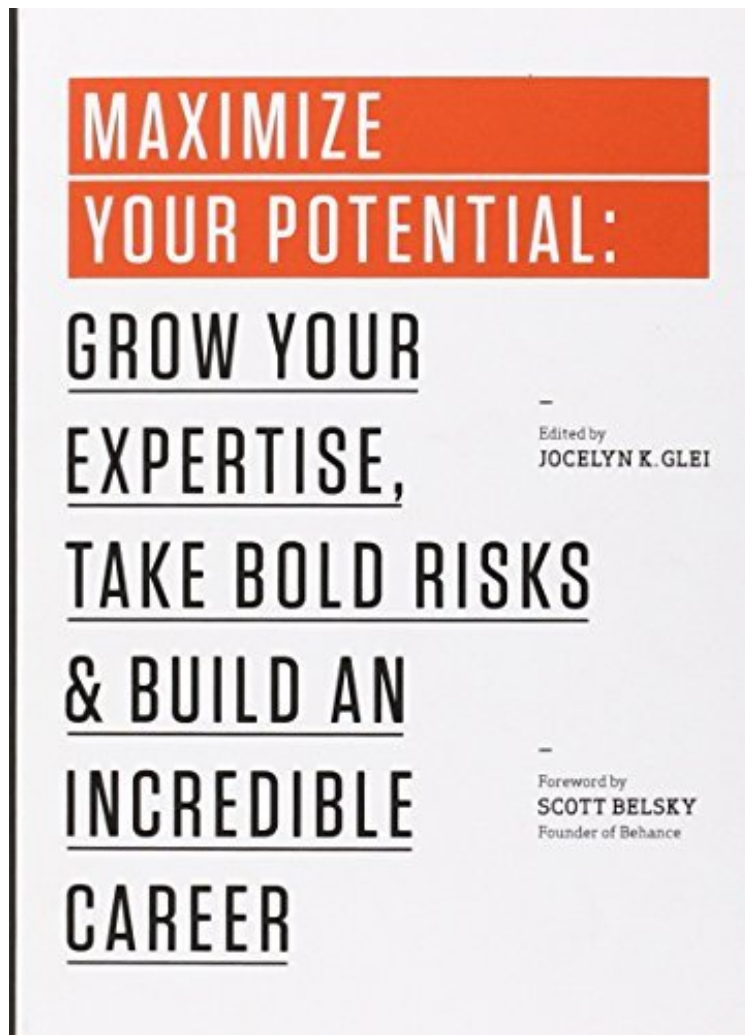


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0 of 0 people found the following review helpful. The best way to predict the future is to create it By Tom Peterson "The best way to predict the future is to create it," Peter Drucker said. And that's at the heart of Maximize Your Potential. It's the second of a three-part series being developed by 99u. This compact book

comes from the folks who don't want to help us get more ideas (we've got plenty), but do help us make our best ideas become reality. The volume focuses on creating opportunities, building expertise, cultivating relationships and taking risks. As in the first volume, if you've read any personal growth books at all, you'll get compelling and condensed reminders of things you should already know. If you haven't read the other books, start here. The writers also help us understand growth in new ways. For example, I've recommended a great book called *The Power of Habit*. But if you don't have time, a few of the chapters in this book cover the same territory. Here's Tony Schwartz writing on *Developing Mastery through Deliberate Practice*. Schwartz says that ritual "is a highly precise behavior you do at a specific time so that it becomes automatic over time and no longer requires much conscious intention or energy." More from Schwartz's chapter: "Will and discipline, it turns out, are highly overrated. We each have one reservoir we draw on, and it gets progressively depleted each time we use it to get something done. A ritualized approach to practice helps conserve our precious and finite reserves of energy." "It was only after I began studying the science of high performance that I started building a new sort of practice ritual. I still sit down at my desk first thing in the morning when I'm working on books, but now I write for exactly ninety minutes at a time; not eighty-five and not ninety-five. Then I take a break. I may get something to eat, close my eyes and spend ten minutes breathing, or take a run, each activity in order to refuel and recover." "When I'm finished renewing, I come back and work the same way for another ninety minutes." "The heart of achieving mastery, I've come to believe, is expanding the amplitude of the waves you make in your life. When you're working, give it everything you've got, for relatively short periods of time. When you're recovering, let go and truly refuel." 0 of 0 people found the following review helpful. Do yourself a favor... By Leonardo Pedreros Read every book they're published. It's always the most counter-culture design/business advice, all backed by industry leaders and results. Haven't finished the book yet, but I love it, as I love every other book by the author. 8 of 8 people found the following review helpful. Impressive, Informational Full Of Takeaways! By rob busby Very Impressive! I received a lot of nuggets prepared several "to do" items based on the informational guidelines presented by this book. I think Jocelyn hit it right on the head with this one!

Success isn't about being the best. It's about always getting better. Can you step outside your comfort zone? Bounce back from failure? Build new skills? Tapping into your true potential is no idle endeavor. It demands creativity, dedication, and a whole lot of hustle. With wisdom from 21 leading creative minds, *99U's Maximize Your Potential* will show you how to generate new opportunities, cultivate your creative expertise, build valuable relationships, and take bold, new risks so that you can utilize your talents to the fullest. *Maximize Your Potential* features contributions from: Teresa Amabile, Sunny Bates, Michael Bungay Stanier, David Burkus, John Caddell, Ben Casnocha, Jack Cheng, Jonathan Fields, Joshua Foer, Jocelyn K. Gleib, Heidi Grant Halvorson, Frans Johansson, Steffen Landauer, Mark McGuinness, Cal Newport, Robert Safian, Michael Schwalbe, Tony Schwartz, Tina Seelig, and Scott H. Young. Plus, a foreword from Behance founder CEO Scott Belsky.