

Professional Book Review for *Twist the Familiar: Your Playbook for Success, One Story at a Time* by Gary Hernbroth (June 2025)

Twist the Familiar by Gary Hernbroth is a fresh, energizing, and highly actionable guide for anyone looking to elevate their personal or professional game. With the voice of an experienced coach and the heart of a master storyteller, Hernbroth delivers a standout work that goes beyond conventional business advice by illustrating powerful lessons through real-world narratives.

From entrepreneurs to corporate leaders to rising professionals, readers will find the book's structure both accessible and motivational. Hernbroth has a rare gift for translating his diverse experiences—and those of the people he's met—into stories that resonate deeply, inspire reflection, and, most importantly, spur action. Each chapter unfolds like a personalized coaching session, full of memorable insights and "aha" moments that will stay with you long after you've put the book down.

What sets *Twist the Familiar* apart is its clarity and warmth. The stories are not just anecdotes—they are stepping stones that lead the reader to form their own strategies and solutions. As Hall of Fame Coach Bob Ladouceur aptly describes, it's "so easy to understand... and hard to put down." Hernbroth's style is engaging and direct, with a grounded, commonsense tone that's rare in a genre often overwhelmed by jargon or fluff.

Moreover, the book's built-in structure—a personal success playbook—makes this more than just a one-time read. It's a resource to be revisited, marked up, and implemented as you evolve in your career and life.

Whether you're navigating a major transition, reigniting your passion, or simply striving to stand out in a crowded field, *Twist the Familiar* offers the mindset and tools to shift gears, gain clarity, and move forward with confidence.

Verdict: A must-read guidebook for anyone serious about growth, authenticity, and success—delivered with heart, humor, and wisdom.

Kathy Cruz





Book Review: Twist the Familiar: A Fresh Take on Business Success Through Storytelling

In his debut book [“Twist the Familiar: Your Playbook for Success, One Story at a Time,” Gary Hernbroth](#) delivers a refreshing departure from typical business advice literature. Released in summer 2024, the book quickly claimed the #1 spot as Amazon’s Top New Release in its category, and it’s easy to see why.

What sets this book apart is Hernbroth’s masterful storytelling approach. Rather than presenting dry business theories, he weaves together sixty-one engaging stories that serve as practical coaching lessons. Each narrative showcases how ordinary people achieve extraordinary results by taking familiar concepts and giving them an innovative twist.

The book’s strength lies in its accessibility and flow. As Hall of Fame De La Salle Coach Bob Ladouceur noted, “It’s so easy to understand, and it’s hard to put down. It just flows.” Hernbroth’s experience as a motivational speaker shines through in his writing, making complex business concepts digestible and actionable.

The author doesn’t just share his own experiences; he creates a rich tapestry of insights drawn from diverse sources, demonstrating how success principles can be applied across different contexts. This approach makes the book particularly valuable for a wide range of readers, from business leaders and sales professionals to entrepreneurs looking to stand out in their fields.

What’s particularly impressive is how Hernbroth manages to maintain authenticity throughout the book. Unlike many business books that feel disconnected from real-world applications, each story demonstrates practical techniques for creating authentic success. The narratives aren’t just entertaining; they’re transformative, pushing readers to reconsider their approach to business challenges.

However, readers should note that this isn’t a traditional step-by-step business manual. Instead, it’s a collection of stories that require reflection and personal application. The “twist” in the title is both literal and metaphorical – it’s about taking familiar business concepts and viewing them through a fresh lens.

For those tired of conventional business wisdom, “Twist the Familiar” offers a welcome change of pace. It’s a reminder that success often comes not from reinventing the wheel, but from finding new ways to make it turn. While the book may not provide quick fixes, it delivers something more valuable: a framework for thinking differently about business success through the power of storytelling and personal experience.