

STARTER KIT · PIECE 1 OF 3

The First-Week Reading Path

Four ways to read the book — based on what you need this week.

Learning Priority One is built to be operational. You don't need to read it front to back.
Pick the path that matches your situation this week.

IF YOU HAVE

1 hour

*You want the core argument.
You may not read the rest.*

READ

Prologue
Chapter 1 — Why L&D Exists
Epilogue

YOU WILL

Understand the Capability Engine model and why L&D is positioned as a cost center instead of a capability builder.

IF YOU HAVE

1 day

You have a budget review coming up. You need ammunition fast.

READ

Chapter 1 — Why L&D Exists
Chapter 10 — Building and Defending the Budget
Appendix A — Templates

YOU WILL

Walk into your next budget review with the S.T.A.G.E. framework and a one-pager that ties every line item to operational KPIs.

IF YOU HAVE

1 weekend

Your training is completed but not retained. You know the gap is real.

READ

Chapter 6 — Activate I (the KAG)
Chapter 7 — Activate II (the Activation Layer)
Chapter 8 — Measure (Capability Intelligence)

YOU WILL

Diagnose the Knowledge Activation Gap in your organization across all five dimensions and start building the Activation Layer.

IF YOU HAVE

2 weeks

You're rebuilding the L&D function from the ground up.

READ

Part I — Foundations (Ch 1-4)
Part II — Strategic Practice (Ch 5-10)
Part III — The Strategic Partner (Ch 11-15)

YOU WILL

Run the full Capability Engine in your organization — from Diagnose through Evolve — with the templates, exercises, and frameworks for each stage.

Every chapter ends with a Practice Lab — exercises to run with your team, not theory to file away.