Current References and Resources 2023

Joe Estey| jestey@lucasinc.com |360-573-5753

|  |  |  |
| --- | --- | --- |
| Title/Author | Primary Points and Content/Additional Format(s) | Category |
|  |  |  |
|  |  |  |
| [Collective Illusions, Rose, Todd, 2023](https://www.amazon.com/Collective-Illusions-Conformity-Complicity-Decisions/dp/0306925680/ref%3Dsr_1_1?crid=392GDVJGQCR3A&keywords=collective+illusions+todd+rose&qid=1673989996&sprefix=collective+illusion%2Caps%2C206&sr=8-1) | **Collective Illusions: Conformity, Complicity, and the Science of Why We Make Bad Decisions-the title tells the story, which is well worth the read. The author explains using vivid contemporary examples, how cultural norms influence individual decision making. Cooridnation norms, tribal norms, and “I don’t want to be a butthead’ norms are among those explored and explained inthis treatise on rules and knowledge based performance modes.** [Video: Todd Rose (Part II) || Collective Illusions (DocDrop)](https://docdrop.org/video/r0rHZ7IEo-k/) | Culture Change and Improvement |
| [Scatterbrains, Beck, Henning, 2022](https://www.amazon.com/Scatterbrain-Henning-Beck-audiobook/dp/B07YGNSGDJ/ref%3Dsr_1_1?crid=3F876TD38G4JV&keywords=scatterbrain+beck&qid=1673990042&sprefix=scatterbrain+beck%2Caps%2C180&sr=8-1) | **Learn that boredom awakens the muse, distractions spark creativity, and misjudging time creates valuable memories, among other benefits of our faulty minds. Throughout, award-winning neuroscientist Henning Beck's hilarious asides and brain-boosting advice make for a insightful account of the most cutting-edge neuroscience our brains will (maybe never) remember.** [How to Use Your Brain with Neuroscientist Henning Beck | Episode 11 - YouTube](https://www.youtube.com/watch?v=C56CkDhRtgw) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [Know Thyself, Fleming, Stephen, 2021](https://www.amazon.com/Know-Thyself-Science-Self-Awareness/dp/B091Z7B338/ref%3Dsr_1_1?crid=1FN9YJENB9BV5&keywords=know+thyself+fleming&qid=1673990074&s=audible&sprefix=know+thyself+fleming%2Caudible%2C155&sr=1-1) | **Know Thyself, like the metacognition itself, is equal parts scientific, philosophical, and practical. And that means, like Thinking, Fast and Slow and Predictably Irrational, it’s that rarest of books: one that can both expand our minds and change our lives.** **Metacognition, or thinking about thinking, is the most important tool we have for understanding our own mind. Once we understand what it is and how it works, we can improve our performance and make better decisions.** [Stephen Fleming, “Know Thyself: The Science of Self-Awareness” – YouTube](https://www.youtube.com/watch?v=PmFGBeToa9k) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [The Neuroscience of You,](https://www.amazon.com/Neuroscience-You-Every-Different-Understand/dp/B09MH2L62J/ref%3Dsr_1_1?crid=3FNGTI0O5C2KK&keywords=The+neuroscience+of+YOu+Prat&qid=1673990144&s=audible&sprefix=the+neuroscience+of+you+prat%2Caudible%2C139&sr=1-1) [Prat, Chantel, 2022](https://www.amazon.com/Neuroscience-You-Every-Different-Understand/dp/B09MH2L62J/ref%3Dsr_1_1?crid=3FNGTI0O5C2KK&keywords=The+neuroscience+of+YOu+Prat&qid=1673990144&s=audible&sprefix=the+neuroscience+of+you+prat%2Caudible%2C139&sr=1-1) | **Humorous and insightful, Prat demonstrates the meaningful ways our brains are dissimilar from one another. Using take-them-yourself tests and quizzes, you discover how to identify the strengths and weakness of your own brain, while learning what might be going on in the brains of those who are unlike you. “Focus,” “Navigate,” and “Connect,” chapters illustrates how brains engineered differently ultimately take diverse paths when it comes time to prioritize information, use what they’ve learned from experience, relate to other people, and so much more.