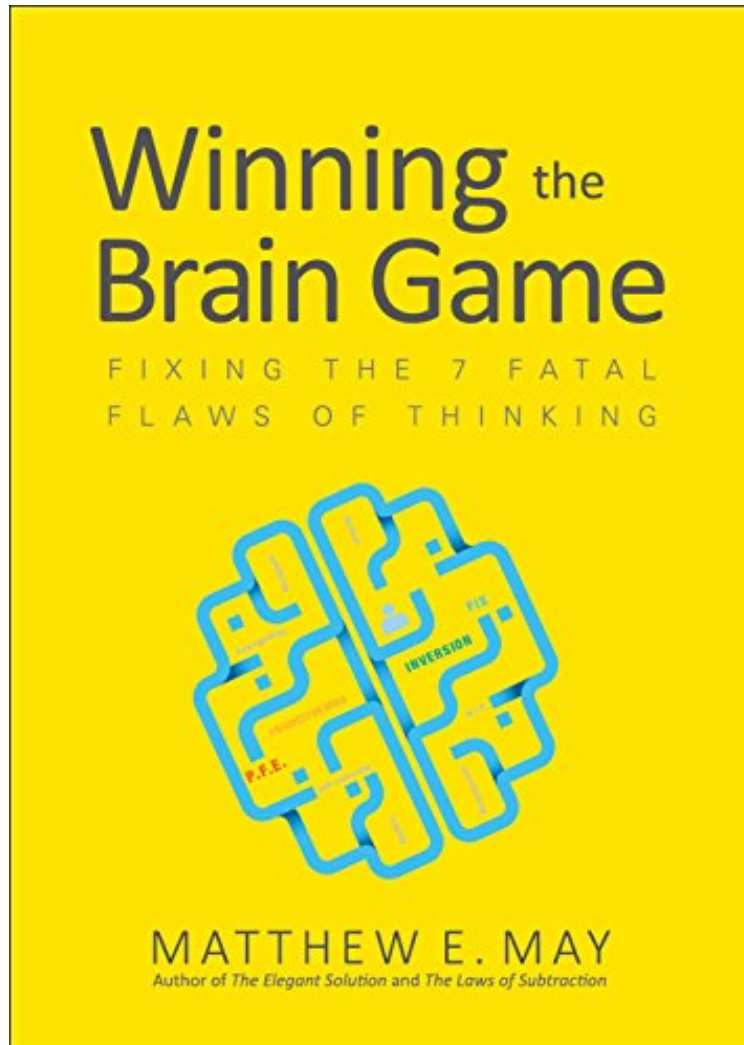


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Matthew E. May

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Matthew E. May : Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books):

14 of 15 people found the following review helpful. A little book that provides LOTS of answers for problem solving! By Louis J. Prospero This book explores what the author calls the "7 Fatal Flaws of Thinking", or 7 tendencies people find themselves embracing when looking for elegant solutions to problems. These flaws include: * Leaping* Fixation* Overthinking* Satisficing* Downgrading* Not Invented Here (NIH)* Self-Censoring Most, if not all, of these flaws will likely seem familiar to most readers, since they are things we've all done or experienced. For example,

anyone new to an organization or company has almost certainly heard "that's not how we do things here" or a variation thereof after offering a new idea (a classic example of Not Invented Here). For each of these flaws, the book not only describes the flaw, but also looks at the behavioral reasons and neurological basis for each, and provides fixes for each as well. The fixes offered are: Leaping > Framestorming Fixation > Inversion Overthinking > Prototesting Satisficing > Synthesis Downgrading > Jumpstarting Not Invented Here (NIH) > Proudly Found Elsewhere (PFE) Self-Censoring > Self-Distancing. In addition to describing the specific flaws and their fixes, the authors use a mantra throughout the book to illustrate the larger challenge we face when succumbing to these 7 fatal flaws: "What appears to be the problem, isn't. What appears to be the solution, isn't. What appears to be impossible, isn't." Put another way, we often tend to mis-understand the problem we're trying to solve, identify incorrect or inadequate solutions to those problems, and give up and claim our problems can't be solved. However, with the proper thinking tools (namely, the fixes he describes), we can identify the real problems we face, devise workable and effective solutions to those problems, and accomplish things we once thought were impossible. The writing is very engaging and reader-friendly. The examples the author uses are clear and help illustrate and demonstrate the flaws and their fixes. The author introduces several chapters in the book with thought problems or exercises designed to highlight the specific flaw he is examining, and also challenges the reader to try these exercises on their own (and provides answers to some) to better engage the reader. I have only one very minor quibble with this book, and that's the lack of a summary chapter. The author does include some final thoughts towards the end of the last chapter, but I would have liked to see a summary. I strongly recommend this book to anyone looking to improve their problem solving skills, or looking to learn more about how we think about and approach problems. 5 of 5 people found the following review helpful. Mind = Blown By Tavyshibby I am an avid reader of any books that will help me professionally as well as individually. I found the concepts in this book to be instantly transformational. During a recent business meeting where our staff was discussing a reoccurring problem, I found several of the "fatal flaws" in full effect in which I was then able to redirect our teams thinking by using several of the "fixes". Due to using these fixes, we have implemented some creative solutions which has given us some immediate success. This book is like the matrix where you see the world how it really is. You will not be disappointed. 1 of 1 people found the following review helpful. Amazing By Omar I hardly give 5 stars but this is just one of those books. Who is this author? Just great. I'm so far I've discovered this author. He gives clear problems you will definitely notice and clear solutions for each problem. I wish everyone could learn these concepts. Thank you for writing such a great book!

