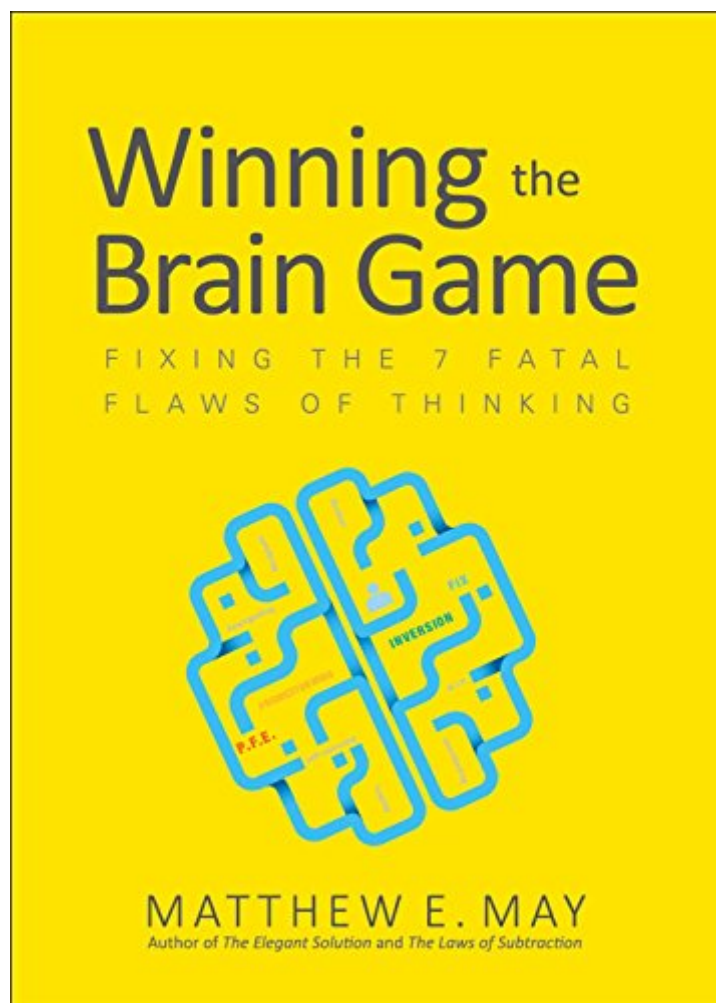




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Winning The Brain Game: Fixing The 7 Fatal Flaws Of Thinking (Business Books)



Synopsis

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.

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Customer Reviews

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-CensoringMost, 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 > FramestormingFixation >

InversionOverthinking > PrototestingSatisficing > SynthesisDowngrading > JumpstartingNot

Invented Here (NIH) > Proudly Found Elsewhere (PFE)Self-Censoring > Self-DistancingIn addition

to describing the specific flaws and their fixes, the authors uses a mantra throughoutthe 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, identifyincorrect 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.

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.

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!

Excellent piece on the ways we allow our brains to hold us back. Whether it be the negative voice in your head, or the fear of looking dumb by asking questions, Mr. May covers the gambit.

Great read

It is an outstanding book that exceeded my expectations. A perfect companion to anyone in business that helps move people forward in management.

This book has a number of good activities in it and the author explains the concept in an easy to understand way.

Loved it!!

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