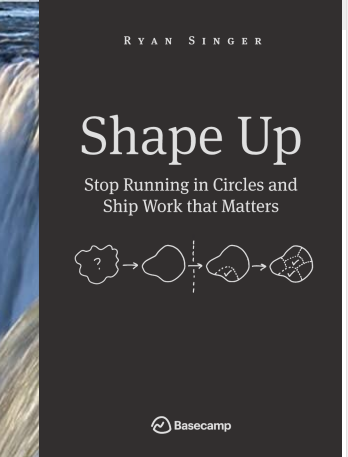
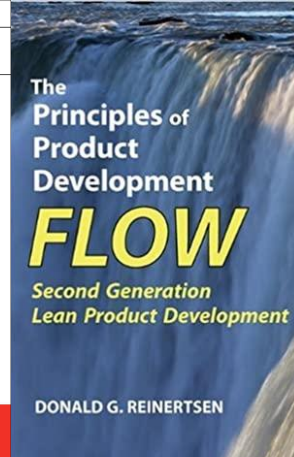
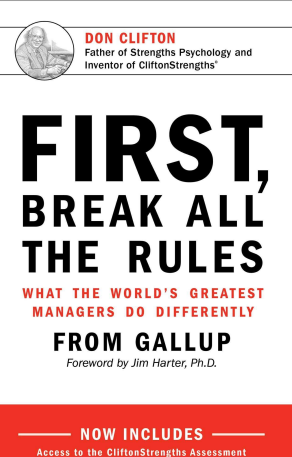
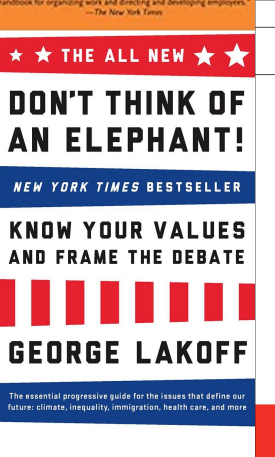
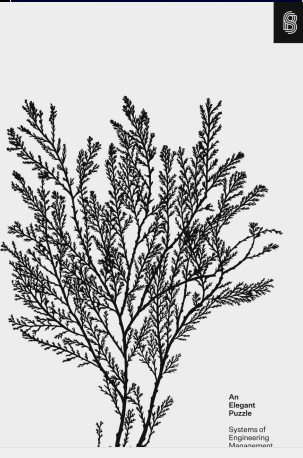
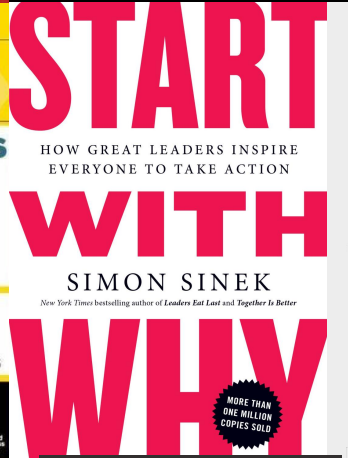
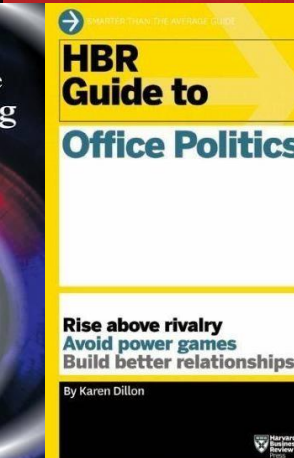
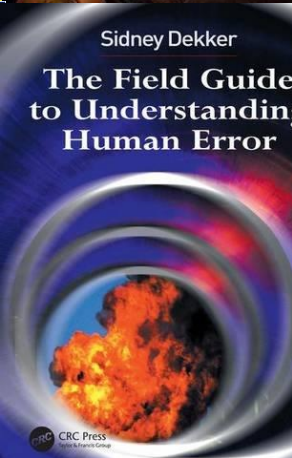
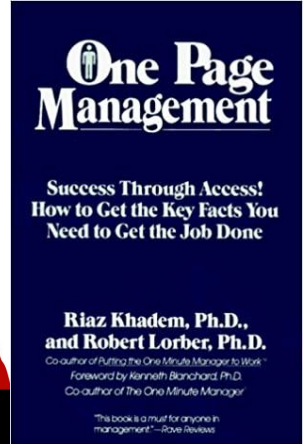
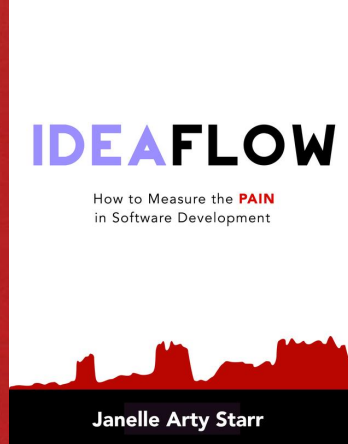
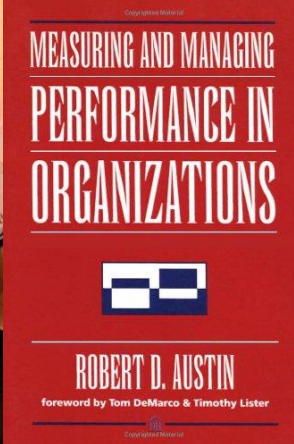
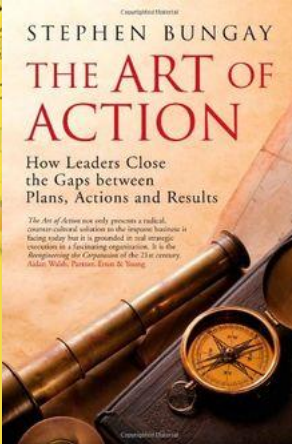
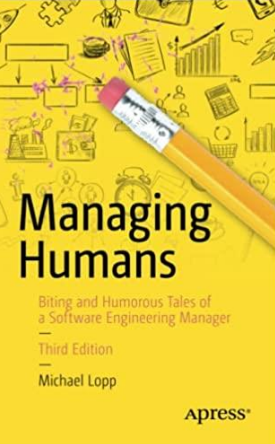