Mindful thinking is the new competitive edge. Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and don't demand a more mindful approach. It's when we're faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray. We leap to solutions that simply don't work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we keep doing these things, over and over again, naturally and instinctively. But it doesn't have to be that way. In *Winning the Brain Game*, author and creative strategist Matthew E. May explains these and other "fatal flaws" of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which he gave more than 100,000 professionals a thought challenge based on a real case far less complex than their everyday problems. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking. Calling on modern neuroscience and psychology to help explain the seven fatal flaws, May draws insights from some of the world's most innovative thinkers. He then blends in a super-curated, field-tested set of "fixes" proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it. *Winning the Brain Game* will lead you to better decision-making, higher levels of creativity, clearer strategies, and overall success in business, work and life. Matthew E. May is a five-time author and recognized thought leader on strategy and innovation. A popular speaker, facilitator, and seminar leader, he confidentially coaches executives, artists, and athletes, and conducts custom thinking sessions for leading organizations all over the world.

From the Back Cover: "In an era where entire industries are being disrupted and rapid, agile experimentation are becoming mainstream, the question in every leader's mind is 'which side of the equation will I occupy?' In reading *Winning The Brain Game*, the reader quickly recognizes that the only limitations to ability to be on the winning side are in our own mindsets and approaches. Matthew May's identification of the seven fatal thinking flaws, and the pragmatic application of field-tested fixes are actionable, and this book should be a must-read for any innovator, business leader or problem-solver." -- BRAD SMITH, Chairman and CEO, Intuit "This book is a gem! Matthew May has given us a practical research-backed (and downright fun!) guide to creative problem solving." -- NIR EYAL, author of *Hooked: How to Build Habit-Forming Products* "Matthew May's book

reminds me of Irma Rombauer's beloved Joy of Cooking book ? but instead of recipes for meals, May provides recipes for re-thinking. A broad range of creative thinking styles are presented ? with all pitfalls and plusses clearly highlighted, so that you might just get 'dinner' made and ready in time for a deadline." -- JOHN MAEDA, Partner, Kleiner Perkins Caufield Byers; "In Winning the Brain Game, Matthew May has brilliantly coalesced remarkable work from leading scientists and psychologists with his decades' experience in design thinking to produce an exhilarating rethink of conceptual problem solving. I recommend designers and marketers?student and professional?read and make use of this compelling book. Personally speaking, I wish I'd come across this book thirty years ago; my hair would likely not be so gray."-- LINDON LEADER, creator of the FedEx logo; "Matthew May is like a Mr. Miyagi for untapped creative brain potential. The good news here is that we can switch a few levers to better unlock our own inner creative Karate Kid ? and, the principles are backed by science." -- PETER SIMS, founder/CEO/chief whip, Parliament, Inc. and author, Little Bets: How Breakthrough Ideas Emerge from Small Discoveries; "Do you want to tune up your creative thinking process? Winning the Brain Game is more than a book ? it's a tool chest full of supremely useful tips and techniques. Using them will boost your ability to ship elegant, remarkable solutions."-- DIEGO RODRIGUEZ, Partner, IDEO and creator of Metacool; "Witty, incisive, and inventive. A refreshing view of creativity in action. You will never think of problems in the same way." -- TOMAS CHAMORRO-PREMUZIC, CEO of Hogan Assessments, Professor of Business Psychology at University College London and Columbia University and author, Confidence; "This is the book I wish I wrote! Smart. Insightful. Practical. It powerfully shows powerfully why we are our own worst enemy!" -- STEPHEN SHAPIRO, author, Best Practices are Stupid; "Winning the Brain Game reveals the invisible barriers that get in the way of problem-solving. Better yet, it delivers practical ways to jump start an entirely new approach to tackling your biggest challenges. Don't just read this book. Use it as your go-to tool to take things to the next level." -- SOREN KAPLAN, affiliated professor, USC Center for Effective Organizations and author, Leapfrogging; "Huge kudos to Matt May for giving us these easy-to-grasp, ready-to-use fixes for the screw-ups most of us make in trying to use our brains intelligently to solve the vexing problems of our lives at work and beyond." -- STEW FRIEDMAN, author of Leading the Life You Want and Total Leadership; About the Author Matthew E. May is an award-winning author and noted thought leader on strategy and innovation. A popular speaker, facilitator, and coach, he works with individuals and organizations all over the world.