






The man who does not read has no advantage over the man who cannot read.

Mark Twain



PROFESSIONAL DEVELOPMENTTM **BOOK CLUB**

-  Achieve more with less stress.
-  Lead with more ease, confidence and effectiveness.
-  Boost productivity, engage and motivate employees.
-  Improve interpersonal communication skills.
-  Improve thinking, decision making and problem solving skills.



PROFESSIONAL DEVELOPMENT BOOK CLUB (PDBC)

- ✓ Theme based book selection.
- ✓ Customised program to suit workload.
- ✓ Over 12 months participants can read 4, 6, 9 or 12 books.
- ✓ No travel, no venue hire, no catering costs.

Practical and Achievable Development

Releasing your people for learning and development is challenging: they need the development but the work still needs to get done! Investing in the right courses and programs can also be time consuming to sift through the options to match your needs analysis.

Leaders need to be continuously developing their leadership skills while being effective leaders day in day out.

The book club has proven to be a time and resource effective approach to ongoing development.

When a group of diverse professionals come together to discuss the same book the opportunity to take away rich and varied perspectives; new learning; ideas for action; and a stronger network... it's a no-brainer!

It's no secret that reading expands your worldview, book clubs are renowned for helping people stay accountable to reading, gaining deeper insights into the topic and boost individual development.

According to Quick Reads, adults that read for just 30 minutes a week were 20% more likely to feel satisfied with their lives. Four out of 10 surveyed individuals cited 'lack of time' as the main reason they didn't read more.

The world belongs to those who read. - Rick Holland

| | Professional | Min. Books Read per Year | Productivity | Success |
|--------------|--------------|--------------------------|--------------|-----------|
| Invincible ↑ | Leader | 4 | 100% | Soaring |
| | Linger | 3 | 75% | Simmering |
| | Lethargic | 2 | 50% | Standard |
| | Lag | 1 | 25% | Stalled |
| ↓ Invisible | Left Behind | 0 | 0% | Stopped |

The PDBC is designed to be practical and achievable development! This blended program includes individual and group components, paced to suit every busy professional. The program can be customised to suit your team.

IT'S MORE THAN JUST READING A BOOK:

All learning and development is an investment in improving the results of your organisation. The true return on your investment is in the implementation of the learning back into the workplace. The PDBC is more than just about reading a book, it includes drawing insight from reading, sharing and discussing the learnings, creating leadership and development goals and implementing the learning with accountability.

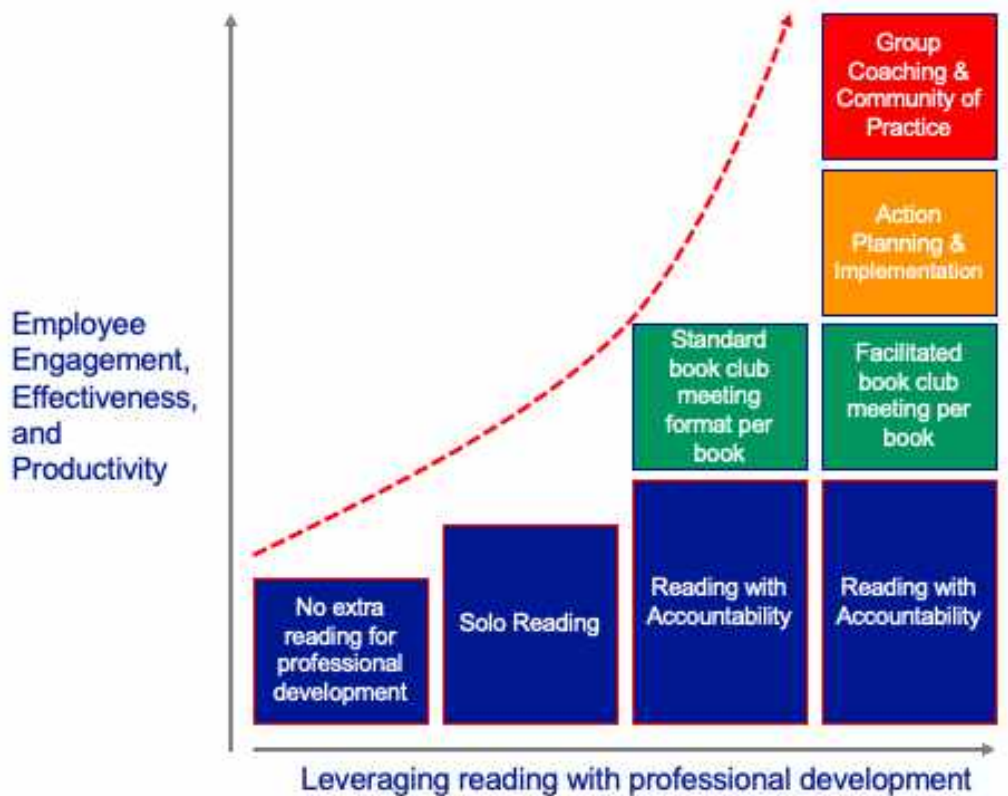
GROUP COACHING, LEARNING IMPLEMENTATION & COMMUNITY OF PRACTICE:

