

Books

Justin Burke

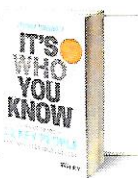
It's Who You Know: How a network of 12 key people can fast-track your success

Janine Garner, Wiley, 256pp, \$27.95

Janine Garner (*From Me to We*) sets out a model of networking in which gathering hundreds of LinkedIn contacts, Facebook friends and Instagram followers is de rigueur but insufficient. She argues this explosion in digital connections has been mirrored by a decrease in the authentic connections you need.

Assembling smaller groups of people with greater precision and clarity ought to be the goal, Garner says. She prescribes building your "Core Four" of promoter, pit crew, teacher and butt-kicker, which can be further subdivided into 12 roles such as cheerleader, influencer and mentor, among others.

It's an empowering way to conceive of a necessary activity that can otherwise have a shady or desperate connotation.



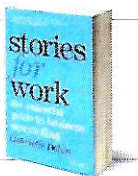
Stories for Work: The essential guide to business storytelling

Gabrielle Dolan, Wiley, 200pp, \$29.95

Humans are hardwired for stories, a fact that bears repeating in the so-called age of Big Data when software engineers are promising to solve all the world's challenges.

This storytelling guide from author Gabrielle Dolan repeats some of the things you should know about the practice's efficacy over charts and tables, facts and figures when seeking to persuade a business audience. For those to whom it doesn't come naturally, it spells out where to identify stories, how to deploy them, and the different types you might use in contexts such as sales, job interviews, blogs and so on.

Dolan writes engagingly, and her story examples are realistic and memorable. However the focus on personal anecdotes, only one type of story in the narrative arsenal, is a little too narrow.



Prove It! How to create a high-performance culture and measurable success

Stacey Barr, Wiley, 220pp, \$29.95

Billionaire Bill Gates once said: "I have been struck by how important measurement is to improving the human condition. You can achieve incredible progress if you set a clear goal and find a measure that will drive progress toward that goal."

Kindred spirit Stacey Barr extolls the benefits of measuring the extent to which organisations are fulfilling their purpose with her particularly thorough methodology. Measuring profitability is a simple matter, but here, Barr urges evidence-based leadership to measure the performance on the broader and trickier targets of mission, vision and goals.

It is slightly relentless in its presentation but Barr argues that there is no room for weasel words in this game.



The Mindful Entrepreneur

Joel Kesselman

