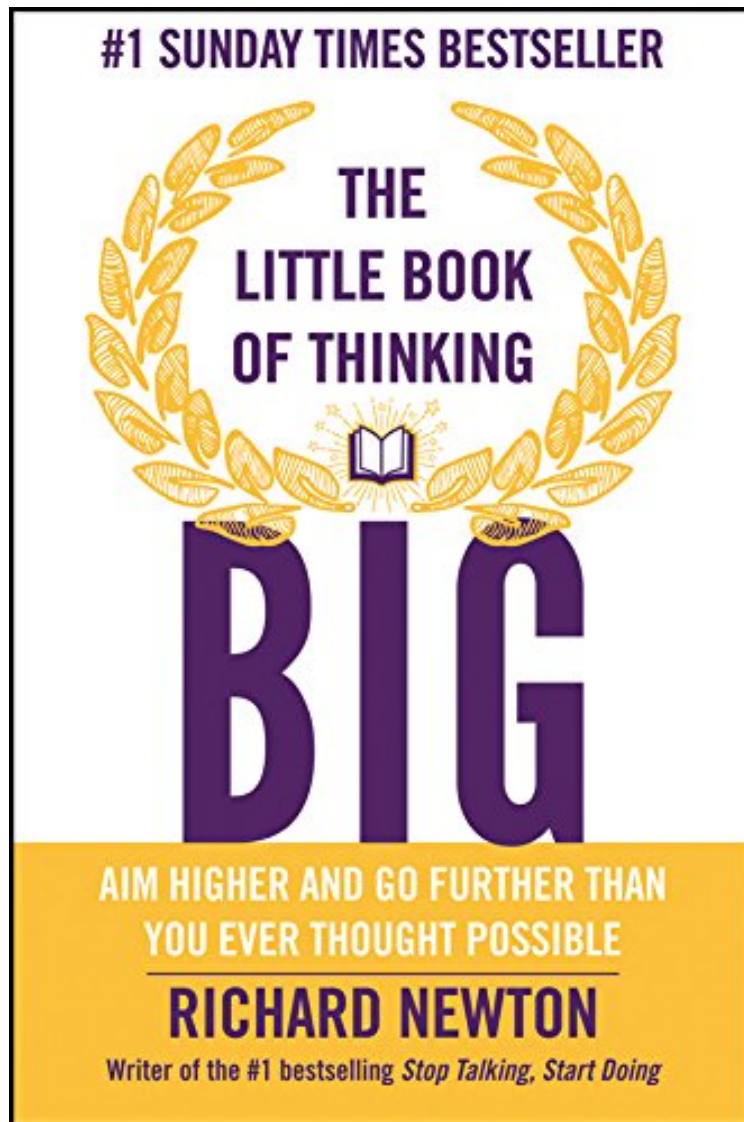


The Little Book of Thinking Big

Richard Newton

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Richard Newton : The Little Book of Thinking Big before purchasing it in order to gage whether or not it would be worth my time, and all praised The Little Book of Thinking Big:

1 of 2 people found the following review helpful. Four StarsBy Jose F GalindoA motivational book more easy to read than most. Its worth the read0 of 1 people found the following review helpful. Interesting readBy AmazaInteresting read6 of 6 people found the following review helpful. This book offers a mental journey with the energy, pace, and impact of a Cirque du Soleil performance.By Robert MorrisAs I sometimes do, I read this book in combination with another, published in 1959: David J. Schwartz's The Magic of Thinking Big: Set Your Goals High...and Then Exceed Them. There are differences between them, of course. (How could there not be?) However, both stress the great

