

resources

The eyeBrand Resource Guide

Recommended Tools to Achieve
Clarity, Confidence, and ROI



We've curated these resources to help leaders and organizations achieve clarity, confidence, and alignment.

These resources have proven invaluable to our clients and aligns with our own purpose and mission to empower impactful leadership.

We've categorized the resources into five key areas:

Leadership and Strategy

Develop strategic thinking and lead effectively.

Calling and Purpose

Align your work with your deeper calling and goals.

Marketing and Alignment

Clarify messaging and connect with your audience.

Team Dynamics and Management

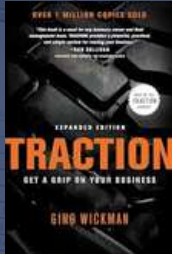
Build cohesive, high-performing teams.

Personal Development and Confidence

Overcome challenges and grow as a leader.

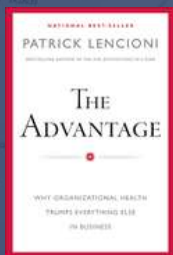
Leadership and Strategy

Resources to help leaders develop strategic thinking, build confidence, and align their teams.



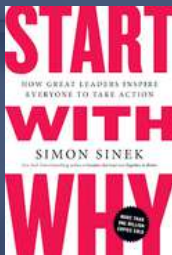
Traction: Get a Grip on Your Business by Gino Wickman

Focus: Building a clear vision, team alignment, and execution.



The Advantage: Why Organizational Health Trumps Everything Else in Business by Patrick Lencioni

Focus: Building organizational health, effective communication, and leadership.



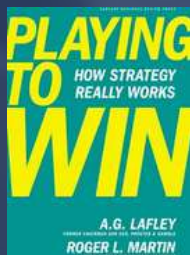
Start with Why: How Great Leaders Inspire Everyone to Take Action by Simon Sinek

Focus: Leadership purpose and alignment with organizational vision.



Scaling Up: How a Few Companies Make It... and Why the Rest Don't by Verne Harnish

Focus: Strategic growth and scaling operations.

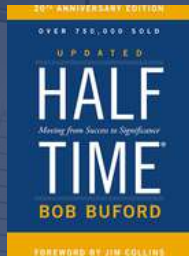


Playing to Win: How Strategy Really Works by A.G. Lafley and Roger L. Martin

Focus: Developing and executing winning strategies.

Purpose-Driven Leadership

Resources to help leaders find significance in their leadership and balance ROI with purpose.



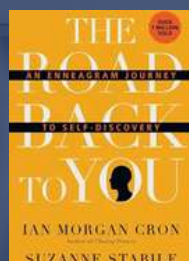
Halftime: Moving from Success to Significance by Bob Buford

Focus: Finding purpose and aligning personal and professional goals.



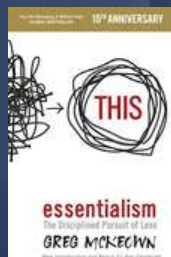
Mission Drift: The Unspoken Crisis Facing Leaders, Charities, and Churches by Peter Greer and Chris Horst

Focus: Staying true to organizational mission and vision.



The Road Back to You: An Enneagram Journey to Self-Discovery by Ian Morgan Cron and Suzanne Stabile

Focus: Self-awareness and personal growth as a leader.



Essentialism: The Disciplined Pursuit of Less by Greg McKeown

Focus: Focusing on what truly matters in life and work.

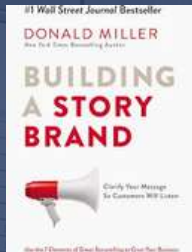


Hero on a Mission: A Path to a Meaningful Life by Donald Miller

Focus: Designing a life of purpose and significance.

Marketing and Alignment

Books and tools to create marketing strategies and ensure team alignment with organizational goals.



Building a StoryBrand: Clarify Your Message So Customers Will Listen by Donald Miller

Focus: Clarifying messaging and connecting with your target audience.



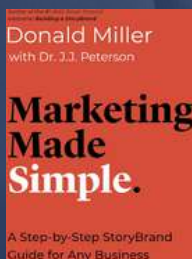
Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath

Focus: Crafting memorable and impactful marketing strategies.



Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne

Focus: Creating unique market space and differentiation.

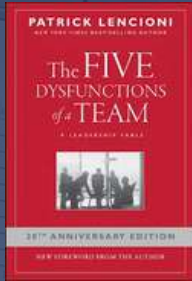


Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business by Donald Miller

Focus: Tactical marketing execution tied to strategy.

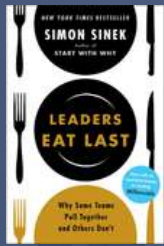
Team Dynamics and Management

Resources to address team alignment, leadership confidence, and effective management.



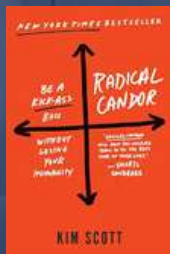
The Five Dysfunctions of a Team: A Leadership Fable by Patrick Lencioni

Focus: Overcoming challenges in team alignment and building trust.



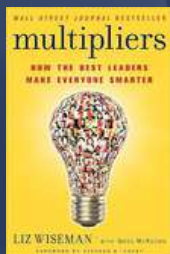
Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek

Focus: Creating a culture of trust and cooperation.



Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity by Kim Scott

Focus: Effective team communication and management.

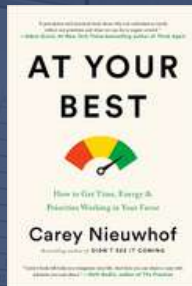


Multipliers: How the Best Leaders Make Everyone Smarter by Liz Wiseman

Focus: Empowering teams to maximize their potential.

Personal Development and Confidence

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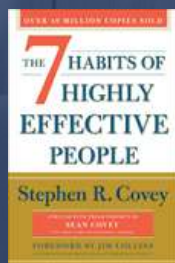
At Your Best: How to Get Time, Energy, and Priorities Working in Your Favor by Carey Nieuwhof

Focus: Helps leaders maximize their energy and productivity, avoid burnout, and align priorities with their goals.



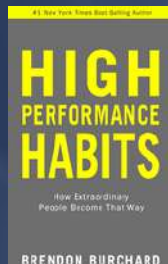
Didn't See It Coming: Overcoming the 7 Greatest Challenges That No One Expects and Everyone Experiences by Carey Nieuwhof

Focus: Tackles leadership challenges like burnout, cynicism, and disconnection with practical steps for resilience and clarity.



The 7 Habits of Highly Effective People by Stephen R. Covey

Focus: A foundational guide to aligning daily actions with long-term purpose and effectiveness.

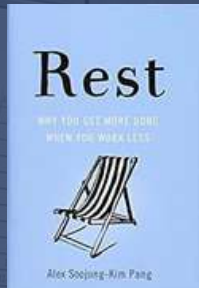


High Performance Habits: How Extraordinary People Become That Way by Brendon Burchard

Focus: Provides actionable habits to help leaders excel in personal growth, focus, and effectiveness.

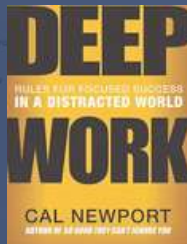
Personal Development and Confidence

Resources to address team alignment, leadership confidence, and effective management.



Rest: Why You Get More Done When You Work Less by Alex Soojung-Kim Pang

Focus: Explores the science of rest and how intentional downtime enhances creativity, energy, and productivity.



Deep Work: Rules for Focused Success in a Distracted World by Cal Newport

Focus: Teaches leaders how to master focus and eliminate distractions to produce meaningful, high-quality work.



Leading on Empty: Refilling Your Tank and Renewing Your Passion by Wayne Cordeiro

Focus: Addresses burnout and offers strategies to rekindle passion and purpose in leadership.



Yeah, But...: Cut Through The Noise To Live, Learn and Lead Better by Marc A. Wolfe

Focus: Identifying and overcoming the mental barriers and excuses (“Yeah, Buts”) that hinder progress, empowering leaders to pursue their goals with clarity and confidence.



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