



National Association of
Conservation Districts

Leadership Development Recommended Reads

March 2025



Book Titles	Authors
The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change	Stephen R. Covey
The 15 Invaluable Laws of Growth: Live Them and Reach Your Potential	John C. Maxwell
The 21 Irrefutable Laws of Leadership	John C. Maxwell
The 21 Irrefutable Laws of Leadership (Workbook)	John C. Maxwell
The 360 Degree Leader: Developing Your Influence from Anywhere in the Organization	John C. Maxwell
The 4 Disciplines of Execution	Stephen R. Covey
The 48 Laws of Power	Robert Greene
The Art of Negotiation: How to Improve Agreement in a Chaotic World	Michael Wheeler
Atomic Habits: An Easy and Proven Way to Build Good Habits and Break Bad Ones	James Clear
Common Sense Business: Starting, Operating, and Growing Your Small Business - In Any Economy!	Steve Gottry
Content Rules: How to Create Killer Blogs, Podcasts, Videos, eBooks, Webinars (and More) That Engage Customers and Ignite Your Business	Ann Handley, C.C. Chapman
David and Goliath: Underdogs, Misfits, and the Art of Battling Giants	Malcolm Gladwell
Developing the Leader Within You	John C. Maxwell
Developing the Leader Within You 2.0	John C. Maxwell
The Difference Maker: Making Your Attitude Your Greatest Asset	John C. Maxwell
Emotional Intelligence 2.0	Travis Bradberry, Jean Greaves
Entrepreneur's Guide to Starting a Successful Business	James W. Halloran
Everybody Matters: The Extraordinary Power of Caring for Your People Like Family	Bob Chapman, Raj Sisodia
The Everyday Leader: 14 Marine Corps Traits to Unlock your Leadership DNA	Hema Crockett, Michael Crockett
Executive Coaching with Backbone and Heart: A Systems Approach to Engaging Leaders with Their Challenges	Mary Beth O'Neill
First Things First	Stephen R. Covey, A. Roger Merrill, Rebecca R. Merrill
Fundraising on the Internet: The ePhilanthropyFoundation.org's Guide to Success Online	Mal Warwick, Ted Hart, Nick Allen
Getting to Yes: Negotiating Agreement without Giving In	Roger Fisher, William Ury, Bruce Patton
Go for No: Yes is the destination, No is how you get there	Richard Fenton, Andrea Waltz



National Association of
Conservation Districts

Leadership Development Recommended Reads

March 2025



Book Titles	Authors
Good to Great: Why Some Companies Make the Leap... and Others Don't	Jim Collins
Grant Writing DeMYSTiFied	Mary Ann Payne
Guerrilla Marketing for Nonprofits: 250 Tactics to Promote, Recruit, Motivate, and Raise More Money	Jay Conrad Levinson, Frank Adkins, Chris Forbes
How Performance Management is Killing Performance - and What to Do About It	M. Tamra Chandler
How to Think Like a CEO: The 22 Vital Traits You Need to Be the Person at the Top	D.A. Benton
How to Win Friends and Influence People	Dale Carnegie
It's Okay to Be the Boss: The Step-By-Step Guide to Becoming the Manager Your Employees Need	Bruce Tulgan
Joan Garry's Guide to Nonprofit Leadership	Joan Garry
Leaders Eat Last: Why Some Teams Pull Together and Others Don't	Simon Sinek
Leadership 101: What Every Leader Needs to Know	John C. Maxwell
Leadership Mastery: How to Challenge Yourself and Others to Greatness	Dale Carnegie
The Leadership Pipeline: How to Build the Leadership Powered Company	Ram Charan, Steve Drotter, Jim Noel
Leading at a Higher Level: Blanchard on Leadership and Creating High Performing Organizations	Ken Blanchard, Spencer Johnson
Leading Change	John P. Kotter
The Manager's Communication Toolkit: Tools and Techniques for Leading Difficult Personalities	Tina Kuhn
Managing Expectations: Working with People Who Want More, Better, Faster, Sooner, NOW!	Naomi Karten
Managing to Change the World: The Nonprofit Manager's Guide to Getting Results	Allison Green, Jerry Hauser
Never Split the Difference: Negotiating as if Your Life Depended on It	Chris Voss
Now, Discover Your Strengths: The revolutionary Gallup program that shows you how to develop your unique talents and strengths	Don Clifton
The One Minute Manger: The World's Most Popular Management Method	Ken Blanchard, Spencer Johnson
The Only Grant-Writing Book You'll Ever Need	Ellen Karsh, Arlen Sue Fox
Pathways to Success	Dale Carnegie
The Power of Habit: Why We Do What We Do in Life and Business	Charles Duhigg
Primal Leadership: Realizing the Power of Emotional Intelligence	Daniel Goleman, Richard Boyatzis, Annie McKee



National Association of
Conservation Districts

Leadership Development Recommended Reads

March 2025



Book Titles	Authors
Principles: Life and Work	Ray Dalio
Public Relations Writing: The Essentials of Style and Format	Thomas H. Bivins
The Six Secrets of Change: What the Best Leaders Do to Help Their Organizations Survive and Thrive	Michael Fullan
Start with Why: How Great Leaders Inspire Everyone to Take Action	Simon Sinek
Strengths Based Leadership: Great Leaders, Teams, and Why People Follow	Tom Rath, Barry Conchie
Take Charge of You: How Self-Coaching Can Transform Your Life and Career	Daid Novak, Jason Goldsmith
Talk Like Ted: The 9 Public-Speaking Secrets of the World's Top Minds	Carmine Gallo
Tribes: We Need You to Lead Us	Seth Godin
Trust and Inspire: How Truly Great Leaders Unleash Greatness in Others	Stephen R. Covey
What You're Really Meant to Do: A Roadmap for Reaching Your Unique Potential	Robert Steven Kaplan
Where Good Ideas Come From: The Natural History of Innovation	Steven Johnson
Who Moved My Cheese? (An A-Mazing Way to Deal with Change in Your Work and in Your Life)	Spencer Johnson, M.D.
Who Not How: The Formula to Achieve Bigger Goals Through Accelerating Teamwork	Dan Sullivan, Dr. Benjamin Hardy
Who: The A Method for Hiring	Geoff Smart, Randy Street
You are the Message: Getting What You Want By Being Who You Are	Roger Ailes, Jon Kraushar
Your First Business Plan	Joseph Covello, Brian Hazelgren

To submit your recommendations for Leadership Development books, please email author and title to beth-mason@nacdn.org. The list will be updated periodically with new submissions.