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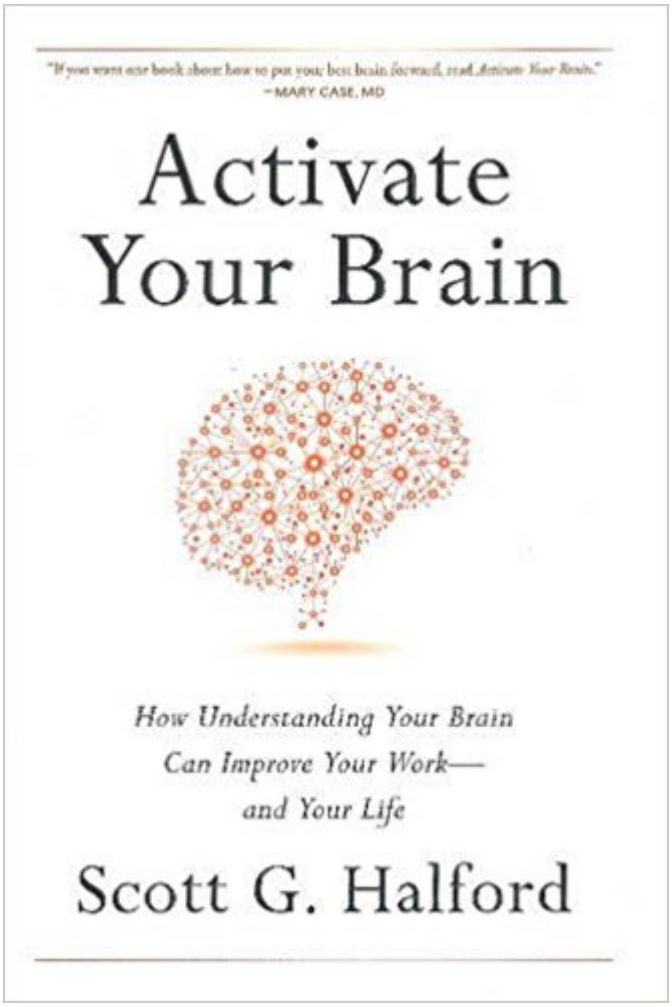
Activate Your Brain: How Understanding Your Brain Can Improve Your Work - And Your Life



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Synopsis

A Wall Street Journal bestselling ebook! Axiom Business Book Bronze Award Winner Push your brain to full power, for success at the office and at home Would you like more control over your life and your work? Would you like greater stamina as you carry out your daily tasks? How about more significance and meaning as you move forward in your career? Scott Halford shows us how we can all find these things if we simply understand how to activate the full potential of the brain. This incredible organ is still full of mystery, but we know enough to harness its power better than ever before. We just have to recognize how the brain works, and understand the actions we can take to help it perform at its best. Combining research, anecdote, and inspiration, Activate Your Brain shows you how small steps toward better brain function and management can eventually lead to success on a whole new level. Each chapter offers ''Activations''--exercises that help optimize your brain function to . . . -increase your focus, -build self-confidence and willpower, -manage distractions, -reduce negative stress, -collaborate effectively with others, -and much more. In the end, Activate Your Brain is an indispensable collection of practical things you need to know about your wonderful brain--which, when fully harnessed, can give you more of the fulfilled life you seek.

Book Information

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Customer Reviews

''If you want one book about how to put your best brain forward, read Activate Your Brain.'' -MARY CASE, MD ''A very insightful read. One of the most subtle, beautiful lessons Mr. Halford explains is the neuroscience business connection in the modern world. There is an undeniable and direct correlation between your brain and your success--as a human being and as a business leader.

Read it, and you'll be better at both business and life.'' -AMY COSPER, editor-in-chief, Entrepreneur magazine ''This is a book about you--the way you define your own success and the way you shape your future. Scott offers critical insights into the neuroscience of leadership, inspiring new approaches to build motivation, willpower, stamina, empathy, and creativity. For those seeking to connect passion and purpose to performance, this book can make an immediate and lasting difference.'' -SUSAN PETERS, senior vice president of human resources, GE ''Scott Halford isn't just a smart guy; he's a smart guy who can make you smarter. He uses neuroscience--not pop psychology--and makes complex concepts understandable and actionable. Few of us are using our brains to their full potential. This book will help you use yours far better.'' -MARK SANBORN, international best-selling author of The Fred Factor and You Don't Need a Title to Be a Leader ''Scott's understanding of neuroscience is a great complement to his years of experience as an emotional intelligence and leadership thought leader. I have worked with Scott for over ten years, and he has been extremely helpful to the entire leadership team at American Airlines. Delivered with the same humor and wit he displays in his speeches and presentations, Activate Your Brain is the first book I would recommend for those looking to improve their performance--both at work and in life.'' ---DOUG PARKER, CEO of American Airlines

SCOTT HALFORD, CSP, CPAE, is an Emmy Award winning writer and producer, an engaging presenter, and a long-time consultant to Fortune 500 executive teams. His expertise and experience enrich the contribution that he makes to every client. Scott's expansive knowledge in the areas of achievement psychology, which includes brain-based behavioral science, emotional intelligence, critical thinking, and influence, add richness and depth to his programs. Scott's insight into the human experience at many levels, and in many different situations, allows him to communicate in workshops and keynotes with humor, wit, and depth. He is a captivating storyteller who is able to transport his audiences to destinations they may have never been physically, mentally, or emotionally. Participants laugh and learn, and consistently praise the rich and rewarding experience that positively affects their success. Scott was inducted into the National Speakers Hall of Fame in 2014 (CPAE). He is a Certified Speaking Professional (CSP), the highest earned designation of the National Speakers Association and the Global Speakers Federation. He is also an accredited and certified Emotional Intelligence Provider as well as a Certified Associate in Emergenetics, the study of performance and preferences based on genes and the environment. Scott has an executive master's in Neuroleadership. Scott is cofounder and Principal of Complete Intelligence, LLC. Corporate clients span many industries and include GE, Bank of America, the Walt Disney

Company, Microsoft, First Data, Medtronic, Johns Hopkins Hospital, Centura Hospitals, MillerCoors, Ingersoll-Rand, Western Union, and many more.

Everything in the book is interesting, but somehow after 50% it got boaring.I had to force myself to go trough the other half and in the last pages I even jumped chunks of bla, bla, bla.It’s to "conductive". Brake some eggs, put in some fluor, milk, etc., etc. Just like following a cake recipe.Surelly some people will enjoy following the formula although I guess the cake will come out somewhat ordinary.

Brilliant. Practical. Significant.Scott’s book is full of valuable information that every person will benefit from implementing in their everyday personal and professional lives. He has provided evidence to support ideas throughout the entire book. If you want to create more significance in your life read Scott’s book and buy a copy for your whole team.

This book is an excellent way to learn how your brain works and the implications on work and life. The author writes in a way that is easy to understand and apply. I highly recommend this book for anyone interested in applying brain science to improve themselves.

Scott Halford is an amazing leader in the thinking about the brain, and how to leverage its power. Highly Recommended!

Still learning!

Excellent book. I was fortunate to work with Scott directly and he really helped me understand the power and attention our mind needs to execute to its full potential

Good information all the way up to 75% of the. Book after that a little bit slow

Great read, and loads of manageable "activation exercises" to help kick start or maintain daily positive momentum.

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