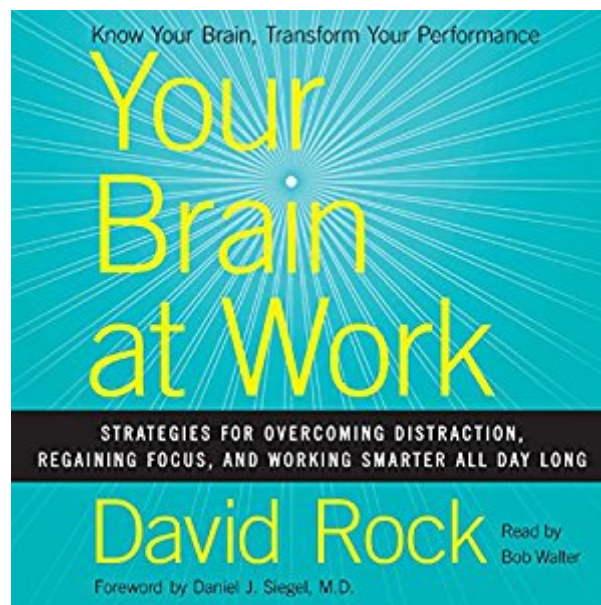




The book was found

# Your Brain At Work: Strategies For Overcoming Distraction, Regaining Focus, And Working Smarter All Day Long



## Synopsis

Meet Emily and Paul: The parents of two young children, Emily is the newly promoted VP of marketing at a large corporation while Paul works from home or from clients' offices as an independent IT consultant. Their lives, like all of ours, are filled with a bewildering blizzard of emails, phone calls, yet more emails, meetings, projects, proposals, and plans. Just staying ahead of the storm has become a seemingly insurmountable task. In this book, we travel inside Emily and Paul's brains as they attempt to sort the vast quantities of information they're presented with, figure out how to prioritize it, organize it and act on it. Fortunately for Emily and Paul, they're in good hands: David Rock knows how the brain works-and more specifically, how it works in a work setting. Rock shows how it's possible for Emily and Paul, and thus the reader, not only to survive in today's overwhelming work environment but succeed in it-and still feel energized and accomplished at the end of the day. Your Brain At Work explores issues such as: - why our brains feel so taxed, and how to maximize our mental resources - why it's so hard to focus, and how to better manage distractions - how to maximize your chance of finding insights that can solve seemingly insurmountable problems - how to keep your cool in any situation, so that you can make the best decisions possible - how to collaborate more effectively with others - why providing feedback is so difficult, and how to make it easier - how to be more effective at changing other people's behavior.

## Book Information

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## Customer Reviews

It is a very interesting book, very informative, but was a somewhat difficult read for me. Maybe it was just me, but I had to read some of the passages a few times to get the full understanding of the

author's message. Then, I always felt I was still missing something. As a person with both Left Brain and Right Brain capabilities my creativity is sometimes living in a different world. And the problem of better understanding the book, "Your Brain at Work" rests in my ability to sort things out in a rational manner, and at a higher Fog Index than I'm used to. DCS - CARMAN Author LOOK OUT AMERICA

I've become fascinated with the way human brains work. My reading began with On Intelligence by Jeff Hawkins, and continued with many others like Thinking, Fast and Slow by Daniel Kahneman and, this book: Your Brain at Work by David Rock. I recommend the book by David Rock because it brings together many disparate thoughts and ideas on the subject, then hypothesizes and theorizes applications from these better understandings of how brains work. Also, it's very easy to read this book in spurts (very important when you have a toddler that naps anywhere from 30 minutes to 2 hours; also great for 20-30 minute bus rides). Though not a scientist himself, David Rock references Kahneman, Ariely and many other studies and scientists in the field. There are many applications from this knowledge: from more productive meetings at work to having an argument with a friend with a positive outcome.

David Rock is a star in my opinion and this book 'rocked my world'. David takes complex subject matter and presents it in easily digestible bite sizes. The analogies are simple and I love the stories of how Paul and Emily deal with a range of all too common scenarios, and stresses, that arise at home and at work. The book claims to provide 'strategies to overcome distraction, regain focus, and work smarter, all day long', and certainly I found this to be the case - in spoonfuls! Really practical insights that can be applied immediately, and which cumulatively have made a profound impact on my efficacy and output. Highly recommended.

David Rock has written an immensely entertaining and readable classic book for the layperson about how the brain works. Pulling from mounds of neuroscience research and using a powerful play/stage analogy, Rock shines a light into the less obvious corners of the brain. He helps us understand the delicate dance between the limbic brain and the prefrontal cortex (PFC). He shows us how quickly we get overwhelmed by data and emotions; how to control our concentration when it starts to slip away; how to practice being more mindful; and how to use the SCARF model to move others toward change. A read well worth the effort.

I began reading books that recap advances in understanding the brain years ago when my son was

diagnosed with autism. I've since found that the insights from neuro science provide a better understanding of the business world as well. David Rock's book is terrific, and I'd go so far as to say it was life changing. And the success of this book is that Mr. Rock uses the tools he teaches to construct his argument. Step by step he brings you along the path. At the end, I had gained an astonishing insight into my own behavior -- in an area I had considered impossible to change, yet now clearly open to my own improvement through better management. But in these statements I think I am mirroring other posted reviews. Where I think I can add is that I began to use the insights from the book at work even while reading it. My day job involves managing a financial business -- taking risks, leading a team and fostering innovation. David Rock's work has helped me understand what the whole team needs to be ready to go on that journey together. So the book works at work. A great tool for being a better manager of your self and a leader of others-- you can't ask for more than that.

Great book that will really help you to focus your brain more. I recommend this as a good read for anyone wanting to improve their focus and work performance.

This book is an excellent resource to understanding how you think and how to work with these processes. It's a must read to improve communication at work and home.

There are 3 Acts (parts) of this book  
Act 1: Problem and decision - I feel the strategies and rationals pretty close David Allen's Get thing done ie. Keep issues from our head or do one thing once a time.  
Act 2 and 3 become unique and sticky idea with "SCRAF" - Status, Certainty, Relatedness, Autonomy and Fairness. I have good impression after applying this model for social network. The character made this book transformative, in my opinion, is "Four Noble Truths (ariyasaj sii)" way of approach. Start with problem ( scene 1) story then discussing about origin in problem (evident from neuropsychology research). They show Path that leads to the Cessation of problem (applicable strategies for everyday life) and depict with how it be without problem (scene 2). One of my favorite book forever :-)

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