

Title:

How and Why to Start a Business Book Club

Word Count:

683

Summary:

I suggest and encourage business book clubs. Maybe you would like to start one within your organization.

Keywords:

book club, book clubs, business books, business book club, reading

Article Body:

Book clubs have been quite a rage over the last few years. Fueled in part by Oprah and others,

The reasons people have found them valuable include:

- a great way to have meaningful conversation.
- a way to support your own reading habit (I need to have the book read before the meeting)
- a way to form a community ~ to have a great reason to gather with other people to bond
- A way to learn something in a fun way.

It is for all of those same reasons and more that I suggest and encourage business book clubs.

1. <B>Market the idea.</B> Once you are excited about this concept, use your influence and
2. <B>Gain commitment.</B> Once you have sold people on the idea make sure you gain a com
3. <B>Start small.</B> Identify the number of people you will feel good about having inv
4. <B>Start easy.</B> Not everyone is an avid reader. So pick a book that will be an ea
5. <B>Make it fun.</B> This is a part of your marketing effort. Have food. Decorate the
6. <B>Have a facilitator.</B> Someone needs to be responsible for facilitating the conver
7. <B>Facilitate lightly.</B> The facilitator should facilitate but not lead. Remember t
8. <B>Keep the group involved.</B> Beyond the group's involvement in the conversation it

I have helped organizations think through how to start these groups and have facilitated these

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