

Books by Darby Checketts

Darby Checketts is the author of 14 books. Most of these are available at Amazon.com and from other online and neighborhood book sellers. Our prices at this website are usually lower than Amazon and our shipping is also free. There is a full News Release on the *Customer Astonishment* book that is available here at the Resource Center. Below are brief descriptions of the other three books that are most in-demand by our clients and other friends: *Leverage*, *Positive Conflict*, and *The New American Prosperity*.

Leverage: How to Create Your Own “Tipping Points” in Business and in Life

Here is a synopsis of the “25 Leverage Keys”...

1. How Close to Kilimanjaro?

First you set the goal and then you see. Begin with the outcome in mind. Doors will open. You will know where to apply your leverage.

2. Life Is Better with Bookends.

As you write the book of your life, it will stand squarely on the bookshelf when supported by your sense of *Purpose* and by an affirmation of the core *Principles* that guide you to be the best version of who you are.

3. Time and the Five Arenas of Life

Time is precious. Its effective use is leverage on your goals. You must juggle many priorities. As you do, be present in each arena of life for those moments that count most.

4. Listen for the Voice of the Cricket.

Share an astonishingly important moment in the life of the legendary Ray Charles. Discover the inner voice that brings out the ownership spirit and makes it easier to find the light.

5. Who in the World Is Out There?

As you lift the world, you must know the world and who will benefit from the leverage you choose to apply. Scan the world for opportunities and see what you may not have seen before.

6. Vision: Demystify It and Go There!

Vision is *The Force* for the most dramatic and important transformations the world has known. Crystallize and visualize your dreams. Turn these into reality.

7. Principle-Centered: Do the right thing.

Make key decisions about who you are and what guides your footsteps, *only once*. Stand firm in the midst of controversy and uncertainty.

8. Fuel with *Desire* turned to *Passion* and *Determination*.

Know what you really want. You can get whatever you want, if you do whatever it takes. Turn your desire to a passion that will drive your future success.

9. “Grow, Baby, Grow.” What Must I Give to Succeed?

Identify exactly “what it will take” to get what you want. Be who you need to be to attract the success you desire. Make the commitment and the investment that’s required.

10. It’s About Relationships: The Best Investment You’ll Ever Make.

Make the investments of *flexibility*, *communication*, *respect*, and *trust*. Be a “connector.” Bring people together for that strength in numbers that is leverage indeed.

11. The Really BIG Picture: Combining Direction with Perspective

Set your goals. Then, take a virtual helicopter ride to understand the rich context in which your goals will become reality. Answer the question: “What is theoretically possible?”

12. Ownership and Stewardship

Discover the greatest secret of the ages. Recognize and utilize two systems of thinking that make all the difference: The *Owner* system, as contrasted with the *Victim* system.

13. Leadership and Influence

Study great leaders. Resolve conflicts by harnessing the *Power of Opposites*. Provide the inspiration that is the best teacher of all...for what wins the heart will rule the mind.

14. Truth

Recognize the pieces of the great truth puzzle scattered far and wide. Enjoy the quest to find and assemble the pieces that will reveal the truth that you seek.

15. Force Fields

You live in a field of forces: driving forces, restraining forces, inner forces, the forces of nature, and many more. Harness and harmonize with these. Discover your own active force, receptive force, and reconciling force. Use these to assure your relevance to the world around you.

16. Commitment

Commitment is a magnificent yet tarnished word. It is tarnished by its misuse, by those who speak of commitment but whose hearts are not aligned with their words. Your true commitment is an act of courage that represents unstoppable leverage.

17. Agreement

Move from personal commitment to a shared *agreement in principle*. Without such agreement, there is confusion and a fear of confrontation. As you and your associates come to clear agreement, everything is easy to manage.

18. Thinking

Where is the owner's manual for operating your brain? Your marvelous brain is like a versatile automobile that can shift into four-wheel drive for off-road excitement or into overdrive to cruise the autobahn of life. Discover four distinct dimensions of thinking to deepen your understanding and invigorate your intuition.

19. Learning

Especially for youth, education is the most tangible lever to expand your future opportunities. Learning is the lever to move mountains.

20. Mechanisms

Effective leadership is not so much about charisma as helping others create the tools and develop the habits that make patterns of success easy to replicate. Be a clock builder not merely a time keeper.

21. Partnerships

The most effective way to extend your leverage is to form powerful partnerships. Nothing is impossible with the right partnerships. The greatest wisdom of all is to seek the wisdom of others.

22. Money and Wealth

What do you think about money? Is it a matter of survival, a way of keeping score, a key to the true leverage you seek? Revisit the distinction between "being rich" and "possessing true wealth." Know the true value of what you create.

23. Exuberance

Exuberance is extreme joyfulness and vigor. Is this too much to ask? They say that many people go to their graves with their music still in them. Discover the secret to getting the music out. Build a culture where creativity flourishes.

