



Book Review

TITLE: A Whole New Mind

AUTHOR: Daniel Pink

DATE: March 2021

PRE-READING

Why are you reading it? Was it a recommendation? What do you know about the topic? Flip through the book - is there anything that catches your eye?

I read Pink's book Drive and enjoyed it. This one is about the importance of right brain thinking to the future which I find really interesting. I thought it was a newer book, but when I looked, it actually is about 15 years old. I am excited to learn more about this topic.

A-HA MOMENTS

What a-ha moments did you have when reading?

- Functionality and utilitarianism is no longer enough; we seek beauty too
- Consumers spend almost as much on decorative (and non-functional) faceplates for their cell phones as they do on the phones themselves. Last year, they purchased \$4 billion worth of ring tones. We need to look at looks in addition to function
- The left brain is logical and is limited. The right side is unlimited

QUESTIONS

What questions do you have after reading that you want to investigate?

- How do I ensure my kids end up in High Touch, High Concept professions?
- How can we use stories to connect people and ideas?

CONNECTIONS

Can you relate what you read to another book, talk, podcast, topic?

- Automation will eliminate many repetitive jobs which is what Ryan has said for years. There will, however, always be a need for thinkers and problem solvers.
- Importance of Story - ties in with the Donald Miller Storybrand stuff I've been reading.
- Synthesize is to see relationships between those which seem unrelated; to pick out common themes - Bloom's Taxonomy

ACTIONABLE IDEAS

What are 2-3 actionable items that you can implement?

- Start thinking about what I do and sell in terms of a story
- Build a gratitude practice
- Create a scheduled, regular day off from work

POST-READ REFLECTIONS

Did you like this book? Are there other books by this author or on this topic that you might want to read? Would you recommend it to someone? Is there something from this book you want to learn more about?

After each section, Pink has actionable lists and more information which is really cool. I loved it. I enjoyed this book and would definitely read more of his.