Throughout the reading period, readers can participate in a range of activities:

- group coaching,
- community of practice,
- goal setting and action implementation, and/or
- accountability.

The program supporting the reading is designed to:

- check understanding of concepts and insights of reading to date;
- set goals and action plans;
- discuss progress on implementing actions from individual plans;
- share wins, challenges and lessons;
- discuss relevant strategies for leadership, engagement, productivity, professional skills; and
- maintain reading accountability.



THE BENEFITS OF AN INTERNAL PDBC PROGRAM:

- To be more analytical and improve decision making and creative thinking skills.
- Reduce the silo affect that naturally builds across organisations as participants network and connect more.
- Boost interpersonal communication skills and confidence through contributing to discussions, especially unique issues relevant and related to their work.
- Learn and practice disagreeing, speaking up and debating respectfully - putting across a considered opinion - build influence.
- Increase self-awareness which leads directly to better self-leadership and people management.
- Increase the organisation's competitive advantage in your industry.
- Improve effectiveness, productivity and motivation.

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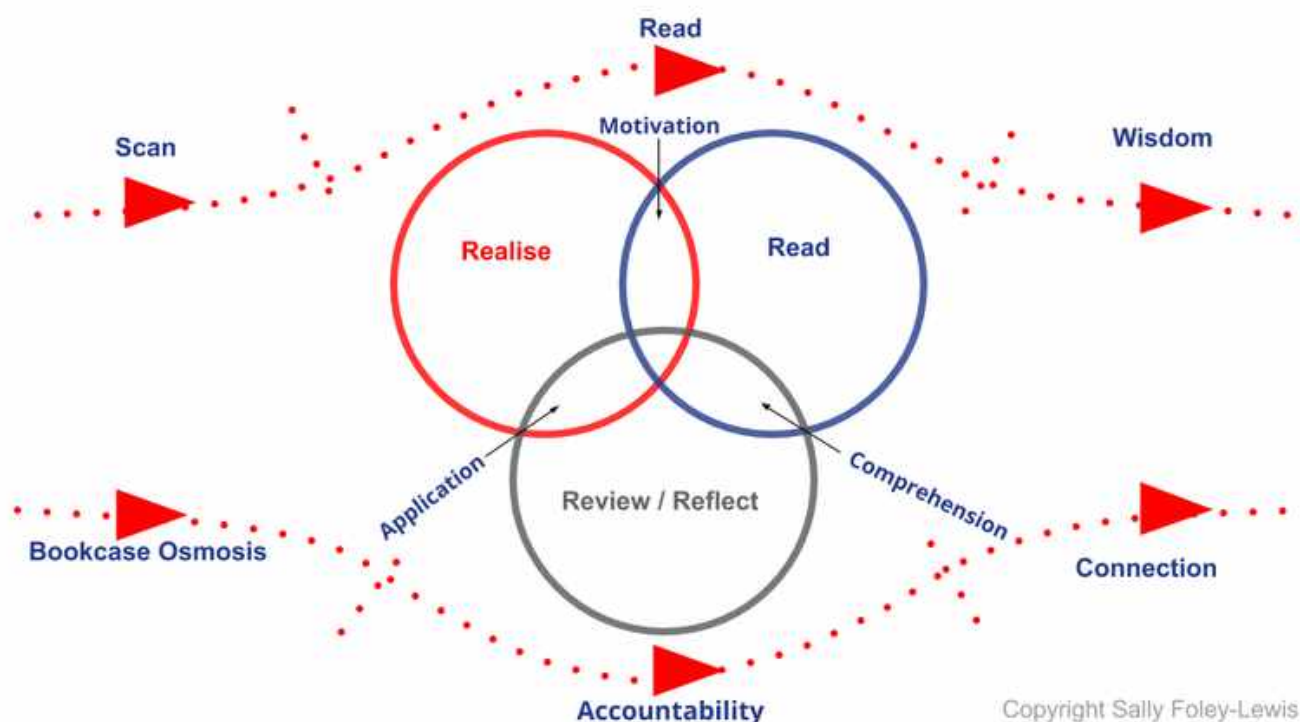
"There are many book clubs around for fiction but I hadn't come across one for professional development before Sally Foley-Lewis created this one. The dialogue around "the" book is always interesting and varied. I'm enjoying hearing other points of view and have even gone back to re-read a book with a different lens after one of our discussions."

