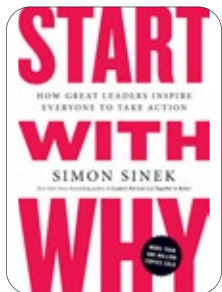


# 7 Books Every Optometry Professional Should Read

Success in business, including in the dental field, requires a solid grounding in the right principles. Whether you're the doctor, office manager, staff or specialist—any role in the practice should read these books to help improve your mind and actions, so you can better help the people around you—both customers and employees—in the year ahead.



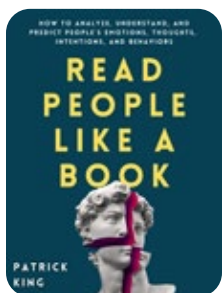


### **Start with Why: How Great Leaders Inspire Everyone to Take Action**

By Simon Sinek | 4.6 Stars | 29,000+ Reviews

Leaders who've had the greatest influence in the world all think, act, and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

[Find it here →](#)

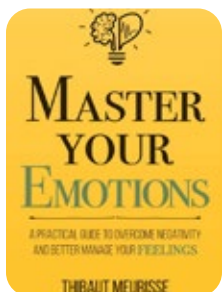


### **Read People Like a Book: How to Analyze, Understand, and Predict People's Emotions, Thoughts, Intentions, and Behaviors**

By Patrick King | 4.4 Stars | 2,800+ Reviews

This is no normal book on body language or facial expressions. Yes, it includes all of those things, as well as new techniques on how to truly detect lies in your everyday life, but it's more about understanding human psychology and nature. We are who we are because of our experiences and pasts, and this guides our habits and behaviors more than anything else.

[Find it here →](#)



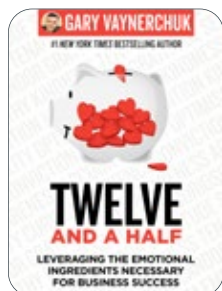
### **Master Your Emotions: A Practical Guide to Overcome Negativity and Better Manage Your Feelings**

By Thibaut Meurisse | 4.6 Stars | 8,500+ Reviews

As an introvert whose shyness kept him from getting the results in life he wanted, Thibaut decided to devote his life to betterment—And that's when everything changed. Understanding how negative feelings and emotions work is the first step. Then we must learn how to reprogram those emotions and turn them around to improve our day-to-day life.

[Find it here →](#)



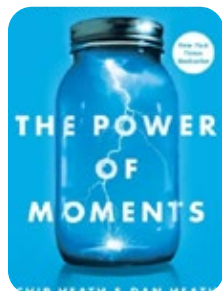


## Twelve And A Half: Leveraging the Emotional Ingredients Necessary for Business Success

By Gary Vaynerchuk | 4.7 Stars | 950+ Reviews

For decades, leaders have relied on “hard” skills to make smart decisions, while dismissing the importance of emotional intelligence. Soft skills like self-awareness and curiosity aren’t quantifiable; they can’t be measured on a spreadsheet and aren’t taught in B-schools or emphasized in institutions. We’ve been taught that emotional intelligence is a “nice to have” in business, not a requirement. But soft skills can actually accelerate business success. For analytical minds, it’s challenging to understand how to get “better” at being self-aware, curious, or empathetic—or even why it’s important to try.

[Find it here →](#)

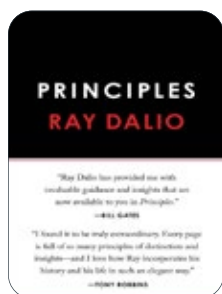


## The Power of Moments: Why Certain Experiences Have Extraordinary Impact

By Chip Heath | 4.7 Stars | 3,200+ Reviews

While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? The Power of Moments shows us how to be the author of richer experiences.

[Find it here →](#)



## Principles: Life and Work

By Ray Dalio | 4.6 Stars | 13,000+ Reviews

As one of the world’s most successful investors and entrepreneurs, Ray shares the unconventional principles that he’s developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals.

[Find it here →](#)



## The First Time Manager

By Jim McCormick | 4.6 Stars | 1,500+ Reviews

Bringing newcomers up to speed on the nitty gritty realities of managing people, this book helps you learn how to manage across generations, use online performance appraisal tools, persuade with stories, oversee remote employees, build a team dynamic, match a boss’s style, and more.

[Find it here →](#)

# Bonus: Other Content!

There's more than one way to consume great content and learn!  
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Business, innovation, tech, marketing, and more—Learn new skills to implement and stay ahead of the competition.



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Find out deep insights into the challenges and trends facing optometry practices in 2023 and beyond.



## Try Not To Blink Podcast

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## How to Manage Your Patient Engagement Amid Staffing Challenges

[View Webinar](#)

Find out how you can create an office environment that functions at a faster pace, all without losing the human touch.



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