



*Beach Read Time...*

## Entrepreneur's Beach Reads...

We hope you have plans for time off this summer...a beach vacation...poolside retreat...or even a staycation on the back deck. However your time off unfolds, we want to suggest some all-time favorite books that our clients and colleagues have on their list to read and, in some cases, re-read during their time away from the office. These are all favorites with us, too, and we're commenting on why.

### **Mindset by Carol Dweck –**

For many, this book inspires "aha moments" or breakthroughs in how they think about their behavior and performance and that of others around them. Dweck introduces two prevailing mindsets: The fixed mindset and the growth mindset...and then helps us understand how we evaluate, judge and respond to success and failure. For those of you who are drawn to "EQ" (emotional quotient) insights, this book is right on target.

### **The E-Myth Revisited" by Michael Gerber –**

For any entrepreneur who struggles with "working *on* your business" versus "working *in* your business" this book helps to sort out the dilemma. We know a number of business owners who says this book is not only on their shelf but dog-eared from so much use.

### **The One Thing - by Gary Keller**

The book was one of the first to challenge the belief that multi-tasking is an effective way to work. The author makes the case that effectiveness and success are based on focus; you need to do just one thing at a time. This well-researched case for focus causes some reconsideration of work processes and the norms we engage in at the office for how things get done.

### **Difficult Conversations - by Stone, Patton, Heen**

What business owner does not face difficult conversations? The authors outline the steps to prepare for and conduct hard conversations with less stress and better outcomes. Because they also teach in the Harvard Negotiation Project, you can be sure this is pragmatic field-tested advice. We think this book is likely to become a dog-eared favorite on your shelf too.

If you are a fan of these books, let us know. If you have others to recommend we'd love to hear you about that too – [contact us.](#)

**The Hechtman Group Ltd.**

5250 Old Orchard Suite 400 | Skokie, IL 60077

Phone: (847) 853-2599 | Fax: (847) 919-3868 | [www.thehechtmangroup.com](http://www.thehechtmangroup.com)