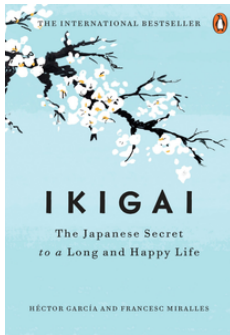
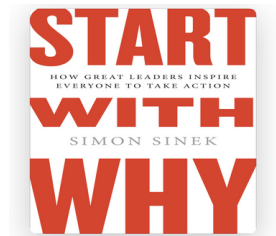


My reading & listening list

If you haven't read this, you should. Simon Sinek's TEDtalk in 2009 "Start with Why" was the 3rd most watched with over 40 million downloads. We refer to this philosophy each year at the Women of Influence AGM.

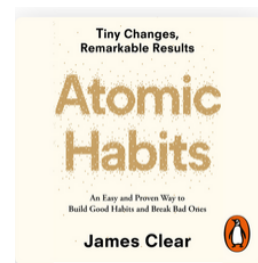
The book is available to purchase in all good bookstores or download as an audiobook.



Our Vice President Jodi Robertson gave me this book and I love it! Ikigai (生き甲斐, pronounced [ikigai]) is a Japanese concept that means "a reason for being." Activities that allow one to feel ikigai are never forced on an individual; they are often spontaneous, and always undertaken willingly, giving the individual satisfaction and a sense of meaning to life.

The book also mentions the work of Mihaly Csikszentmihalyi
[CLICK HERE](#) to access the TEDtalk about the concept of Flow

A quick reminder to set good habits and build a better life over time. Repetition creates recognition, recognition creates trust.



A few years ago I met Dr Jason Fox and saw him deliver a Keynote to a room full of Financial Advisers. while his language is a little "out there" I still remember his advice to come up with a word as your "Fuzzy beacon" for your personal brand. This podcast episode explains the concept and history well.

[CLICK HERE](#) - to access "How to choose one word"

Emily recommended Freakonomics - A Rogue Economist Explores the Hidden Side of Everything. By Steven D. Levitt, Stephen J. Dubner.

There is also a podcast. [CLICK HERE](#) for a recent episode Does Hollywood Still Have a Princess Problem?



By Georgia Lane