THE APPRENTICE:

ap·prent·ice
1. a person who works with another in order to learn an art, trade or profession.
2. Historical: a person legally bound to a master craftsman in order to learn a trade.

THE READING LIST

Coaching Mastery

1. Oh, the Places You'll Go! by Dr. Seuss
2. Just Listen: Discover the Secret to Getting Through to Absolutely Anyone by Mark Goulston
3. Supercoach: 10 Secrets to Transform Anyone's Life by Michael Neill
5. The Heart of Coaching: Using Transformational Coaching to Create a High-Performance Coaching Culture (3rd Edition) by Thomas G. Crane
6. The Mindful Coach: Seven Roles for Facilitating Leader Development by Douglas K. Silsbee
7. Presence-Based Coaching: Cultivating Self-Generative Leaders Through Mind, Body, and Heart by Douglas K. Silsbee
8. The Hands-off Manager: How to Mentor People and Allow Them to Be Successful by Steve Chandler
9. 100 Ways To Motivate Others: How Great Leaders Can Produce Insane Results Without Driving People Crazy by Steve Chandler
10. Masterful Coaching by Robert Hargrove
11. Coaching with the Brain in Mind: Foundations for Practice by David Rock
12. Time to Think: Listening to Ignite the Human Mind by Nancy Kline
13. Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time by Susan Scott
15. What Got You Here Won't Get You There: How Successful People Become Even More Successful by Marshall Goldsmith
17. Executive Coaching for Results: The Definitive Guide to Developing Organizational Leaders by Marshall Goldsmith
18. The Story of You: And How to Create a New One by Steve Chandler
19. Refuse to Choose!: A Revolutionary Program for Doing Everything That You Love by Barbara Sher
22. The Power of Story: Change Your Story, Change Your Destiny in Business and in Life by James E.

23. The Gift of Fear by Gavin de Becker
25. Start with Why: How Great Leaders Inspire Everyone to Take Action by Simon Sinek
26. Out of the Box: Coaching with the Enneagram by Mary Bast; Clarence Thomson
27. The Enneagram Made Easy: Discover the 9 Types of People by Elizabeth Wagele, Renee Baron
28. Bringing Out the Best in Everyone You Coach: Use the Enneagram System for Exceptional Results by Ginger Lapid-Bogda
29. Facilitative Coaching: A Toolkit for Expanding Your Repertoire and Achieving Lasting Results (Essential Tools Resource) by Dale Schwarz

The King's Speech DVD ~ Colin Firth
Defending Your Life DVD ~ Albert Brooks

Personal Mastery

1. Mastery: The Keys to Success and Long-Term Fulfillment by George Burr Leonard
2. The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level by Gay Hendricks
3. 17 Lies That Are Holding You Back and the Truth That Will Set You Free by Steve Chandler
4. The Total Mindset: The Practicing Mind (Paperback)/The Meditating Mind (Audio 2-CD Set) by Thomas M. Sterner (Author)
6. Get Off Your "But": How to End Self-Sabotage and Stand Up for Yourself by Sean Stephenson
7. Find Your Strongest Life: What the Happiest and Most Successful Women Do Differently by Marcus Buckingham
8. The Answer to How Is Yes: Acting on What Matters by Peter Block
9. The Power of Less: The Fine Art of Limiting Yourself to the Essential...in Business and in Life by Leo Babauta
10. Poke the Box by Seth Godin
11. The War of Art: Break Through the Blocks and Win Your Inner Creative Battles by Steven Pressfield
14. The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are by Brené Brown
16. Constructive Living (Kolowalu Books) by David K. Reynolds
17. Be Happy!: Release the Power of Happiness in YOU by Robert Holden
18. What Would You Do If You Had No Fear? Living Your Dreams While Quakin' in Your Boots by Diane Conway
19. Fearless: Creating the Courage to Change the Things You Can by Steve Chandler
20. F**k It: The Ultimate Spiritual Way by John C. Parkin
21. How to Win Friends and Influence People by Dale Carnegie

Creating Clients Mastery

1. 9 Lies That Are Holding Your Business Back: And the Truth That Will Set It Free by Steve Chandler

