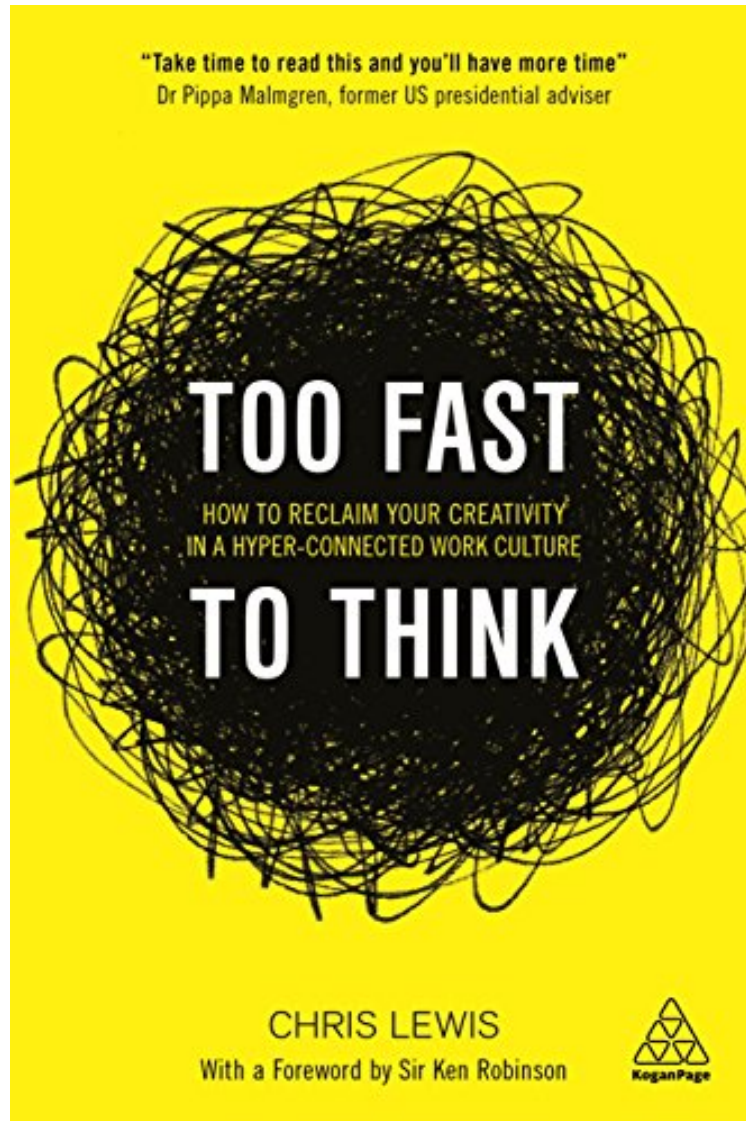


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Too Fast to Think: How to Reclaim Your Creativity in a Hyper-connected Work Culture

Chris Lewis

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Chris Lewis : Too Fast to Think: How to Reclaim Your Creativity in a Hyper-connected Work Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised Too Fast to Think: How to Reclaim Your Creativity in a Hyper-connected Work Culture:

1 of 1 people found the following review helpful. How The Speed Of Interactions And Technology Has Crippled Our CreativityBy Poornima VijayashankerWhile there have been a number of books written on creativity, Lewis takes a unique position around why our creativity has been threatened by modern technology and the speed at which we

expect to react and interact socially. This maybe self-evident to many creators, but I think there still remains a large group of leaders and type A folks who could benefit from reading his book to understand:- The role of the left and right brain, and how the dichotomy is not as distinct as one would think- The importance of rest and sleep- The creative cycle and how to better harness it- The importance of carving out time to do deep work and master skills Finally, for those who feel like they aren't creative, it's worth reading to understand how they have crippled their own creativity, and how to rekindle it. 0 of 0 people found the following review helpful. Timely reminder to reclaim your creativity By Indigo One would have thought this book would be on the ills of technology, but its focus is, instead, on how we have stifled our creativity by allowing technology to fill up our every second to the point we lose our sleep over it. The book provides some guide on how to start to think, and encourage others, how to think creatively. Lest people think that this is all baloney, I find his advice to be simple, timely. For example, just going out for a walk is enough to kickstart thinking creatively. I would like to recommend this book, although it can also become boring at some points. *Got a free copy in exchange for an honest review from NetGalley