BOOKS FOR CTOs



AMAZING CTO



STEPHEN BUNGAY THE ART OF ACTION

How Leaders Close
Gaps between
Plans, Actions and Results

*of Action not only presents a radical,
cultural solution to the inoperable business it
today but it is grounded in real strategic
in a fascinating organization. It is the
writing the Corporation of the 21st century.
Vish, Partner, Ernst & Young*

Stephen Bungay

The Art of Action

What is the book about

The book is about strategy. Not about creating a strategy but about rolling out a strategy and make it work.

What I liked about the book

Creating a strategy is the easy part (with the right idea), rolling the strategy out so everyone understands it and it has the intended effect is the difficult part.

Why you should read it

Many managers create a strategy, communicate it and it does not work. If you want your strategy to work, read this book.

IDEAFLOW

How to Measure the **PAIN**
of Software Development

Janelle Arty Starr

Janelle Arty Starr

IDEAFLOW

What is the book about

The idea that software development is turning ideas into code and reading code to form these ideas back in your head.

What I liked about the book

It strongly focuses on making the flow from brain to code to brain again as frictionless as possible. Many books have some of these concepts, but this one has a clear and sharp focus on the concept.

Why you should read it

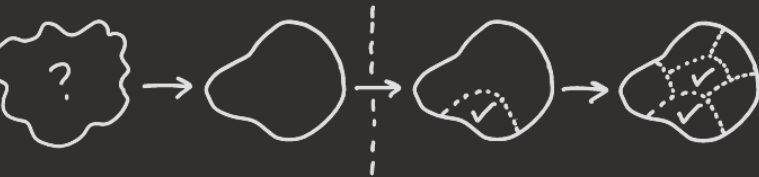
Friction in this flow has many consequences: unhappy developers, low productivity. Fixing this cycle has many benefits. As you are always under pressure to deliver, this is your book.

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R Y A N S I N G E R

Shape Up

Stop Running in Circles and
Ship Work that Matters



Ryan Singer

Shape Up

What is the book about

A better software development process compared to Scrum.

What I liked about the book

Scrum is a broken process. As it does not say anything about product management, most adopters have a broken product process. Shape Up fixes this.

Why you should read it

If you're unhappy with roadmaps, product managers thinking about features for weeks or months on their own and shallow features, this is for you.

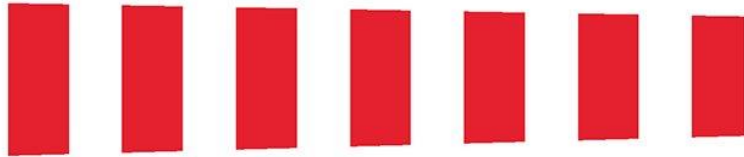
AMAZING CTO

★ THE ALL NEW ★ ★

DON'T THINK OF AN ELEPHANT!

NEW YORK TIMES BESTSELLER

HOW YOUR VALUES
AND FRAME THE DEBATE



GEORGE LAKOFF

essential progressive guide for the issues that define our
ere: climate, inequality, immigration, health care, and more

George Lakoff

Don't Think of an Elephant!

What is the book about

Framing discussions.

What I liked about the book

Every discussion has a frame. If you control the frame, you control the discussion. This was very enlightening to me and helped me a lot – all thanks to that book. MUST READ!

