

Metro **B**BRIEF

A Monthly Review of Books for Business Leaders.



Metro Technology Centers
Preparing for Life

Downtown Campus

Metro B-Brief is an online monthly review of books important to business leaders. The book club format, which periodically includes guest presenters, creates a unique community leadership learning and development forum.

Successful professionals find ways to keep themselves on the cutting edge in their respective fields. They participate in timely discussions, develop relationships with peers and mentors, stay abreast of industry news and research, and they read.

Reading is an essential component of leadership development and an effective way to help people become better supervisors, managers and leaders.

The best leaders are readers. In fact, for business leaders, the most impactful reading extends beyond specifically “business” books to include histories, biographies, novels and even poetry. As evidenced by many of the best lists of “must read” books by leaders in business, most are often incredibly diverse.

Reading can sharpen intelligence, make you a better communicator and improve emotional intelligence.

In spite of all these benefits, it’s still hard to get a handle on your reading and stay current. Metro B-Brief provides cutting edge information on the latest topics. These sessions will help you stay current on the best business books and how to put the lessons learned from them into practice.

National Speaker and Leader

The Downtown Campus’ Economic & Workforce Development Team continues its commitment to quality community engagement by partnering with Randy Mayeux, America’s number one speaker on business literature, to be the inaugural B-Briefs reviewer.

Randy is the founder of the enormously successful First Friday Book Synopsis in Dallas. With thousands of loyal members, First Friday has attracted capacity crowds of business professionals from throughout the metroplex for more than 20 years.

As a professional speaker and author who gives hundreds of public presentations annually to various business and government organizations, his audiences also include non-profit groups and associations, and professional conferences.

Randy has worked with a vast array of organizations such as Hunt Oil, Software Spectrum, Tetra Pak, Mary Kay, Cadbury Schweppes, Hilton Hotels, Ericsson, Texas Instruments, Resource One Credit Union, and many others.

He earned his M.A. from Pepperdine University in Malibu and is pursuing a Ph.D. at the University of Southern California. Randy has served as an Adjunct Faculty member at Pepperdine University and at the University of Texas at Dallas. He is an Instructor for the Business Leadership Center at the SMU Cox School of Business, which has recognized him with its Teaching Excellence Award.



Join Metro B-Brief and reap the many benefits. The sessions are a short-cut to understanding something transformational.

- Engage on new and interesting topics.
- Gain quick insights as to why you should read the book.
- Push yourself to continue to grow. Learn a new strategy. Gain a fresh perspective. Reenergize your team. Stay up to date on industry best practices.
- Join in a forum that allows for an open exchange of ideas. Meet and connect with others and share your viewpoint on a diverse set of topics. Build relationships through shared learning.
- Discuss ideas outside of your normal business context. An interesting book can help spur conversations, which can be a catalyst for helping to create something great.
- Help your organization become a learning organization in which people continuously grow and develop.

Update your philosophy.

Jumpstart your thoughts.

Apply what you learn to your own business or company to make it better.

What should you expect?

- Regular monthly conversational reviews with top guest presenters.
- Content that connects to real work and life. These presentations will help you apply what you learned and understand what you can do differently or better.
- Each session includes an in-depth handout.
- Registration is required.

[Register Now](#)



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