



Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking

Matthew E. May

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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.

Matthew E. May is a five-time author and recognized thought leader on strategy and innovation. A popular speaker, facilitator, and seminar leader, he confidentially coaches executives, artists, and athletes, and conducts custom thinking sessions for leading organizations all over the world.

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