Why you should read it

Many CTO discussions are framed around performance. If performance is the frame, there is never enough of it. If you control the frame, and the frame is impact or focus, there are no more performance discussions.

AMAZING CTO

MEASURING AND MANAGING PERFORMANCE IN ORGANIZATIONS



ROBERT D. AUSTIN

Foreword by Tom DeMarco & Timothy Lister

Robert D. Austin

Measuring and Managing Performance

What is the book about

Implementing goal and incentive systems in organizations.

What I liked about the book

It does not talk about how to create your goals but how people will react to it (second order thinking). Employees will start to game your metrics to detrimental effects on everything you're not measuring.

Why you should read it

You have a goal system (OKRs?) but they don't work the way you think they should work? Read this book.

Sidney Dekker

The Field Guide to Understanding Human Error

RC Press
Taylor & Francis Group

Sidney Dekker

The Field Guide to Understanding Human Error

What is the book about

Understanding the catastrophes and the reasons for them.

What I liked about the book

I've learned many things from this book, it changed my mind completely. There is never human error and you need to look forward from the incident, not backwards toward the incident to understand it.

Why you should read it

Post mortems too often stop at the human level – this is not far enough. Incidents are multi level. Every CTO needs to deal with incidents. To make the best out of them, read this book.

AMAZING CTO

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

New York Times bestselling author of *Leaders Eat Last* and *Together Is Better*

WHY

MORE THAN
ONE MILLION
COPIES SOLD

Simon Sinek

START WITH WHY

What is the book about

Companies should start with the Why. It distinguishes the Why from the What and the How.

What I liked about the book

I was always purpose driven and this book gave my thoughts a good framework.

Why you should read it

Modern managers are like shamans, they explain the world. Why does the moon rise? Why does the company do it's thing and nothing else? Why gives purpose to your employees, motivates and aligns them.

AMAZING CTO

HIGH OUTPUT MANAGEMENT

WITH A NEW FOREWORD BY BEN HOROWITZ



ANDREW S. GROVE

Former Chairman and CEO of Intel

organizational Baedeker for managers at all levels. . . . A highly credible
handbook for organizing work and directing and developing employees."
—The New York Times

Andrew S. Grove

High Output Management

What is the book about

Being a good manager.

What I liked about the book

Touches a lot of topics – „Only the Paranoid Survive“ from Andrew Grove was the first management book I’ve read and enjoyed. I enjoyed this one too.

Why you should read it

This is an absolute classic and canon. There are many good ideas about management. One idea to absolutely take with you is the importance of 1-on-1s.

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One Page Management

Success Through Access!
How to Get the Key Facts You
Need to Get the Job Done

**Riaz Khadem, Ph.D.,
and Robert Lorber, Ph.D.**

Co-author of *Putting the One Minute Manager to Work*

Foreword by *Kenneth Blanchard, Ph.D.*

Co-author of *The One Minute Manager*

"This book is a must for anyone in
management."—*Rave Reviews*

Riaz Khadem

One Page Management

What is the book about

The book is from the eighties and wants to convince the reader how IT can help them manage a company.

What I liked about the book

The book has quite some good ideas that were lost in time. E.g. having several goal levels: below the first: unhappy, below the second: ok, above the third: exceptional.

Why you should read it

There are several good ideas, but for the goal idea alone. Having several goal levels makes everything easier. Not having one stretch goal that no one achieves, several goals give more options for different actions (fire, ok, promote...)

AMAZING CTO

CLAYTON M. CHRISTENSEN

INTERNATIONAL BESTSELLER

THE
INNOVATOR'S
LEMMA

"This book addresses a tough problem that most successful companies will face eventually. It's lucid, analytical—and scary."

—Andrew S. Grove, chairman & CEO,
Intel Corporation

Revolutionary Book that Will
Change the Way You Do Business

Business Essentials

Clayton M. Christensen

The Innovators Dilemma

What is the book about

Innovation – especially how new participants to a market can replace the market leader with at first inferior technology.

What I liked about the book

Rightfully the classic on technical innovation.

Why you should read it

CTOs need to take back control and get out from the execution box. CEOs need to love CTOs. Best way for CTOs is to have impact through technical innovation.

AMAZING CTO



Donald G. Reinertsen

The Principles of Product Development Flow

What is the book about

How product development flow works.

What I liked about the book

In depth book, not a shallow book that has one idea that could be described on one page drawn out to hundreds of pages. We need more indepth insights into software development.

Why you should read it

CTO need to have a thorough understanding of product management flow to solve their problems, only having an understanding of development processes is not enough.

AMAZING CTO

THE
Building a
HARD
Business When
THING
There Are No
ABOUT
Easy Answers
HARD
BEN HOROWITZ
THINGS

Ben Horowitz

The Hard Thing About Hard Things

What is the book about

Growing a startup while everything is changing.