2. **Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty** by Patrick Lencioni
3. **The Go-Giver: A Little Story About a Powerful Business Idea** by Bob Burg, John David Mann
5. **Flawless Consulting: A Guide to Getting Your Expertise Used** by Peter Block
6. **Never Eat Alone: And Other Secrets to Success, One Relationship at a Time** by Tahl Raz, Keith Ferrazzi
7. **How I Raised Myself from Failure to Success in Selling** by Frank Bettger
8. **Trust Me: Four Steps to Authenticity and Charisma** by Nick Morgan
9. **The Joy of Selling** by Steve Chandler
10. **The Small Business Millionaire** by Steve Chandler
11. **Give Your Speech, Change the World: How To Move Your Audience to Action** by Nick Morgan
12. **Influence: The Psychology of Persuasion** by Robert B. Cialdini
13. **Business Stripped Bare** by Richard Branson
14. **Tribes: We Need You to Lead Us** by Seth Godin

### Money Mastery

1. **100 Ways to Create Wealth** by Steve Chandler
3. **How to solve all your money problems forever** by Victor Boc
4. **Selling To VITO (The Very Important Top Officer)** by Anthony Parinello
5. **How To Make One Hell Of A Profit and Still Get To Heaven** by John F. Demartini
6. **The Trick to Money Is Having Some** by Stuart Wilde
7. **I Can Make You Rich** by Paul McKenna

### When You See Your World Differently Your World Changes

1. **The Last Word on Power: Executive Re-Invention for Leaders Who Must Make The Impossible Happen** by Tracy Goss
2. **Stumbling on Happiness** by Daniel Todd Gilbert
3. **Switch: How to Change Things When Change Is Hard** by Chip Heath, Dan Heath
4. **Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long** by David Rock
5. **Punished by Rewards: The Trouble with Gold Stars, Incentive Plans, A's, Praise, and Other Bribes** by Alfie Kohn
6. **One Small Step Can Change Your Life: The Kaizen Way** by Robert Maurer
7. **Drive: The Surprising Truth About What Motivates Us** by Daniel H. Pink
8. **Improv Wisdom: Don't Prepare, Just Show Up** by Patricia Ryan Madson
9. **Finite and Infinite Games: A Vision of Life as Play and Possibility** by James P. Carse
10. **Made To Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath
12. **Ignore Everybody: and 39 Other Keys to Creativity** by Hugh MacLeod
14. **How We Decide** by Jonah Lehrer
15. **The Paradox of Choice: Why More is Less** by Barry Schwartz
16. **Mindset: The New Psychology of Success** by Carol Dweck

Relationship Mastery
1. The Five Love Languages: How to Express Heartfelt Commitment to Your Mate by Gary Chapman
2. Calling in "The One": 7 Weeks to Attract the Love of Your Life by Katherine Woodward Thomas
3. The 6 Secrets of a Lasting Relationship by Mark Goulston
4. The Paper Bag Princess by Robert Munsch
5. The Mastery of Love: A Practical Guide to the Art of Relationship by Don Miguel Ruiz
6. Mama Gena's School of Womanly Arts by Regena Thomashauer

Spiritual Mastery
1. Fame, Fortune, and Ambition: What Is the Real Meaning of Success? by Osho
2. Reinventing the Body, Resurrecting the Soul: How to Create a New You by Deepak Chopra
3. Integral Life Practice: A 21st-Century Blueprint for Physical Health, Emotional Balance, Mental Clarity, and Spiritual Awakening by Ken Wilber
4. If the Buddha Got Stuck: A Handbook for Change on a Spiritual Path by Charlotte S Kasl
5. The Red Book: A Deliciously Unorthodox Approach to Igniting Your Divine Spark by Sera J. Beak

Bonus reading
- Courage: The Joy of Living Dangerously by Osho
- Intuition: Knowing Beyond Logic by Osho
- Intimacy: Trusting Oneself and the Other by Osho
- Freedom: The Courage to Be Yourself by Osho

Need more? Really?!
OK: There are 371 more books to read here...
http://sivers.org/book?sort=rating Derek Sivers was the founder of CD Baby, an online CD store for independent musicians. CD Baby was the largest seller of independent music on the web, with over $100M in sales for over 150,000 musician clients. Read this: http://sivers.org/thinking-doing

http://personalmba.com/best-business-books Josh Kaufman is an independent business professor, education activist, and author of The Personal MBA: Master the Art of Business.

http://www.areyoureadytosucceed.com/syllabus5.asp Prof. Srikumar S. Rao is a bestselling author and conceived the pioneering course Creativity and Personal Mastery.