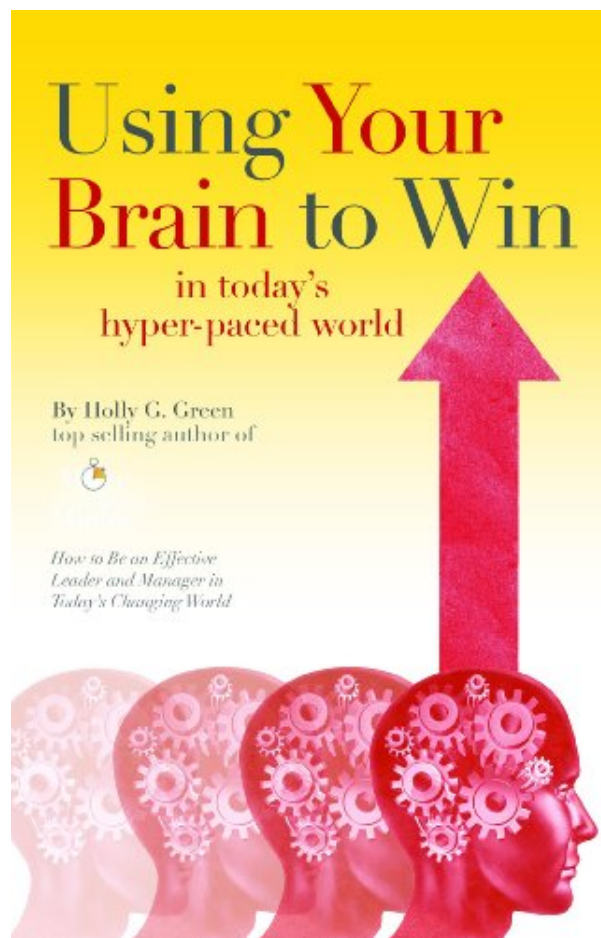


USING YOUR BRAIN TO WIN IN TODAY'S HYPER-PACED WORLD BY HOLLY G. GREEN



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The human brain is an amazing tool. Yet, many of its built-in thought patterns and ways of working do not serve business leaders well. The brain can process large amounts of information. It has a real talent for forming patterns and connections. And it loves to answer questions and solve problems. But it also has a tendency to see what it expects to see, overlook data that contradicts its prevailing view of the world, and have greater confidence in its decision-making abilities than it should. In order to become more effective leaders, we need a much deeper understanding of how our brain works and how it often gets in the way of winning.

Starting with an overview of how the brain processes to get us to our decisions and actions, *Using Your Brain to Win* explores:

- * Why parts of the brain are not well suited for today's hyper-fast world
- * How those parts often lead us to make flawed decisions based on fantasy rather than fact
- * How seeing only what we expect to see causes us to miss obvious opportunities and threats to our business
- * Which built-in brain filters get in the way of making effective decisions
- * How our brains are sometimes out to get us

With this as a baseline, you'll learn how to:

- * Stop making stuff up or at least know when you are likely to and factor it in to your decision
- * Avoid getting blinded by your own data
- * Make better, more informed management decisions
- * Get and stay clear on winning
- * Use your brain to inform, inspire and engage employees to achieve your vision of winning
- * Use your brain to win every day

Using Your Brain to Win is a fast, fun read that will change the way you think about what you think. And each chapter includes numerous "Playing with Your Brain" exercises to embed these important learning points into your daily routine.

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- Released on: 2013-06-04
- Format: Kindle eBook

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1 of 1 people found the following review helpful.

A real brain pleaser!

By Bizwriter

I like this book a lot better than Holly's first book (More Than A Minute), which tried to cram everything there is to know about management into a few hundred pages. Using Your Brain is shorter, more to the point, and a lot more fun to read. More important, it's easier to put the ideas into action, which is one of my top criteria for a successful business book.

I especially like the "Playing With Your Brain" exercises, which provide direction for using the ideas in your business. These days, everyone has access to the same information and technology, and learning to use the brain more effectively is one of the last frontiers of management/leadership. Using Your Brain offers a lot of good ideas for assessing how we think, process information, and make decisions. It opened my eyes to how and why I sometimes get stuck in doing the same things over and over, and what to do about it.

I highly recommend this book to anyone who wants to learn how to use their two lbs. of gray matter more effectively - in business and in life.

1 of 1 people found the following review helpful.

Great Info

By Lynn Telford-Sahl

Great info in general - Hyper changing world and importance of staying focused on winning. Some of the information wasn't fresh, but enjoyed book and am quoting the science in a workshop giving to Business Women who are planning and strategizing for 2014. I recommend.

0 of 0 people found the following review helpful.

Five Stars!

By Jim L

Holly offers practical, hands-on application tools to really embed the information and retrain our brains. It's so helpful to actually have the exercises included to put into operation everything you are reading and learning about.

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