** [Chantel Prat | How Every Brain Is Different and How to Understand Yours | Talks at Google - YouTube](https://www.youtube.com/watch?v=idloD9qYYCE) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [Elastic: Flexible Thinking in a Time of Change, Mlindov, Leonard, 2018](https://www.amazon.com/Elastic-Leonard-Mlodinow-audiobook/dp/B077BDVXGJ/ref%3Dsr_1_1?crid=33UC4ECHI9P7C&keywords=elastic+leonard+mlodinow&qid=1673990216&s=audible&sprefix=elastic+leonard+%2Caudible%2C145&sr=1-1) | **Drawing from cutting-edge research in neuroscience and psychology, learn the mechanics of our own minds. Elastic thinking is a collection of abilities that include neophilia (an affinity for novelty), schizotypy (a tendency toward unusual perception), imagination and idea generation, pattern recognition, mental fluency, divergent thinking, and integrative thinking to effect paradigm shifts in our culture and society. And they're the qualities that will enable each of us to succeed, personally and professionally, in the radically changing environments of today. Understand the power of elastic thinking in an endlessly dynamic world.** [The Power of Elastic Thinking with Leonard Mlodinow - YouTube](https://www.youtube.com/watch?v=MKWqs2053bI) | Performance Improvement: Managing Decisions, Perception, Biases and Illusions |
| [The Electric Brain, Verner and Fields, 2021](https://www.amazon.com/Electric-Brain-R-Douglas-Fields-audiobook/dp/B07RCKF91G/ref%3Dsr_1_1?crid=NV4HP8R7Q74J&keywords=electric+brain+book&qid=1673990251&s=audible&sprefix=electric+brain%2Caudible%2C160&sr=1-1) | **Analyzing brainwaves has been possible for nearly a century. But recently, scientists have used new insights and information on cognitive functions to reveal the type of brain you have—its strengths and weaknesses and your aptitude for learning different types of information, determine how adventurous you are, expose hidden dysfunctions—including signifiers of mental illness and neurological disorders, render your thoughts and transmit them to machines and back from machines into your brain, enable individuals to rewire their own brains and improve cognitive performance.** [Electric Brain, by R. Douglas Fields - YouTube](https://www.youtube.com/watch?v=xny7OEgVU-I) | Performance Improvement: User Guide to the Human Mind |
| [Learning from Everyday Work, Sutton, Brent](https://www.amazon.com/Learning-Everyday-Work-Discussion-White-paper/dp/B09KN4JND2/ref%3Dsr_1_1?crid=2U4PK46F9KBFU&keywords=learning+from+everyday+work+sutton&qid=1673977854&s=audible&sprefix=learning+from+everyday+work+sutton%2Caudible%2C192&sr=1-1) | **We can learn from success or negative consequences. Most organizations only learn from the latter, ignoring the former. Unless an undesirable outcome is experienced, many people believe there is no need to examine our methods or process for accomplishing tasks. The best performers, however, make fewer errors so if we only learn from error, we ren’t’ learning. We can’t learn from zero. It is vital that we have other complementary strategies to make the complexity of our systems more transparent by listening to our workers and hear the weak signals amongst all the noise of simply getting the work done. Sutton uses specific questions that should be asked to create improvement in every day work.** [Introduction to the 4D’s with Jeffery Lyth on Vimeo](https://vimeo.com/761321830) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [Grasp: The science transforming how we learn by Sanjay Sarma, 2020](https://www.amazon.com/Grasp-Science-Transforming-How-Learn/dp/B085VDRWGL/ref%3Dsr_1_1?crid=3PT86OI5P1HEF&keywords=grasp+sanjay+sarma&qid=1673990293&s=audible&sprefix=Grasp+%2Caudible%2C153&sr=1-1) | **Offers scientific and practical insight that opens your mind:**  **For educators teaching remotely, online tools have are a powerful ally when used appropriately — and a dangerous impediment when misapplied.****Scientists are studying the role of forgetting, exposing it not as a simple failure of memory but a critical weapon in our learning arsenal. New developments in neuroimaging are helping us understand how reading works in the brain.** [Grasp: The Science Transforming How We Learn by Sanjay Sarma, Luke Yoquinto – YouTube](https://www.youtube.com/watch?v=UPJSatfoZdE) | Learning Improvement: Focus, Attention, Retention and Recall |
