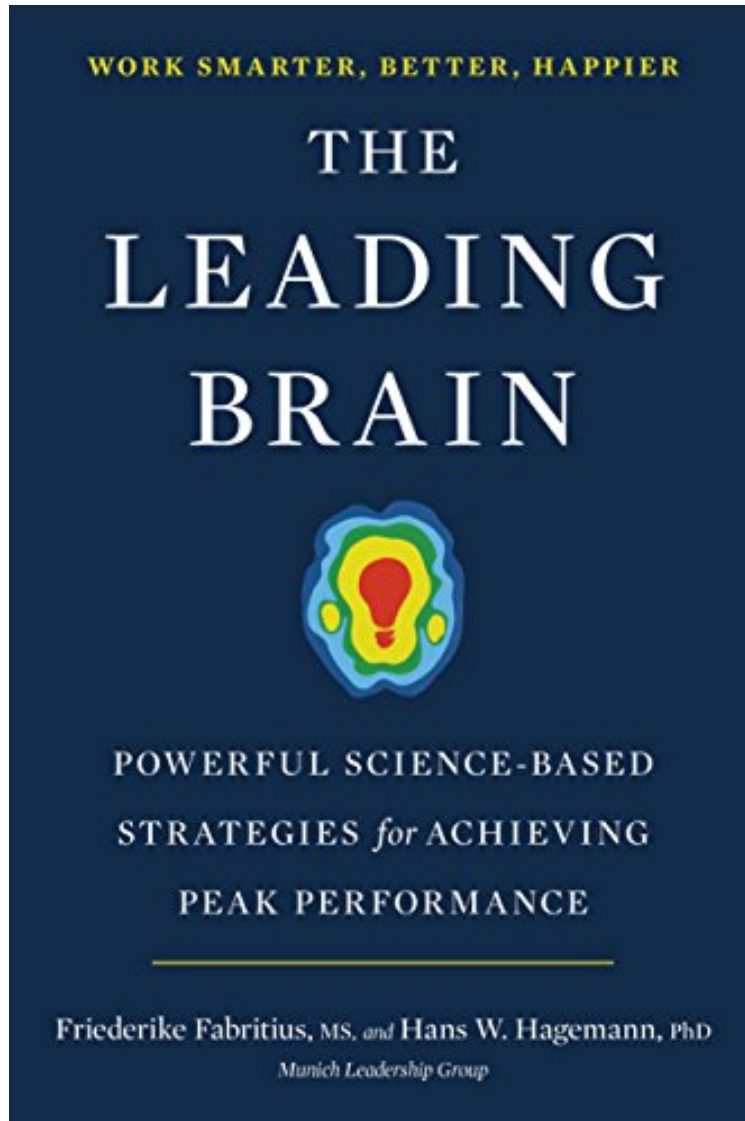


The Leading Brain: Powerful Science-Based Strategies for Achieving Peak Performance

Friederike Fabritius, Hans W. Hagemann
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Friederike Fabritius, Hans W. Hagemann : The Leading Brain: Powerful Science-Based Strategies for Achieving Peak Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Leading Brain: Powerful Science-Based Strategies for Achieving Peak Performance:

33 of 33 people found the following review helpful. Here are several science-based strategies that can drive peak performance
By Robert Morris
Although by no means an authority in the multiple dimensions of neuroscience, I am committed to increasing my understanding of what the brain is and does...and especially my understanding of what

more it can do if given the chance. For that and other reasons, I am deeply grateful to Friederike Fabritius and Hans Hagemann for the abundance of information, insights, and counsel they provide as they examine "powerful science-based strategies for achieving peak performance." Readers will also cherish their brilliant use of a section that concludes each of the chapters. This material will help to facilitate, indeed expedite frequent review of "Key Points." For example, in Chapter 4, "Manage Habits":

