

Book Club Kit

DISCUSSION QUESTIONS

1. The book centers on two core practices: making meaning (connection) and building community (shared action). Which of these feels more natural to you, and which feels more challenging? Why?
2. Daniel Coyle defines flourishing as “the experience of joyful, meaningful growth, shared with others.” What stands out to you in this definition—especially the emphasis on “shared”? How might this reshape how we think about personal achievement?
3. The idea of “flourishing” includes belonging, purpose, and connection. Which of these feels most important to you right now—and why?
4. The book argues that strong communities create more joy and meaning than individual success alone. Do you agree? Can you think of examples, from your life or society, that support or challenge this idea?
5. Many of Coyle’s examples (the Chilean miners, Zingerman’s, Norwich, SHOFSCO) show people creating connection under very different circumstances. What common patterns or behaviors unite these stories?
6. What makes a group, workplace, or community feel truly alive and energizing to you? What specific qualities or behaviors create that feeling? If you have experienced this type of group or community, share your memories with the group.
7. What role do you think rituals play in enhancing emotional connections among group members? What group rituals have you participated in?
8. Coyle writes, “People mistakenly think life is a treasure hunt. And it is not a treasure hunt. It’s more like a treasure creation.” How does this idea challenge conventional ideas of success and fulfillment? Where do you see yourself “hunting” versus “creating” meaning in your own life?
9. Coyle emphasizes “awakening cues”—small moments of pause, attention, or ritual that deepen connection. Which examples from the book resonated most with you? How might you apply this idea in your own life and relationships?
10. The concept of the “beautiful mess” suggests that disorder and uncertainty are necessary for growth. How does this idea sit with you? Do you tend to embrace or resist messiness in your work or personal life?
11. Throughout the book, leadership is framed less as control and more as designing environments where people can connect and contribute. How does this compare to leaders you’ve experienced? What kind of leadership does this book seem to advocate for?
12. “The type of attention we bring to the world changes the world we find.” Reflect on this line. How have you experienced this in your own life? What kinds of attention (narrow vs. open) tend to dominate your daily routine?

EXERCISE

Break into small groups of 3–4 people. Each person takes turns answering:

HERO

Who has meant a lot to you?

HEARTBREAK

When have you felt that all was lost?

HISTORY

What is your family's background?

HOPE

What is an aspiration you have for the coming year?