Our lives are getting faster and faster. We are engulfed in constant distraction from email, social media and our 'always on' work culture. We are too busy, too overloaded with information and too focused on analytical left-brain thinking processes to be creative. Too Fast to Think exposes how our current work practices, media culture and education systems are detrimental to innovation. The speed and noise of modern life is undermining the clarity and quiet that is essential to power individual thought. Our best ideas are often generated when we are free to think diffusely, in an uninterrupted environment, which is why moments of inspiration so often occur in places completely separate to our offices. To reclaim creativity, Too Fast to Think teaches you how to retrain your brain into allowing creative ideas to emerge, before they are shut down by interruption, distraction or the self-doubt of your over-rational brain. This is essential reading for anyone who wants to maximize their creative potential, as well as that of their team. Supported by cutting-edge research from the University of the Arts London and insightful interviews with business leaders, academics, artists, politicians and psychologists, Chris Lewis takes a holistic approach to explain the 8 crucial traits that are inherently linked to creation and innovation.

"Too Fast to Think perfectly captures the zeitgeist of our exhausted world. It resonated profoundly with me both as an entrepreneur and as a parent" (Alison Cork, entrepreneur, writer, broadcaster) "Too Fast to Think is an important reminder that the time of getting our best ideas in the work environment has passed. The proximity gained from the internet and social media has come at the price of continual disruption and the risk that "we shut out what we don't agree with". The insights Chris Lewis provides from both the theory and the people trying to take a different path underscore the importance of not neglecting that which makes us creative" (Charlotte Lindsey-Curtet, International Committee of the Red Cross (ICRC).) "I loved this book! This fascinating book bubbles with the effervescence of a creative mind. Chris would want you to explore his ideas, extract your own, expand on them, share them and explode his thinking. Hell, blow them up! As George Bernard Shaw's reflected, "The reasonable man adapts himself to the conditions that surround him...the unreasonable man adapts surrounding conditions to himself... All progress depends on the unreasonable man." Chris Lewis provides a timely and apposite reminder for all leaders of the need to confront conventional practices. He does so through an infectious curiosity and shares bold insights, both pragmatic and paradoxical, to challenge us all to take time to think" (Squadron Leader John Peters) "We neglect holism at our peril. In our complex world only a life lived in the round can give us the connections and space for reflection that nurture creativity and compassion. Chris Lewis has seen the danger of being overwhelmed by the particular and the need to restore the balanced life necessary for human flourishing and for meeting the global challenges before us" (Richard Chartres, The Rt Revd and Rt Hon Richard Chartres, Bishop of London) "Time is a luxury that's available to everyone if they have the discipline to use it properly. In the digital age, our decisions are pressurised by the speed of events. Making the time to really think is the key to success. The author is a living testament to this philosophy" (Lord Bell, Executive Chairman Bell Pottinger.) "Chris Lewis gives us permission to Stop, Think, Dream, Be and shows us how to replace Hurry Sickness with creative success. His examples are universal and global, relevant to all people and professions" (Dr Pippa Malmgren Former US Presidential Advisor and author of 'Signals: How Everyday Signs Can Help Us Navigate the World's Turbulent Economy') "Chris Lewis's book is an aide memoir to the importance and enriching power of creativity in business. Lewis has identified a growing trend that industry is finding it hard to adapt to new communications challenges and are having difficulties developing creative ideas, strategies and the necessary infrastructure to meet those challenges. I recommend his bold ambition to renew our confidence in creativity" (Mark Borkowski, Publicist, author and entrepreneur) "Too Fast to Think crackles with good ideas and advice and for creative thinkers. It's a must read for the media, politicians and business people alike" (Baroness Jenkin of Kennington) About the Author Chris Lewis is the founder and CEO of LEWIS, one of the largest independent marketing and communications agencies in the world. He is a skilled media trainer who has coached senior politicians, business people and celebrities. Chris is also a published author and journalist who has written for the Financial Times, Daily

Telegraph and The Guardian.