Compiled by Rebecca Kitson, Owner and Mark Frederick, Office Manager of Rebecca Kitson Law

\*\*We have drawn a number of our ideas and materials from the work of Brené Brown and Simon Sinek, as well as from the 10,000 Small Businesses Program through Goldman Sachs (Rebecca participated and graduated from the program in 2019).

Here are some ideas to further explore the topic:

1. Simon Sinek
   1. TED TALK: <https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en>
   2. The Golden Circle: Presentation slides and notes
   3. Book: *Find Your Why* <https://simonsinek.com/product/find-your-why/>
2. Brené Brown: from *Dare to Lead*
   1. Operationalizing Your Values: A Step-By-Step Process for Groups and Teams
   2. Operationalizing Your Values: List of Values
   3. Operationalizing Your Values: A Reference List of Behaviors
   4. Book: <https://brenebrown.com/book/dare-to-lead/>
3. Additional authors and materials:
   1. Fortune: *The Great Resignation: How Maslow’s ‘hierarchy of needs’ could be the key to stopping employees from quitting* <https://fortune.com/2021/11/10/great-resignation-maslows-hierarchy-of-needs/>
   2. NPR*: As The Pandemic Recedes, Millions Of Workers Are Saying 'I Quit'* <https://www.npr.org/2021/06/24/1007914455/as-the-pandemic-recedes-millions-of-workers-are-saying-i-quit>