- o Our brains prefer the path of least resistance. In order to trailblaze a new neural pathway, the brain must be convinced that all that extra effort is worth it.
- o Establishing good habits and getting rid of bad ones involve the same basic skills: goal setting and motivation, getting started, and staying on track.
- o Goals that look good on paper have no guarantee of being achieved. In order to be successful, your goal must be emotionally relevant.
- o People who don't have an emotional stake in the process are unlikely to change. Unless they can anticipate meaningful reward or threat, they might go through the motions but fail to make the necessary effort that change requires.
- o The biggest obstacle to getting started is procrastination. The way to outsmart the brain's natural aversion to change is to use kaizen, which involves taking very small steps. That enables you to steadily make progress without setting off your brain's evolutionary alarm bells.
- o If you want to make a change that lasts, good intentions aren't enough. You need to attach your new routine to a trigger. These trigger/routine combinations are technically referred to as implementation intentions but are better known as "if/then's" or "when/ then's." In this context, I agree with Aristotle: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." Also with Samuel Johnson: "The chains of habit are too light to be felt until they are too heavy to be broken." And then at the conclusion of Chapter 5, "Unleash Your Unconscious":
- o Your unconscious runs the show. Even when you make what seems to be a conscious decision, your unconscious brain does most of the deciding. These are the key points:
- o When given limited time and limited information, experts often make better decisions. The tight restrictions force the brain to tap into the power, speed, and calculating capacity of the basal ganglia, where acquired expertise is stored.
- o Intuitive decisions made by experts are often superior to rational conclusions arrived at through conscious calculation.
- o Unlike their expert colleagues, less experienced leaders typically need more time, require more information, and usually will have to do a lot of the processing, with the help of the slower and less capacious PFC.
- o The fact that experts frequently make their best calls unconsciously can make it difficult to explain how they arrived at them. Forcing an expert to supply an after-the-fact justification for an intuitive decision may lead to hesitation and second-guessing that could undermine the original action.
- o To optimize the conditions for rational processing, find a quiet corner, minimize distractions, and concentrate on the problem, solving it logically step by step.
- o If the problem you have is a creative one, your overall mood, your level of focus, and the atmosphere around you can all play a role in triggering a sudden flash of creative insight.
- o Research has shown that a sunny disposition can increase the likelihood of an "aha!" moment. So if you're confronted with a creative conundrum, try to make sure that you or the problem-solving team are in a good mood.

For years, I have viewed the mind as being what the brain does and strategies as "hammers" that drive tactics, "nails." What Friederike Fabritius and Hans Hagemann explain so well are the nature and extent of how the humans process information both consciously and unconsciously as well as both rationally and emotionally. Obviously, no brief commentary such as mine could possibly do full justice to the scope and depth of their coverage but I hope I have at least indicated why I think so highly of them and their work. * * * I urge those who share that high regard to check out these sources: Guy Claxton's Hare Brain, Tortoise Mind: How Intelligence Increases When You Think Less; Daniel Kahneman's Thinking, Fast and Slow; and Peak: Secrets from the New Science of Expertise, co-authored by Anders Ericsson and Robert Pool. If you really want to put some white caps on your gray matter, check out Gerald Edelman's Bright Air, Brilliant Fire: On the Matter of the Mind.

0 of 0 people found the following review helpful. Not Just for Managers By Dr. Pete I am not the likely demographic for which this book was intended. I bought it because of my interest in neuropsychology. There are sections of the book that are ill conceived. The authors praise the Myers-Briggs Personality assessment which has been discredited by professionals for decades. On the other side, they attempted to assail Maslow's Hierarchy mentioning but not citing research that confirmed their views. Yet, while not explicitly referencing the Hierarchy, many of their suggestions support it. But that is being esoteric. Overall, the book is well referenced and its applicability extends beyond institutional management.

0 of 0 people found the following review helpful. AMAZING By David Park There should be more books like this with the facts to back it up. Thank you Friederike Fabritius for such an enlightening book.

A cutting-edge guide to applying the latest research in brain science to leadership - to sharpen performance, encourage innovation, and enhance job satisfaction. **Featured on NPR, Success.com, Investor Business Daily, Thrive Global, MindBodyGreen, The Chicago Tribune, and more** There's a revolution taking place that most businesses are still unaware of. The understanding of how our brains work has radically shifted, exploding long-held myths about our everyday cognitive performance and fundamentally changing the way we engage and succeed in the workplace. Combining their expertise in both neuropsychology and management consulting, neuropsychologist Friederike Fabritius and leadership expert Dr. Hans W. Hagemann present simple yet powerful strategies for:-

Sharpening focus- Achieving the highest performance- Learning and retaining information more efficiently- Improving complex decision-making- Cultivating trust and building strong teams

Based on the authors' popular leadership programs, which have been delivered to tens of thousands of leaders all over the world, this clear, insightful, and engaging book will help both individuals and teams perform at their maximum potential, delivering extraordinary results.

