

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.



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