24. What's love got to do with it?

Is it true that people take their business where they feel "more loved"? We teach others how to treat us. What is the bond that distinguishes the ultimate respect you have for others?

25. Your Value Proposition?

Do you have that 30-90 second elevator speech that would convince the President of the United States to consider you for an opening on his cabinet? What are the hallmarks of your leadership? Lifting the world begins with lifting you.

Positive Conflict: Transform Opposition into Innovation

In a recent nationwide poll, the #1 resolution employees hope their managers will make is to “deal with workplace conflicts faster.” It seems we live in a world of “conflicts.” One newscaster reporting on international events said, “Until there is conflict, there is no story.” Experiencing and resolving human conflicts is a central theme of our lives. Certain laws of opposition are built into the design of things. For instance, our muscles become stronger as they encounter resistance. The bonds of our relationships can become stronger as we strive to overcome our differences.

There are other books on “conflict resolution.” This book goes boldly beyond merely coping with or handling conflict. Its premise is that conflict is often an indicator that creative energy is about to be unleashed, if we’re ready. There is potentially *positive power* inside opposition. As with the fusion of atoms, when opposing ideas are openly explored, there can be a breakthrough in thinking that reveals more comprehensive solutions. And, the coming together of once-opposing forces multiplies the potential for success.

If our view of conflict transcends a win-lose mentality, we will see that the flipside of opposition is the opportunity for discovery and innovation. A truly effective leader is one who can reconcile the seeming exclusivity of competing ideas to fuse these ideas together to unleash new energy. For example, such a leader understands that it is the combination of *self-confidence* and *humility* that maximizes leadership effectiveness.

The book will add value in these ways and more...

- You will recognize the creative energy inside conflict to unleash the *power of opposites*.
- You will discover why the optimist’s answer to everything is “yes”—that the issue is not *what is right or wrong*, but how to synthesize ideas to expand problem-solving options.
- You will help your stakeholders come together in a spirit of partnership to move beyond “special interests” and “personality clashes.”
- You will recognize that your own conflicting ideas and viewpoints reveal new dimensions of who you are and the range of opportunities that await you.

Here are the chapters...

Chapter 1	The Energy Inside
Chapter 2	When Opposites Collide
Chapter 3	It’s Not About “Taking Advantage”
Chapter 4	A Respect for the Origin of Ideas
Chapter 5	The Huge Fallacy of Not Listening
Chapter 6	The Optimist’s Answer to Everything
Chapter 7	Leadership: Becoming the “Master of Dichotomies”
Chapter 8	Communication: From Conflict to Innovation
Chapter 9	The Power of Personality Opposites
Chapter 10	The Power of Cultural Opposites
Chapter 11	The Power of Ideological Opposites
Chapter 12	Getting What You Need by Helping Others Succeed

The New American Prosperity: Redefining Success as Smart & Happy versus Rich & Famous

This book is a collection of 39 essays with a common theme. As the author, my commitment is to assist you, your loved ones, and your friends in tackling life's challenges in a way that demonstrates how SMART you are and how HAPPY you are determined to be. The book is a "thinking guide" to help you choose the approach you will take to create the outcomes you want. The short preamble at the beginning of each essay will guide your selection of those essays that will directly address challenges and opportunities you currently face. Each essay can stand alone to address a particular topic. If you read the book from cover to cover, you'll become even smarter and happier. Each essay will somehow brighten your day and/or provide you with new ideas for lifting your world.

Here are the essays...

- 1 Prosperity: What Is Real and What Is Not
- 2 The Floor Speaks as It Creaks
- 3 Wrens
- 4 Peace on Earth: We're in It Together
- 5 Down with "Red & Blue" States
- 6 A Grateful Mother in Manila
- 7 Perilous Adventure: Safe Return
- 8 Faith
- 9 Grab the Brass Ring / Smell the Roses
- 10 What Do You Want?
- 11 Everything Has a Crack in It
- 12 Childlike Fears: Being There
- 13 It's Not My Father's Fault
- 14 Home Sweet Home
- 15 A Baby Dies; An Angel Flies
- 16 It's Still Me Inside
- 17 Life Is Always Now
- 18 Speed Bumps and Setbacks
- 19 Needy or Not
- 20 The City of Happiness
- 21 You Create Your World: What's Next?
- 22 Hard Work and Customer Appreciation
- 23 The Love of Learning
- 24 A Cascade of Wisdom
- 25 It's Your Grand Prix Race Car
- 26 The Age of Drawers: Simplify Everything
- 27 Start Your Engine
- 28 The Power of Decisiveness
- 29 Take Your Best Shot
- 30 Hit Reply / Send Love
- 31 Balance Your Brain
- 32 What's Your Fun Index?
- 33 One Neighborhood We All Share
- 34 The Role of Grandparents
- 35 The Power of Pets
- 36 The Leverage of Language
- 37 Smile of Talent
- 38 Yes, Oliver, You Can Change.
- 39 Generosity