Power up your mind, learn faster, work smarter
Bill Lucas

Drawing on research from a wide variety of subject areas, Power up your mind shows how everyone has the capacity to succeed and how most people only use a very small portion of their talents.

For learning to be effective, an understanding of how the brain works is essential. This book connects an understanding of the brain with the reality of the workplace and translates what we know about the brain into useful insights for work and life.

Power up your mind has been translated into Russian, Spanish, Bulgarian and Japanese.

Praise for Power up your mind

“This book should be read by everyone who cares about human performance in today’s business environment. Bill Lucas combines originality of thought and clarity of expression with a real practical understanding of how we can all get the best out of our brains and work more effectively together.” Hilary Cropper, Chairman of Xansa

“Bill Lucas has given us a glimpse of the future. He manages to ground his vision of learning in the reality of today, showing us how we can all benefit immediately. Power up your mind is essential reading for teachers and learners everywhere.” Professor Tim Brighouse

“What if you could read only one book which increased the effectiveness of all your learning? And you could apply it not just to studying, but to everyday working routines: meetings, projects, collecting your thoughts, gaining insights and having ideas? This is that one book, Read it and leap.” John Grant, author of the New Marketing Manifesto and co-founder of St Luke’s advertising agency

“An excellent synthesis of modern thinking about learning” Institute of Actuaries

“An excellent book about learning. It puts the ultimate learning resource – the brain – centre stage and helps us to understand how to get the best out of it. It has a logical structure – getting ready, going for it and putting learning into practice. Actioning even a fraction of Bill Lucas’s suggestions will transform your life.” Dr Peter Honey, author and expert on learning
“Rich in practical insights that any business can use; into the processes of creativity and motivation at work, the ability of multiple intelligences to maximise anyone’s potential, ways to make meetings more productive, manage stress and overload and a dozen other issues on which whole books have been written to lesser effect. It links the latest research into the mind with improving performance in the workplace. Brain food itself.” Director magazine

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