Jo Hassan, Vitality Expert, Jo Hassan

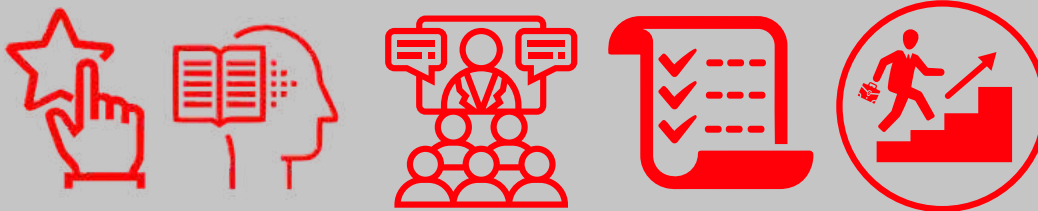
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- Streamlines the implementation and adaptation of learning as the communities of practice and group coaching serve to support implementation of action plans, ways to get work done productively, problem solve easily, and try new approaches.
- Boost a sense of belonging.
- Community of practice sessions serve as a first line of defence in the company. They can turn weaknesses into strengths for as long as they work together.
- Action plans will have community backing (buy-in), so they can be executed faster.
- It will help participants to think outside of the box for cost saving ideas, ideate additional services and products.
- The program can act as an incentive for others through the organisation: the program can be replicated easily.
- The return on investment can be calculated with the the participants.

Through the PDBC process participants will draw more from simply reading another best seller: they will increase their leadership and professional development comprehension as they apply their learning and insights which in turn boosts their motivation for continued improvement.



Research conducted by Starcom for the Australia Council for the Arts, Books Alive 2008 - reader research, looked at the reading habits of 1,200 Australians aged 16 to 65 years, who had read a book for pleasure in the last three years. The study found that almost 7 out of 10 people reported reading books regularly. Of those who read regularly for pleasure, most read magazines (66%), newspapers (61%) or fiction books (58%), while **less than half read non-fiction books (41%)**. [SOURCE: ABS]



Theme Driven Book Selection

A blend of classic, contemporary and best selling books can be selected for reading.

Either pre-selected or through a voting process, titles are chosen to meet the development needs of the participants.



Read The Book

Over a 12 month period, participants will read 4 books. Participants are provided with their own copy of the book as well as a journal to capture insights and reflections from their reading.



Action Plan

Putting insight into action, participants will be required to submit and implement an action plan based on their new learning. Templates and workbook included.



Book Club Meeting + Group Coaching / Community of Practice

Throughout the designated period, participants will meet online to participate in a facilitated discussion of their insights from the reading.

Group coaching, accountability, action planning and community of practice modules can be built into the program.



Leadership Development

The PDBC program will equip the participants to self-lead; build leaders who are far more self-aware, productive and effective contributors to the business and to the people they lead and manage.