"The Leading Brain is the best integration of neuroscience and leadership that I have ever seen." —Dr. Jonathan Schooler, Neuroscientist and Professor at UC Santa Barbara

"Combines neuroscience and leadership in a way that is both highly informative and fun. The Leading Brain covers a vast array of fascinating topics, such as habit formation, emotional regulation, intuition, and optimal decision making. There are tons of useful strategies in this book that you can apply to your life and your work right away!" -- Scott Barry Kaufman, co-author, *Wired to Create: Unravelling the Mysteries of the Creative Mind*

"Breathtaking. It's both a lecture on modern sciences and kind of a thriller. I've never read a book on management so fast." —Peter Gerber, CEO of Lufthansa Cargo

"Really enjoyable and informative. Covers much of what I teach my students, that they must take command of their own psychological machinery to be successful in any endeavor. I hope to incorporate many of the lessons in my lectures and recommend the book to my students." —Ken Singer, Managing Director, Sutardja Center for Entrepreneurship and Technology, UC Berkeley

"I very much like the approach to a complicated and much-misunderstood topic. I quickly gained confidence that I can understand, self-diagnose, and to some extent 'hack' my brain in order to improve my productivity, health and happiness. Hagemann and Fabritius have gathered or generated great analogies and stories that support a skillful demystification of brain science without dumbing it down." —Jeremy Clark, Director of Innovation Services at PARC

"Amusing and inspiring. Most of the books in this domain explain behavioral patterns by using observation and experimentation. Looking at these phenomena through the lens of neuroscience definitely adds plausibility to the picture. I found *The Leading Brain* to be very well written and, for me, it was indeed a page-turner." —Marcus Krug, Head of SAP Intrapreneurship, SAP AG

"What an interesting and helpful book. Fabritius and Hagemann have introduced the most important findings of modern neuroscience to the business community—offering us a host of new skills to excel at work, and even with friends and family. It's highly original, remarkably informative and insightful, even humorous in many spots. I am so happy to have read it! You will be too." —Helen Fisher, PhD., Senior Research Fellow, The Kinsey Institute and bestselling author of *Anatomy of Love*

"The book is fantastic! Well-written, good examples, excellent structure. And, unlike so many business books, which can be an ordeal to get through, *The Leading Brain* also has a fine sense of humor. Reading it produces the very feeling of 'flow' that the authors describe so well." —Matthias Hohensee, Silicon Valley bureau chief, *Wirtschaftswoche*

"Very good, extremely helpful, great examples, a must-read." —Klaus Poggemann, Head of Legal, apoBank

"The Leading Brain is as insightful as it is accessible. In teaching us how our brain works, we are in the advantageous position of making our brains work better. This book is a must read for anyone who is a leader, will be a leader or even for those being led." —Kelly Leonard, Executive Director of Insights and Applied Improvisation at The Second City

"Concrete, energetic, and accessible, this is a must-read for anyone who takes a science-backed approach to business." —Publishers Weekly

About the Author: Friederike Fabritius is a neuropsychologist and a leading expert in the field of Neuroleadership. As an executive coach and leadership specialist, she has extensive expertise working with top executives from Fortune 500 companies. A sought-after keynote speaker, she has addressed large audiences at events hosted by prominent multinational corporations, including EY (Ernst Young), thyssenkrupp, trivago, and Audi.

Hans W. Hagemann, Ph.D., is managing partner/co-founder at the global leadership consultancy firm Munich Leadership Group, which counts Allianz Global Investors, Bayer, BMW, EY, Expedia, Montblanc, SAP, Siemens, and thyssenkrupp among their clients. He is a global expert on leadership and innovation who has led seminars, coaching sessions and in-depth workshops with top executives in more than 40 countries.