

## Book Club Guide

Bo Burlingham's book "*Small Giants: Companies That Choose to Be Great Instead of Big*" sparked a movement of purpose-driven leadership. In fact, our Small Giants Community wouldn't be here without it!

Whether you are reading this book for the 1st or 100th time, reading it solo or with your team, use this guide to help spark meaningful reflections and inspirations for ways to think differently, act intentionally, and grow into the leader you're meant to be!

- Reflect on the **company stories** shared in the book. Which resonated most and why?

Need a refresher of the companies?

- ★ Anchor Brewing
- ★ Clif Bar & Co., in Berkeley
- ★ ECCO, in Boise
- ★ Hammerhead Productions
- ★ Righteous Babe Records
- ★ Union Square Hospitality Group
- ★ Zingerman's Community of Businesses

- Enduring companies are built on a foundation of a **core purpose and values**. What are your company's core values? What is its purpose or guiding North Star? What about your personal purpose and values? Do you see any similarities?  
» Looking for more? Download "The Small Giants Approach to Purpose, Values, and Vision" [here](#).
- Small Giants companies have unique cultures because they **prioritize their people**. Describe your organization's culture. How does your company prioritize its people to create an employee-centric environment? What is working? What could be better?
- Because people matter, personal connections with colleagues and employees matter. Small Giants leaders care about creating **meaningful relationships** with others. How do you prioritize relationships? Who are the "go-to" people in your support system both inside and outside your company?  
» Find your tribe! Join us at our [Annual Summit](#) to build lifelong relationships with like-hearted leaders in real life!

- **Leadership development** is important to Small Giants companies. What does training and development look like at your organization? How does your team invest in people and empower them to lead in purpose-driven ways? How do you personally prioritize your own development?
  - >> Looking for leadership development support in a Small Giants way? Check out our programs to complement your goals: [Sounding Board](#) offers trusted mentorship, and the [Leadership Academy](#) is a cohort learning experience that certifies Small Giants leaders.
- Small Giants care about more than just working hard and striving for excellence – they care about the **passion** of their people that drives what they do! What are you passionate about? How is this reflected in the work you do? What do you love about your team or your organization?
- The founders and leaders of Small Giants companies have reimagined their own **definition of success** in business. What does success mean for your company? How does this align back to your purpose and values?
- **Growth** looks different for Small Giants – they are intentional about protecting the culture and measuring more than the bottom line. How do you define growth? What are your growth goals? What systems, processes, and metrics exist (or are needed) to ensure you're on the right track?
  - >> How do you measure performance in a culture-oriented and people-focused way? Download "The Small Giants Approach to Building a Culture of Performance" [here](#).
- Purpose-driven companies focus on **impact**. Reflect on the impact your company has on the community. What does "giving back" look like at your company? How is it encouraged at individual and team-wide levels? Does the impact tie back to the purpose and vision?
- What is one thing that you are inspired to do after reading this book?

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If these philosophies resonate and you're interested in growing as a Small Giants leader or in surrounding yourself with other like-hearted leaders, you've come to the right place! Take the first step and **become a member** of our Community (it's free!) for access to resources, events, programming, and more sent directly to your inbox. Or say hello so we can chat more about ways to get involved!

✉ [hello@smallgiants.org](mailto:hello@smallgiants.org) | 🌐 [www.smallgiants.org](http://www.smallgiants.org)