

Read

One of the marvelous things about life is that any gaps in your education can be filled, whatever your age or situation, by reading, and thinking about what you read. (Bennis)

Are you in any of these groups?

- 33% of U.S. high school graduates will never read a book after high school.
- 42% of college students will never read another book after they graduate.
- 80% of U.S. families did not buy a book last year.
- 70% of adults have not been in a book store or ordered a book online in the past 5 years.

[Statisticbrain.com]

The fact that you are reading this blog indicates that you are literate. This is a good thing, but not sufficient. The critical question is not *can* you read but *do* you read? Mark Twain observed, “Those who *do not* read have no advantage over those who *cannot* read.” I would add: but those who *do* read are better off than those who can read but do not.

When I was in graduate school I read a lot, but after completing my degree I didn't read much for the next ten years. Perhaps I had what John Maxwell calls *destination disease*. He says, “Some people mistakenly believe that if they can accomplish a particular goal, they no longer have to grow. This disease can infect us at many times in life: after earning a degree, reaching a desired position, receiving a particular award, or achieving a financial goal.”

I regret that for 120 months I seldom opened a book. Granted, reading is not the only way to learn and grow, but it's a good way.

When was the last time you read an intriguing book that challenged your thinking?

The potential benefit of reading regularly is astounding. If you read 60 minutes every day you could read a book a week, four books a month, 52 books a year, 520 books in 10 years. That would change your life. If you read 520 books, in a world in which the average person reads less than a book a year, you would develop a decisive advantage in life.

Read widely and think deeply.

Click [here](#) to read more on how to learn from reading.

Summary

What? - Though reading is beneficial, most adults don't read.

So what? - Those who *do not* read are no better off than those who *cannot* read; but those who *do* read will grow, learn, and have an advantage over those who can but do not.

Think With Me - Reflections on life and leadership from Don McMinn

~~Thinking carefully about significant thoughts will change your life. Don McMinn can help facilitate that process.~~

Now what? - Set a goal to read one significant book per month. If you need suggestions on what to read, see the recommended book section on my home page.

Leaders - On a regular basis, lead your team to read and discuss significant books.