| [Consciousness and the Brain by Stanislas Dehanene, 2014](https://www.amazon.com/Consciousness-and-Brain-audiobook/dp/B00HU7MJAA/ref%3Dsr_1_1?crid=HWZPI2PFKDIV&keywords=consciousness+and+the+brain&qid=1673990698&sprefix=consciousness+a%2Caps%2C227&sr=8-1) | **How does the brain generate a conscious thought? And why does so much of our knowledge remain unconscious? Psychological and brain-imaging experiments crack this mystery. In this lively book, the author describes the pioneering labs of cognitive neuroscientists that have accomplished in defining, testing, and explaining the brain events behind a conscious state. We can now pin down the neurons that fire when a person reports becoming aware of a piece of information and understand the crucial role unconscious computations play in how we make decisions.** [What is Consciousness? with Stanislas Dehaene - YouTube](https://www.youtube.com/watch?v=_AGpIWvm_CI) | Performance Improvement: User Guide to the Human Mind |
| [How We Learn by Stanislas Dehanene, 2014](https://www.amazon.com/How-We-Learn-Stanislas-Dehaene-audiobook/dp/B0813XPHW5/ref%3Dsr_1_1?crid=10O803L6VRX1A&keywords=how+we+learn+stanislas+dehaene&qid=1673993470&s=audible&sprefix=how+we+learn+stani%2Caudible%2C164&sr=1-1) | **The human brain is an extraordinary learning machine. Its ability to reprogram itself is unparalleled, and it remains the best source of inspiration for recent developments in artificial intelligence. But how do we learn? What innate biological foundations underlie our ability to acquire new information, and what principles modulate their efficiency? Computer science, neurobiology, and cognitive psychology explains how learning really works and how to make the best use of the brain’s learning algorithms in our schools and universities, as well as in everyday life and at any age.** [BS 167 Stanislas Dehaene explores "How We Learn" - YouTube](https://www.youtube.com/watch?v=x41U9kRU_XA) | Learning Improvement: Focus, Attention, Retention and Recall |
| [Mystery by Jonah Lehrer, 2021](https://www.amazon.com/Mystery-Seduction-Strategy-Solution/dp/B08VQPLVGY/ref%3Dsr_1_1?crid=10ZNZYEF94LEI&keywords=mystery+jonah+lehrer&qid=1673994027&s=audible&sprefix=mystery+jonah+lehrer%2Caudible%2C177&sr=1-1) | **Why is mystery so compelling? What draws us to the unknown? Nothing can capture a person’s attention as strongly as mystery, and that mystery is the key principle in how humans view and understand the world. Whenever patterns are broken, we are hard-wired to find out why. Without our curiosity driving us to pursue new discoveries and solve stubborn problems, we would never have achieved the breakthroughs that have revolutionized human medicine, technology - and culture.** [Jonah Lehrer on the Science of Mystery - YouTube](https://www.youtube.com/watch?v=yGMAEQ8uZnA) | Learning Improvement: Focus, Attention, Retention and Recall |
| [Black and White Thinking by Kevin Dutton, 2020](https://www.amazon.com/Black-White-Thinking-Burden-Complex/dp/B08DRQ392V/ref%3Dsr_1_1?crid=2IA5WY1DYYWZR&keywords=black+and+white+thinking+dutton&qid=1673994181&s=audible&sprefix=black+and+white+thinking+dutton%2Caudible%2C160&sr=1-1) | **Using the latest advances in psychology and neuroscience, we can optimize our tendency to categorize and fine-tune our minds to avoid the pitfalls of too little, and too much, complexity. Explore the importance of three “super categories” - fight or flight, us versus them, and right or wrong - and learn how they remain essential to not only convincing others to change their minds but to changing the world for the better. Black-and-White Thinking is a scientifically informed wake-up call for an era of increasing extremism and a thought-provoking, uplifting guide to training our gray matter to see that gray really does matter.** [5 Ways Black and White Thinking Can Really Hurt Your Mindset - YouTube](https://www.youtube.com/watch?v=1ftivtjhDB0) | Performance Improvement: Managing Decisions, Perception, Biases and Illusions |