To read without reflecting is like eating without digesting.

Edmund Burke
Irish Philosopher

THEME EXAMPLES

*"Read 500 pages every day. That's how knowledge works.
It builds up, like compound interest."*

Warren Buffet

Book selection is theme driven which will be determined in consultation. Blending classics, best sellers and contemporary works helps provide a broad spectrum approach to a area of development. Here is a tiny example of book and theme combinations:



LEADERSHIP

1. **On Becoming a Leader** by Warren Bennis
2. **Good to Great** by Jim Collins
3. **Dare to Lead** by Brene Brown
4. **Tribes** by Seth Godin



LEADERSHIP & MANAGEMENT

1. **The 7 Habits of Highly Effective People** by Stephen Covey
2. **The Effective Executive** by Peter Drucker
3. **The One Minute Manager** by Blanchard & Johnson
4. **The Making of a Manager** by Julie Zhuo



PRODUCTIVITY

1. **Deep Work** by Cal Newport
2. **First Things First** by Stephen Covey
3. **Atomic Habits** by James Clear
4. **High Performance Habits** by Brendon Buchard



COMMUNICATION SKILLS

1. **Crucial Conversations** by Joseph Grenny, Kerry Patterson, Ron McMillan and Al Switzler
2. **How To Win Friends & Influence People** by Dale Carnegie Lencioni
3. **5 Voices** by Kubicek and Cockram
4. **Skill with People** by Les Giblin

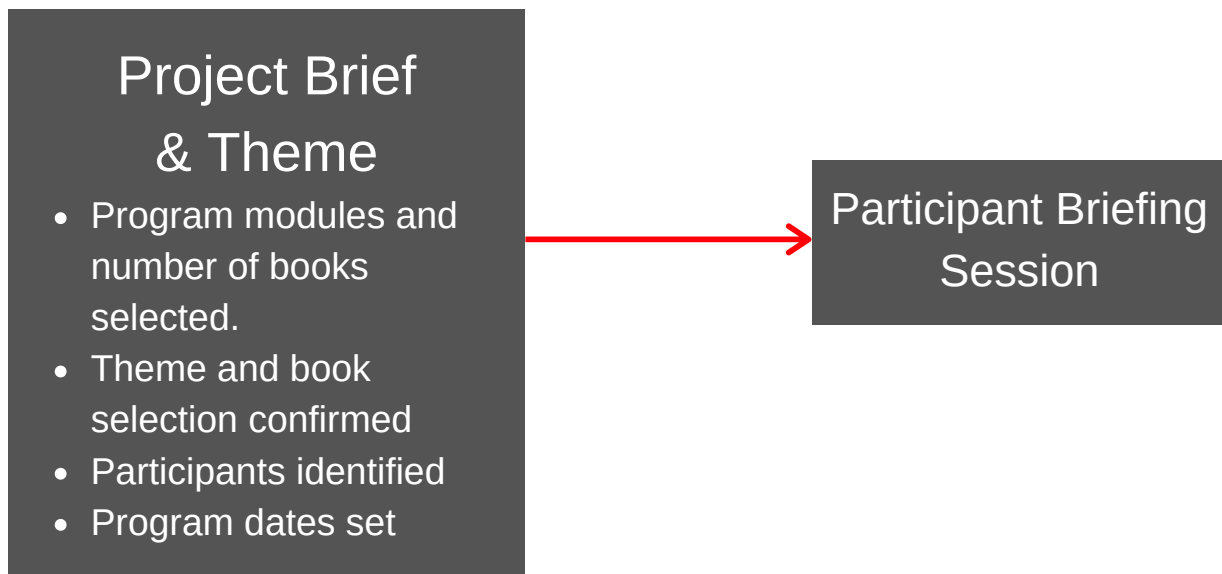


MOTIVATION & TEAM BUILDING

1. **Start With Why** by Simon Sinek
2. **The Five Dysfunctions of a Team** by Patrick Lencioni
3. **Grit** by Angela Duckworth
4. **The 5 Languages of Appreciation in the Workplace** by Gary Chapman

