



## Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)

By Matthew E. May

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**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)** By Matthew E. May

**Mindful thinking is the new competitive edge** <?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

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.

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**Bibliography**

- Sales Rank: #328886 in Books
- Brand: McGraw-Hill
- Published on: 2016-05-23
- Original language: English

- Number of items: 1
- Dimensions: 7.30" h x .80" w x 5.50" l, .0 pounds
- Binding: Hardcover
- 208 pages

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## **Editorial Review**

From the Back Cover

"In an era where entire industries are being disrupted and rapid, agile experimentation are becoming mainstream, the question in every leader's mind is 'which side of the equation will I occupy?' In reading *Winning The Brain Game*, the reader quickly recognizes that the only limitations to ability to be on the winning side are in our own mindsets and approaches. Matthew May's identification of the seven fatal thinking flaws, and the pragmatic application of field-tested fixes are actionable, and this book should be a must-read for any innovator, business leader or problem-solver."

**-- BRAD SMITH, Chairman and CEO, Intuit**

"This book is a gem! Matthew May has given us a practical research-backed (and downright fun!) guide to creative problem solving."

**-- NIR EYAL, author of *Hooked: How to Build Habit-Forming Products***

"Matthew May's book reminds me of Irma Rombauer's beloved *Joy of Cooking* book ? but instead of recipes for meals, May provides recipes for re-thinking. A broad range of creative thinking styles are presented ? with all pitfalls and plusses clearly highlighted, so that you might just get 'dinner' made and ready in time for a deadline."

**-- JOHN MAEDA, Partner, Kleiner Perkins Caufield & Byers**

"In *Winning the Brain Game*, Matthew May has brilliantly coalesced remarkable work from leading scientists and psychologists with his decades' experience in design thinking to produce an exhilarating rethink of conceptual problem solving. I recommend designers and marketers?student and professional?read and make use of this compelling book. Personally speaking, I wish I'd come across this book thirty years ago; my hair would likely not be so gray."

**-- LINDON LEADER, creator of the FedEx logo**

"Matthew May is like a Mr. Miyagi for untapped creative brain potential. The good news here is that we can switch a few levers to better unlock our own inner creative Karate Kid ? and, the principles are backed by science."

**-- PETER SIMS, founder/CEO/chief whip, Parliament, Inc. and author, *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries***

"Do you want to tune up your creative thinking process? *Winning the Brain Game* is more than a book ? it's a tool chest full of supremely useful tips and techniques. Using them will boost your ability to ship elegant, remarkable solutions."

**-- DIEGO RODRIGUEZ, Partner, IDEO and creator of Metacool**

"Witty, incisive, and inventive. A refreshing view of creativity in action. You will never think of problems in the same way."

**-- TOMAS CHAMORRO-PREMUZIC, CEO of Hogan Assessments, Professor of Business Psychology at University College London and Columbia University and author, *Confidence***

"This is the book I wish I wrote! Smart. Insightful. Practical. It powerfully shows powerfully why we

are our own worst enemy!"

**STEPHEN SHAPIRO, author, *Best Practices are Stupid***

"*Winning the Brain Game* reveals the invisible barriers that get in the way of problem-solving. Better yet, it delivers practical ways to jump start an entirely new approach to tackling your biggest challenges. Don't just read this book. Use it as your go-to tool to take things to the next level."

**SOREN KAPLAN, affiliated professor, USC Center for Effective Organizations and author, *Leapfrogging***

"Huge kudos to Matt May for giving us these easy-to-grasp, ready-to-use fixes for the screw-ups most of us make in trying to use our brains intelligently to solve the vexing problems of our lives at work and beyond."

**-- STEW FRIEDMAN, author of *Leading the Life You Want* and *Total Leadership***

#### About the Author

**Matthew E. May** is an award-winning author and noted thought leader on strategy and innovation. A popular speaker, facilitator, and coach, he works with individuals and organizations all over the world.

#### Users Review

##### From reader reviews:

##### **Rhonda Munoz:**

Reading a book tends to be new life style with this era globalization. With reading you can get a lot of information that may give you benefit in your life. Along with book everyone in this world may share their idea. Guides can also inspire a lot of people. Many author can inspire their own reader with their story or even their experience. Not only the storyline that share in the books. But also they write about advantage about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors on earth always try to improve their proficiency in writing, they also doing some exploration before they write for their book. One of them is this *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking* (Business Books).

##### **Chad Jones:**

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