



# HOW TO BUILD YOUR OWN Company Book Report Program

*Startups commonly assign inspirational reading to new hires. If you're ready to take this to the next level, start a formal book report program. Requiring each new hire to read a motivating book and offer their thoughts helps build a more consistent culture while helping you get to know your team members better. Follow the steps in this worksheet to get started.*

## Start By Asking Yourself A Few Questions

First, select at least one book you've found inspirational. Which book have you selected?

Why did you select this book?

Why should your employees read this book?

## Next, Create Book Report Questions For Your Team

Here are some example questions to start with. Customize, add, or remove questions as necessary. List these in a Word document that you can include in your employee on-boarding materials. Talk to your HR team to ensure each new hire receives this doc and completes it on time.

1. How did you feel about your work prior to reading this book?
2. How do you feel about your work after reading this book?
3. Overall, did you enjoy the book? Why, or why not? There are no wrong answers.
4. How will you apply the advice in this book to your day-to-day work?

## Tips For Creating Great Book Report Questions

1. Provide your team members with quotes from your book. These can help provide context behind what each question is seeking to find out.
2. Make them relevant to your company. Find a way to tie each question between your company's values and the wisdom imparted by the book.

3. Make it clear that there are no wrong answers. You're trying to help your team members understand where your company's mission comes from, while trying to learn more about them as people. If you want honest answers (and you do), then make sure they understand there are no right or wrong responses (even if they don't like the book you've selected).

## Give Your Team Members Book Report Instructions

New hires will need to know how their book reports should be presented. At CoSchedule, new hires read their book reports out loud as part of a weekly all-company meeting. You may take a similar approach, or opt for book reports to be submitted only in writing non-verbally.

## Need Inspiration?

### Here's The Book Report Guidelines Every CoSchedule Team Member Follows

Once you've completed the Linchpin book given to you when you were hired, you will need to give a "book report." Here's how you do it.

1. Complete the book.
2. During morning scrum let the team know that you will be doing a book report.
3. Answer the following questions verbally for the whole team:

#### 1. Did you see yourself as an artist before reading Linchpin? Do you now? Why/why not?

Seth says: "Art isn't only a painting. Art is anything that's creative, passionate, and personal. And great art resonates with the viewer, not only with the creator... What makes someone an artist? I don't think it has anything to do with a paintbrush. There are painters who follow the numbers, or paint billboards, or work in a small village in China, painting reproductions. These folks, while swell people, aren't artists. On the other hand, Charlie Chaplin was an artist, beyond a doubt. So is Jonathan Ive, who designed the iPod. You can be an artist who works with oil paint or marble, sure. But there are artists who worked with numbers, business models, and custom

#### 2. How do you believe that you can be indispensable at CoS or elsewhere?

Seth says: "Becoming a linchpin is a step-wise process, a path in which you develop the attributes that make you indispensable. You can train yourself to matter. The first step is the most difficult, the step where you acknowledge that this is a skill, and like all skills, you can (and will) get better at it. Every day, if you focus on the gifts, art, and connections that characterize the linchpin, you'll become a little more indispensable."

#### 3. How familiar are you with your voice of Resistance? What strategies help you push past Resistance?

Seth says: "In his classic book *The War of Art*, Steven Pressfield calls our inability to free the daemon [i.e. your creative genius] 'the resistance' ...[ it] is working overtime to get you to shut up, sit down, and do your (day) job. It will invent stories, illnesses, emergencies, and distractions in order to keep the genius bottled up. The resistance is afraid. Afraid of what will happen to you (and to it) if the ideas get out, if your gifts are received, if the magic happens."

#### 4. Share any other thoughts you had on the book.

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