PDBC PROGRAM STEPS

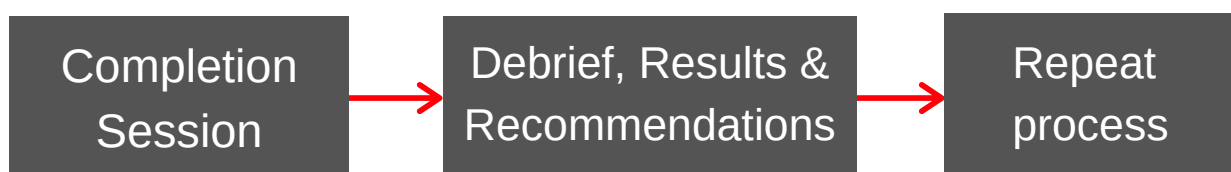
STAGE 1:



STAGE 2:



STAGE 3:



PROGRAM INCLUSIONS:

STAGE ONE: Pre-Program Set Up:

We will meet to determine the skills and topics required and identified participants. To help this process interviews or questionnaires can be administered.

Resources:

- The Books

Selected professional development books.

- Reflective Journal

Participants will be guided in note taking and capturing reflections and insights

- Action Plan Templates

From reading participants will devise and submit an action plan

- Extras

Throughout the course of the program, and depending on the book selection and topics, extra resources will be shared with the participants. These could include articles, TED / TEDx videos, other recommended reading, etc.

STAGE TWO: Book Club Meetings:

90 minute facilitated book club meeting sharing insights and learning from the book, as well as sharing determined actions to be implemented. Each book club meeting can be recorded so participants can access to the recordings for future reference.

Community of Practice Sessions:

90 minute facilitated group call to track action plan implementation progress. A blend of coaching, training and mentoring, this call compliments the learning experience, strengthens the network amongst the participants, and provides a valuable platform for sharing learning and practising skills.

Group Coaching:

60 - 90 minute online coaching session where participants can dive deep into any challenges they are experiencing with their action plans, and leadership and professional development so they can problem solve and work their way through to resolution and new action.

Mid-way meeting: we will meet mid-way through the program to provide a check-in of progress .

STAGE THREE: Debrief, Results and Recommendations Meeting:

We will meet to discuss the outcome of the program and what your team may need going forward. The program can be easily replicated and repeated.

TESTIMONIALS

Nicole Anderson, General Manager, Bell Legal Group

- "The BCforPD has been a game changer for the "how" of my reading professional development books. Having a ready group that is engaged in the content has helped me distill my thinking and make real practical use of what I have read. Quite simply - I love the concept, am enjoying the conversation and getting more benefit from my non-fiction reading than I ever have."



Jennifer Holder • 1st
ICT Change & Communications Specialist at Goodstart Early Learning
9h • 🌐

I've been meaning to post this appreciation post for a while. Last December I attended the women in leadership summit hosted by the Women Leaders Institute. Here I met some amazing women. One in particular [Sally Foley-Lewis](#), (yes that's her in the middle!) who ran a mentoring session and who in speaking to her further, I discovered also ran a professional development book club. I decided to join, and it's been a really great experience. I've read books that I would never have thought to have picked up and although I've missed a couple of the meetings, I've gained so much already! Thank you Sally for being an amazing leader, and for being so generous! [#bookclubs](#) [#leadershipdevelopment](#) [#leadership](#) [#BCforPD](#)



Nicole Anderson • 1st
Helping connect you to the highest quality legal advice | Passionate about...
2h • 🌐

Want to get more value from your professional reading?

I received this gift in the mail on Friday and it gave me a moment to reflect on joining Book Club for Professional Development - BCforPD™ facilitated by [Sally Foley-Lewis](#) a year ago.

The group (made up of people from a broad range of business backgrounds) reads one book each quarter and then we get together to break down what our thoughts are about the book and where we might use or apply what we've read.

This forum has completely changed the value I am getting from reading books in my professional life and I've gained some fantastic new connections as well.

If that's interesting to you, get in touch with [Sally](#) for details and in the meantime, happy reading.

[#reading](#) [#professionaldevelopment](#) [#bookclub](#) [#learninganddevelopment](#)



FAQs:

How long is the full program?