importance of personal accountability, of taking ownership of the consequences of one's decision. I agree that we cannot control everything that happens to us but we can control how we respond to whatever happens to us. Also, both David Schwartz and Newton are convinced -- as am I -- that most human limits are self-imposed. This is what Henry Ford had in mind many years ago when observing, "Whether you think you can or think you can't, you're probably right." Newton has the significant advantage of calling upon extensive research in neuroscience that was not available to Schwartz 55 years ago. (However, there have been two updated editions of the Schwartz book but the key insights and recommendations remain the same, as has human nature.) Aristotle observed long ago, "We are what we repeatedly do. Excellence, then, is not an act but a habit." Perhaps Newton had that thought in mind when developing these "Nine Habits of Thinking Big," accompanied by my annotations: 1. Swim Don't Float [or Sink]: Keep moving (especially in rough water) and in the right direction. Not all change is progress but no change, no movement, is stagnation. Newton also warns against being carried along by what others think and do. 2. Clear Some (Head) Space: Mental clutter accumulates fast and obstructs and/or distracts focused thinking. F. Scott Fitzgerald once suggested that "the test of a first-rate intelligence is the ability to hold two opposed ideas in mind at the same time and still retain the ability to function." That's two ideas, not several dozen. Whenever I need to clear my mind, I take a brisk walk or listen to Glenn Gould's performance Bach's Goldberg Variations. 3. Feed Your Mind: The human mind really does have a sponge-like capacity that can be increased substantially. I "feed" mine with what I learn from others' minds but, daily, I also concentrate on strengthening certain cognitive skills. Each human life is a work-in-progress, with attitudes and behavior guided by habits. Many people are mentally and/or spiritually anorexic. 4. Notice Things: We tend to see so much but notice so much less. Yogi Berra: "You can observe a lot by just watching." 5. Change Reality (...Don't Deny It): In other words, replace an unacceptable reality with one that is worthy of what you value, perhaps even cherish. 6. Have a Big Ego and a Small Ego: This is a paradox. Newton's comments remind me of Socrates' response when told that he was the wisest man in the world. "If so, it is because all I know is that I know nothing." Only someone with both a big ego and small ego could say that. 7. Know Your Weapon: The term "weapon" has several meanings. Newton's point is that we need to be able to attack but also to defend. Perhaps it is having highly developed inductive and deductive skills or it could be a refusal to remain silent during a moral crisis. 8. Travel Light: No excess mental "baggage." There is much to be said for following lean thinking principles that include constant pruning. What Ernest Hemingway once characterized as "a built-in, shock-proof crap detector" will also come in handy. You get the idea. 9. Twang: Somewhat similar to a "Eureka!" moment. Newton characterizes it as a "click." During more than 20 years of classroom teaching, I could see it in the eyes of certain students: they "got it" when others didn't. Richard Newton provides in this "little book" an abundance of invaluable information, insights, and counsel (his and others') that can help many of those who read the book to "aim higher and go further than [they] ever thought possible." Yes, the material is remarkably informative but also very entertaining. I read it and then re-read it twice before embarking on the composition of this brief commentary. Each time I either learned something new or understood something better. Bravo!

Sunday Times #1 bestseller and long-awaited follow-up to the #1 bestselling *Stop Talking, Start Doing* You can think big or you can think small, it all starts in the mind. What have you got to lose? If you aim for the stars you might just get there. Sometimes it pays off to think BIG and Richard Newton is here to get us thinking on a bigger scale than we ever imagined. With the right thinking tools and the right approach you can release your inspiration and creativity, reset your ambition and direct your attention to the things that truly matter to you. And that can change your life. Short and punchy with quick tips and inspiring graphics, *The Little Book of Thinking Big* will have your imagination, creativity and determination firing on all cylinders. You'll come away with a set of BIG goals to fuel and drive your BIG life. Heresquo; where it starts. This is a reset button. nbsp;Push it. Think bigger.

"Refreshing, fun and innovative, this is a little book filled with big ideas which we all need to get thinking about" (Edge, November 2014) "Highly Recommended!" (Hot Brands Cool Places, December 2014) "A fabulous book that is captivating and engaging" (Erisea Magazine, January 2015) "This book is well written in an easy to read style with amusing illustrations throughout" (Nursing Times, October 2015) From the Back Cover It pays to think big This little book will set you on your way to big things. Bigger ideas, bigger answers and bigger plans than you've ever had before. About who you are, what you want, what you're doing and where you're going. Thinking big is not just for dreams and fairy tales. Your mind has awesome potential and boundless ambition. How you use that potential will steer and shape your life. Think small and that is the life you will have. Think bigger and you will never limit yourself. Ignore the manual Let yourself be unshackled from the busyness of life and all the noisy small stuff. Demolish the barriers of narrow thinking, expand your frontiers and you'll overshoot your current reality by a distance. Whether you have an ambition to be somewhere, a passion for something, an appetite to change direction or a problem to solve, thinking bigger is your route to success. It will grow your ambition, your art, your business or any aspect of your life. Get your imagination and determination flowing. Who knows where you could end up? 'It pays to think big. This small book will set you on your way' — Tim Davie, CEO BBC Worldwide 'Serious mind food that upsizes

your thinking. A must read, but also a fun read: damn that Richard Newton!' —Robert Kelsey, bestselling author of *What's Stopping You?* and *Get Things Done* 'Chock full of inspiration and advice to find your next big idea' —John Williams, bestselling author of *Screw Work, Let's Play* About the Author Richard Newton is an entrepreneur, consultant and writer. After spending almost ten years writing about business for *The Sunday Telegraph* and *The Mail on Sunday*, Richard decided to switch sides, walk the talk and run his own business. He co-founded a software company that supplies brand management solutions for many of the world's largest consumer brands. He is now co-founder, director, board adviser and mentor at a number of tech companies and start-ups including *Call Trunk*, *Screendragon* and *Txt2Buy*. (*Calltrunk*, an audio and video search tool, is tipped to be one of the fastest growing search companies of 2014.) He runs consultancy *Newton Principles* and writes about being creative in business, the importance of good language in business and the urgency to do things.