

## Books

*InGenius* by Tina Seelig

*Start with Why* by Simon Sinek

*Find Your Why* by Simon Sinek

*The Myths of Innovation* by Scott Berkun

*Dance of the Possible* by Scott Berkun (all his books are worth reading)

Shoe Dog by Phil Knight

You Don't Need This Book by Ken McDougal

Who Owns the Ice House by Clifton Taubert with Gary Schoeniger

[https://elimindset.com/wp-content/uploads/2020/04/Who-Owns-the-Ice-House\\_-Book-Discussion-Guide.pdf](https://elimindset.com/wp-content/uploads/2020/04/Who-Owns-the-Ice-House_-Book-Discussion-Guide.pdf)

## Videos

Tina Seelik's Innovation Engine — — <https://www.youtube.com/watch?v=WK9EbpYpNXY>

Simon Sinek -- [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

Scott berkun — <https://scottberkun.com/speaking/archive/> (try Saving your Creative Soul for starters)

## Other links

Kauffman organization on entrepreneurship

<https://www.kauffman.org>

## [Pre session material for 2/17/2022 workshop](#)

Tom Kelly (IDEO founder) -- <https://www.youtube.com/watch?v=L1pBhHjGKvI>  
(excellent interview format with two graduate students and Tom)

Adam Grant has very popular TED talks on creativity. Here is one of his best:  
[https://www.ted.com/talks/adam\\_grant\\_the\\_surprising\\_habits\\_of\\_original\\_thinkers](https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers)

