

Health Food for the Brain

by Pamela A. Burns

March 2009

There is a book edited by Charles E. “T” Jones called “You are the same today as you’ll be in five years except for two things, the people you meet and . . . The Books You Read.” Or perhaps Andrew Carnegie said it best: “A man’s reading program should be as carefully planned as his daily diet, for that too is food, without which he cannot grow mentally.”

As a former journalist and editor, I cannot stress enough the importance of reading. I have often heard it said that if you spend 20 minutes a day reading about a particular topic, in five years you will be an expert in that subject.

I believe each person owes it to him or herself to surround themselves with the right “tools” to make them successful. In your personal library at home be sure to include the basics – a good grammar book, dictionary, thesaurus, quotation book and a style guide for letters and memos.

Where do you go from there? The Idiot’s Guide and Dummies books are a good place to start. You can find subjects ranging from “The Idiot’s Guide to Project Management” to “The Complete MBA for Dummies”.

Find those areas that you most want to learn about, or most want to improve, and find as many books as you can on the subject. My home library contains books on time management, stress, communications, as well as the works of Jeff Gitomer, Zig Ziglar (sales), Stephen Covey, John Maxwell (people skills), and Dale Carnegie (communication).

A good collector and reader of books will know that some of the best places to find them are yard sales and second-hand stores. Try frequenting Ollie’s to view a complete collection of the Idiots Guide and Dummies books. Ordering online is also an option. Most people already know about amazon.com, but try www.abebooks.com for some lower cost options as well. Or head on down to the nearest Barnes & Noble or Borders. The local library is a good place to go to “test run” a few books before you add them to your permanent collection.

As you crack that first book, be sure to read with an open mind and pen or pencil (or highlighter) in hand. When you are finished put the book aside. After a few days pick it up and read it again or at least review your underlined or highlighted sections. What are the key ideas? How can this information help make you a better salesperson, parent, manager or mentor?

There is a wealth of information out there just waiting to be discovered. Happy hunting and good reading!

Copyright 2010 by David B. Burns Training-Speaking-Consulting

Permission granted to reprint this article as long as the text and tagline are not changed and are reprinted intact.

David travels the country working as a business trainer, speaker, and consultant to organizations ranging in size from micro-businesses to Fortune 500 firms. He brings diverse training and knowledge to every presentation, including a degree in Education, advanced degrees in multiple martial arts, and the practical hands-on experience of running his own businesses since 1980. With his trademark optimism and sense of humor, he shares his experience in terms everyone can relate to, put into practice, and benefit from immediately.

To have David customize a seminar, workshop, or keynote for your organization, contact him by phone at 570-765-1909, or by e-mail at dburns@ptdprolog.net.

www.davidbburns.com