awareness of those biases can help make us better people.
82. ***Waking Up White, and Finding Myself in the Story of Race*** by Debby Irving (2014) – A personal reflection on the racial tensions in her own life.
83. ***The Myth of the Model Minority: Asian Americans Facing Racism*** by Rosalind Chou and Joe Feagin (2008) – An in-depth look at the racial stereotyping and discrimination faced by Asian Americans.
84. ***The Other Wes Moore: One Name, Two Fates*** by Wes Moore (2011) – The story of two boys who grew up with the same name and background but ended up in very different places in life. The book looks at issues such as poverty and violence.

Have a Good Laugh

85. ***The Real Animal House: The Awesomely Depraved Saga of the Fraternity That Inspired the Movie*** by Chris Miller (2007) – Get the true story behind the film that sparked many of the stereotypes of the fraternity community, directly from the film’s writer and his own fraternity experience. Be happy it all did not make the film.
86. ***Yes Please*** by Amy Poehler (2014) – Funny inspiration from one of the most hilarious, strong women in Hollywood.
87. ***Bossypants*** by Tina Fey (2013) – Some laughs from the other half of the dynamic Golden Globes comedic duo. Shows us that a strong woman can be successful without taking herself too seriously.

Learn from the World of Business

88. ***Start Something That Matters* by Blake Mycoskie** (2012) – The story of the founder of TOMS focusing on profit, fun, and social good.
89. ***Delivering Happiness: A Path to Profits, Passion, and Purpose* by Tony Hsieh** (2013) – The story of Zappos and how a corporate culture that values happiness can make a difference.
90. ***Onward* by Howard Schultz** (2012) – A look at Starbucks by the founder. This book focuses on staying true to your values and staying relevant in changing times, which translate well to the world of fraternities and sororities.
91. ***The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary* by Joseph Michelli** (2006) – A look at Starbuck’s people-driven philosophy and how they contributed to the company’s staggering success.
92. ***Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People* by Joseph Michelli** (2013) – A look at the success and leadership of Starbucks as a brand based on their promise and purpose.
93. ***The Apple Experience: Secrets to Building Insanely Great Customer Loyalty* by Carmine Gallo** (2012) – A look at Apple and how they have cultivated substantial customer loyalty.
94. ***In the Plex: How Google Thinks, Works, and Shapes Our Lives* by Steven Levy** (2011) – An inside look into success of Google.
95. ***Be Our Guest: Perfecting the Art of Customer Service by the Disney Institute and Theodore Kinni* (2011)** – This book focuses on helping you see the possibilities and magic in providing service and how you can apply the Disney model to your own organization.

Get Inspired

96. ***Wild* by Sheryl Strayed** (2013) – The story that inspired the movie; this book is the true story of a woman’s journey to find herself and shows that many times we are stronger than we think we are.
97. ***Half the Sky: Turning Oppression into Opportunity for Women Worldwide* by Nicholas Kristof and Sheryl WuDunn** (2010) – This is a central text inspiring the work of the Circle of Sisterhood. The stories of how women are treated around the world could be sad and depressing, but these stories of women overcoming educational oppression and changing the world are uplifting and inspiring.
98. ***I am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban* by Malala Yousafzai and Christina Lamb** (2013) – The inspirational story of the youngest recipient of the Nobel Peace Prize.
99. ***The Promise of a Pencil: How an Ordinary Person Can Create Extraordinary Change* by Adam Braun** (2015) – Shares the story of a Wall Street professional who built 250 schools around the world. It shares how you can turn your ambition into reality.
100. ***The Last Lecture* by Randy Pausch** (2008) – What advice would you give if you knew it was your “last lecture?” A Carnegie Mellon professor was faced with that exact question when diagnosed with terminal cancer. This book is his lecture entitled “Really Achieving Your Childhood Dreams,” and it is truly inspiring.