- The full program, excluding pre- and post meetings, can go for as long as it suits your team. The minimum will be 12 months, and the program can be easily replicated and repeated.

How are participants selected?

- It's advisable that similar roles - levels in the organisation - participate in the one book club, for example, one cohort of managers undertaking the program, or one cohort of operational staff. This will help in topic and book selection, as well as discussion, action planning and reflective learning.
- You can identify the participants, however experience tells us that self-selection will lead to the greater levels of engagement, participation and return on investment.
- Book Club's are popular, an application process can help determine interest as well as help engage those who will remain committed to the full program.

Can we further customise the book club?

- Yes! The program can be customised to suit your needs, e.g., you choose the number of books and/or sessions; add assessments such as DISC, Emotional Intelligence, Leadership Effectiveness; or training sessions, such as 'lunch'n'learns'.

How can we measure success or a ROI?

- A pre-program questionnaire can determine where your employees are at prior to the program starting, so a post-program assessment will give you a measure of success. I will be delighted to conduct post-program interviews to gauge each person's ROI.
- The program completion session will be an informal wrap up of the 12 month program where each participant will be asked to share their own development journey, including their own ROI calculation.

What if development issues arise during the program?

- If at any time it becomes clear that one or any employee may need some further skill development or support this will be raised with you and we can discuss options for going forward.
- Research shows that blended programs - skills training and coaching - leads to true behaviour change:
 - 95% behaviour transfer achieved by on-the-job coaching and feedback versus just 21% with training only. (Source: Bruce Joyce and Beverley Showers who published Improving inservice training).

Other Questions

- My goal is to skill and guide your people to reach their potential. If you want to discuss variations to the program or have any questions, please do reach out if you have any questions:

E: sally@sallyfoleylewis.com T: +61 7 3289 1409 M: +61 401 442 464.

SALLY FOLEY-LEWIS:

Sally boosts productivity by helping managers achieve their goals and master their leadership skills. Obsessed with productive leadership, Sally positively impacts results, confidence, effectiveness for individuals and teams. When productivity is optimised, business thrives.

- 2021 USQ Alumnus of the Year - Business and Enterprise
- 2021 AI - Most Inspirational Leadership Development Specialist
- 2021 ROAR - Leadership Award SILVER
- 2020 GOLD: Female Entrepreneur of the Year - Business Services
- 2020 BRONZE: Female Entrepreneur of the Year - Consumer Services
- 2020 Breakthrough Speaker of the Year - Professional Speakers Australia
- Champion Sole Trader in the 2019 Australian Small Business Champion Awards
- 2019 Finalist Australian Learning Professional of the Year
- 2019 Bronze Stevie International Business Award
- Named in the 25 LinkedIn Top Voices for Australia for 2018

She blends 20+ years of working with a diverse range of people and industries in Germany, the Middle East, Asia, and all across Australia, with exceptional qualifications; a wicked sense of humour and an ability to make people feel at ease, she's your first choice for mastering skills and achieving results.

Sally is a dynamic and interactive facilitator, executive coach and presenter, and much sought after keynote speaker. Sally's clients rave about her. She leaves the audience ready to take action.

EDUCATION

- Master of Business Administration
- Graduate Diploma in Management
- BA Leisure Studies
- Diploma in Career Guidance
- Cert IV Workplace Training & Assessment
- Certificate in Executive Coaching
- Certificate in Coaching Skills





SALLY FOLEY-LEWIS
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NEXT STEPS

1. Let's schedule a meeting to discuss topics and participants.
 - a. We may undertake some deeper diagnostic work.
 - b. Once the topics are confirmed the book selection process will then be confirmed.
 - c. Participants are identified.
2. A confirmation will be sent with terms and conditions, including 50% deposit invoice.
3. Once the deposit is paid the program pre-work will commence.
4. The balance invoice will be sent once the first book reading program is underway.

If you have any questions please do reach out to me on 0401 442 464, 07 3289 1409 or sally@sallyfoleylewis.com.

I look forward to working with you and your team in this exciting learning experience.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sally Lewis', written in a cursive style.

Sally Foley-Lewis