

THE EXTRA POINT

BY JERRY ROBERTS



805 Reread Books that Make the Greatest Impact on You

How well do you know what you know? How often do you reaffirm what you know? Is it more valuable to constantly learn about the new things and innovations, or to go back over familiar territory? I'm Jerry Roberts and we'll dig into all of this, next on The Extra Point.

I caught an exchange about learning between two entrepreneurs a while back on Facebook, and I think it's worth sharing. We'll call them Carlos and Bill. Carlos proclaimed, "In the last 12 months, I've read 100 new books. I can tell you, beyond any shadow of doubt, I've learned more this year than I ever did before. I know it's going to make a difference in my business."

Bill congratulated Carlos on his achievement, then added, "Well, the last year has been different for me. I've only read a dozen books." He went on, "Actually, I didn't technically read the 12 books. Well, I have read them, but this time I just read my highlights and notes. So, I got through them pretty fast. To be totally transparent, I haven't read a new book in the past three years. I've just reread books I already own."

I've seen others say much the same thing. Rereading books they value — or just the highlights and notes — drives the ideas and benefits deeper. It's a reminder that what you once thought was important, is still important.

I've done this to a degree. When I read a book, I make highlights and notes the first time through. Then, I'll go through it a second time, going over just the highlights and notes.

I've heard of people who read a book four times before putting it aside. Once to understand it in a larger sense; the second time for deeper understanding; the third time to make those highlights and notes in the margin; and the final reading is just to pour

over the highlights and notes.

Apparently, they swear by the process, reporting they gain a greater enjoyment from the book, and do a better job of transferring ideas for practical use. I've never had that much time to devote to a specific book, but I'm interested in the methodology.

Maybe you also reread books, and see value in refreshing your knowledge in that fashion. If you do, you likely have noticed there's more to the story. While the book remains the same and the words don't change, their meaning does — because we do change.

As we develop and as life's experiences mold us and change us, we gain different insights into books each time we read them. The first time I read The Bible it was difficult to get through, and a lot of it seemed to have hidden meanings. Today, it's much more clear. The words aren't different, but I am.

I believe I first read Dale Carnegie's *How to Win Friends and Influence People* in the 1960s, and I liked it. It made good sense.

However, when I read it for the second time about three years ago, it was much more meaningful. I had four decades of working for others as well as being self-employed, and had seen so much go down in the workplace, that Carnegie's ideas and positions seemed to come flying off the page at me. I plan to read it again this year.

There's nothing wrong with reading 100 new books in a year. If you can do it and that gets you down the road to where you want to be, I support the effort.

(Con't.)

That said, if you have a short list of books that have taught you life and work lessons that have driven your success, keep them in view and dive in whenever you get the chance. That repetition will pay off as you become a master of the skills you treasure most.

What books are on your short list? What books should you be marking up with notes, and highlighting profusely? What books should you be reading, over and over and over again?

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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