



Reprinted from *Future of Work Agenda*  
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## **Bookshelf: Stuff We're Reading—and You Should Too**

*Jim Ware and Charlie Grantham*

*We've been soaking in a lot of good reads lately, so this month we're going to offer you almost a whole bookshelf for your summer reading. It may not be the kind of beach reading you want to do when you're on vacation, but these four books **are** an important way to stay on top of your professional game (links will take you either to Amazon.com or to an author's own website; we have no financial interest in any purchases you make).*

[Lights in the Tunnel](#), by Martin Ford

As noted just above, we reviewed this one in some detail in March ([at this link](#)). However, we're so convinced it's worthy of your attention that we wanted to mention it again. In one sentence: Martin Ford is very worried that continued technology innovation is someday going to put almost every single one of us out of work. He's got some "radical" and very thought-provoking suggestions for new kinds of policies to deal with that eventuality. And the book is available [on his website](#) as a free downloadable pdf file.

[The New HR Analytics](#), by Dr. Jac Fitz-Enz

"Dr. Jac" is one of the most significant contributors to the HR profession over the last three decades. He has almost single-handedly taught the world how to measure the productivity and performance of human talent, and how to track the bottom-line contributions of the HR function. Now he's produced a new methodology for predictive management—including principles, practices, and even worksheets to enable you to determine the monetary value of future human capital investments.

The book also includes contributed essays and commentary from an impressive group of HR academics, researchers, and practitioners (full disclosure: one so-called expert contributor is Jim Ware, who wrote about how to use scenario planning to think about highly uncertain futures). Make an investment in your own human capital by getting a copy of this book as quickly as you can.

[The Design of Business](#), by Roger Martin

The subtitle is "Why design thinking is the next competitive advantage." This very entertaining read is full of stories and case studies that serve to teach us how to apply the principles (and, more importantly, the mindset) of designers to basic business challenges like product development, customer relationships, marketing, and even basic strategic thinking.

Roger Martin is the Dean of the Rotman School of Management at the University of Toronto. The book is really a story of his own search for new ways to think about knowledge. He both defines and illustrates a “knowledge funnel” that leads from mystery to heuristics to algorithms . Once you understand that cycle you’ll be far better equipped to think about your own future.

Dan Pink, author of *A Whole New Mind* and *Drive, The Surprising Truth about What Motivates Us* (two more really good reads, by the way), calls *The Design of Business* “essential reading.” We completely agree.

[The Way We’re Working isn’t Working](#), by Tony Schwartz

Start with this reality: more than 75 percent of employees feel turned off and disengaged at work every day. Tony Schwartz has created a guidebook that will take you out of that dismal state of being.

This just-published book comes recommended by none less than Daniel Goleman, the well-known author of *Emotional Intelligence*, who calls it “an engaging, thorough, and authoritative manual for optimal performance and for a rewarding life.” Tony Schwartz is also the founder and president of [The Energy Project](#), which helps individuals and organizations move towards high performance, engagement, and focus on their strategic goals.

This is a very personally-oriented book; it will help you sort out your own strengths, preferences, and objectives, as well as the barriers to success that you erect to stifle yourself. It’s an exciting and potentially transformative way of thinking about your own career—and life.

### **[About the Work Design Collaborative and Future of Work Agenda](#)**

*Future of Work* is a global network of resources – practitioners, thought leaders, researchers, and senior consultants – who are committed to building and implementing physical, social, and technology-based work environments that are cost-effective, socially and environmentally responsible, and personally satisfying.

We are focused on defining the future of work and helping our members and clients achieve new levels of workforce and workplace productivity. *Future of Work* produces and distributes management tools, surveys, benchmark databases, white papers and technical reports, conferences and workshops, newsletters, books and articles, and public presentations on the changing nature of work. The Work Design Collaborative, LLC, provides leadership and infrastructure services for the *Future of Work* community.

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