What I liked about the book

It's written by someone who knows things and has done things. Not one of those books which get written because the topic is hot by someone with no clue.

Why you should read it

Why does EVERYONE need to read this book? There are many insights, but the one for every CTO is to stop politics around promotions and salary increases.

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Will Larson

An Elegant Puzzle

What is the book about

How to structure an engineering organization and engineering teams and how to manage them.

What I liked about the book

It has a thorough and deep look on how to structure teams and why. It talks about more than this but the structure part sticks out.

Why you should read it

Many CTOs struggle to structure their organization when growing. This book helps.



An
Elegant
Puzzle

Systems of
Engineering
Management

Will Larson

AMAZING CTO



The Art of
Leadership
**SMALL THINGS,
DONE WELL**

MICHAEL LOPP

Michael Lopp

The Art of Leadership

What is the book about

Being an amazing manager.

What I liked about the book

I found the chapters unique and genius: Manager, Director and Executive with the challenges on each level.

Why you should read it

There are many good tools in this book with chapters like "Delegate until it hurts. Every tool in this book is tried by the author and has impact on your work as CTO.

TRACTION

A STARTUP GUIDE TO GETTING CUSTOMERS

Written by

Gabriel Weinberg
and Justin Mares

Gabriel Weinberg

Traction

What is the book about

How to get traction.

What I liked about the book

It gave me the mental model on how marketing works for getting new customers by trying out channels.

Why you should read it

Too often as a CTO I've got requests from marketing that did not make sense. I urge CTOs to take a stand to the features that are developed and not just execute. Having a model for growth helps every CTO to distinguish good from bad features.

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THE LEAN SERIES

Alistair Croll & Benjamin Yoskovitz

LEAN ANALYTICS

Use Data to Build a
Better Startup Faster

Alistair Croll & Benjamin
Yoskovitz

Lean Analytics

What is the book about

What metrics to use for your startup.

What I liked about the book

Metrics for every kind of SaaS business. But it goes into a general understanding of what metrics are, that helps every CTO (e.g. metrics should always be ratios)

Why you should read it

Explains and analyzes KPIs for your startup for different business models like SaaS and eCommerce. Gave me many ideas about what to measure.

AMAZING CTO

The Alliance

Engaging talent in the networked age



REID HOFFMAN

Co-founder and Chairman of **LinkedIn**

CASNOCHA | CHRIS YEH

HARVARD BUSINESS REVIEW PRESS

Reid Hoffman

The Alliance

What is the book about

About a new way to think about employer and employee relationships.

What I liked about the book

It offers a new view on how to build a relationship between the company and employees. It tells you to do away with the lie that the relationship is forever, which is freeing and lets you do the right things instead.

Why you should read it

Every CTO is struggling with recruiting developers. Having a different understanding of the relationship opens up new possibilities for all CTOs.

AMAZING CTO



DON CLIFTON

Father of Strengths Psychology and
Inventor of CliftonStrengths®

FIRST, BREAK ALL THE RULES

AT THE WORLD'S GREATEST
MANAGERS DO DIFFERENTLY

FROM GALLUP

Foreword by Jim Harter, Ph.D.

— NOW INCLUDES —

Access to the CliftonStrengths Assessment

Jim Harter

First Break All The Rules

What is the book about

The book is essentially about employee happiness and questions that help determine employee happiness.

What I liked about the book

I took a lot away from that book and from the research that went into it. The book is essentially about employee happiness and questions that help determine employee happiness.

Why you should read it

Developer happiness is core to retention. And it goes way beyond free lunch or playing table soccer. It's about answering "In the last seven days, have I received recognition or praise for doing good work?"

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HBR Guide to

Office Politics

Rise above rivalry
Avoid power games
Build better relationships

By Karen Dillon



Karen Dillon

HBR Guide to Office Politics

What is the book about

Office Politics.

What I liked about the book

This is an important topic but not talked about enough. Many developers who are promoted to top management struggle with politics as they are not used to it as others are.

Why you should read it

The moment more external top managers are hired or your company is acquired, there will be politics. There might be politics from the beginning. This book helps CTOs deal with this ugly topic.

AMAZING CTO

AMAZING CTO

Break through and solve all your problems

Stephan Schmidt



IKIGAI

Stephan Schmidt

Amazing CTO

What is the book about

Being an AMAZING CTO. How to be more satisfied with your job and have impact on your employees, the company and the world.

What I liked about the book

I wrote it.

Why you should read it

Because every CTO should strive to be amazing, and not just a show-up. There is potential to change people and the world, grab it by being amazing. CTOs can be more than perfect executing managers. Take back the agency that Scrum and PMs robbed you.

AMAZING CTO



AMAZING CTO

Stephan Schmidt
Coaching for CTOs to become amazing.

<https://www.amazingcto.com>