



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.