| [The Invention of Tomorrow a Natural History of Foresight by Thomas Suddendorf, 2021](https://www.amazon.com/Invention-Tomorrow-Natural-History-Foresight/dp/B0BG5V2SCH/ref%3Dsr_1_1?crid=3T2ZPQAOD0IFK&keywords=the+invention+of+tomorrow+a+natural+history+of+foresight&qid=1673994415&s=audible&sprefix=the+invention+of+tomorrow+%2Caudible%2C196&sr=1-1) | **Our ability to think about the future is one of the most powerful tools at our disposal. In this book, cognitive scientists argue that its emergence transformed humans from unremarkable primates to creatures that hold the destiny of the planet in their hands. The science of foresight research shows us where it comes from, how it works, and how it made our world. Journeying through biology, psychology, history, and culture, we learn how thinking ahead is at the heart of human nature—even if we often get it terribly wrong.** [Adam Bulley (@Adamdbulley) / Twitter](https://twitter.com/adamdbulley) | Performance Improvement: User Guide to the Human Mind |
| [Emotional: How feelings shape our thinking by Leonard Mlodinow, 2022](https://www.amazon.com/s?k=emotional+leonard+mlodinow&i=audible&crid=38UZL4BUIF3WO&sprefix=Emotional+leonard+%2Caudible%2C156&ref=nb_sb_ss_fb_1_18) | **We make hundreds of decisions every day, from what to eat for breakfast to how to should invest, and not one of those decisions would be possible without emotion. It has long been said that thinking and feeling are separate and opposing forces in our behavior. But extraordinary advances in psychology and neuroscience have proven that emotions are as critical to our well-being as thinking. How can you connect better with others? How can you make sense of your frustration, fear, and anxiety? Journeying from the labs of pioneering scientists to real-world scenarios that have flirted with disaster, Mlodinow shows us how our emotions can help, why they sometimes hurt, and what we can learn in both instances.**[Emotional: How Feelings Shape Our Thinking (Leonard Mlodinow) - YouTube](https://www.youtube.com/watch?v=eKFkYp6S9jk) | Performance Improvement: Managing Decisions, Perception, Biases and Illusions |
| [The Molecule of More by Daniel Lieberman, 2018](https://www.amazon.com/The-Molecule-of-More-audiobook/dp/B07HS138YS/ref%3Dsr_1_1?crid=39SB40QIMF5A3&keywords=molecule+of+more&qid=1673994855&s=audible&sprefix=molecule+of+more%2Caudible%2C175&sr=1-1) | **Dopamine is the chemical of desire that always asks for more. In pursuit of these things, it is undeterred by emotion, fear, or morality. It is the source of our every urge, it is why we seek and succeed; it is why we discover and prosper. Yet, at the same time, it’s why we gamble and squander. It’s not the having that matters. It’s getting something – anything. Much of human life has an unconsidered component that explains an array of behaviors previously thought to be unrelated, including why winners cheat, why geniuses often suffer with mental illness, why nearly all diets fail, and why the brains of liberals and conservatives really are different.** [The Molecule of More: Dopamine with Daniel Z. Lieberman, MD, and Michael E. Long (SOP76) - YouTube](https://www.youtube.com/watch?v=lXYpqaxO9oU) | Performance Improvement: User Guide to the Human Mind |
| [Remember by Lisa Genova, 2021](https://www.amazon.com/Remember-Science-Memory-Art-Forgetting/dp/B08FMW71M6/ref%3Dsr_1_1?crid=3SZY843NLWHFN&keywords=remember+lisa+genova&qid=1673995150&s=audible&sprefix=remember+lisa+genova%2Caudible%2C179&sr=1-1) | **Have you ever felt a wave of panic when you can’t remember the name of that actor in the movie you saw last week, or you walk into a room only to forget why you went there in the first place? For the vast majority of us, these examples of forgetting are completely normal. Why? Because while memory is amazing, it is far from perfect. Our brains aren't designed to remember every name we hear, plan we make, or day we experience. Forgetting is actually part of being human. Delves into how memories are made and how we retrieve them. Once you understand the language of memory and how it functions, its incredible strengths and maddening weaknesses, its natural vulnerabilities and potential superpowers, you can both vastly improve your ability to remember and feel less rattled when you inevitably forget.** [How Your Memory Works -- and Why Forgetting Is Totally OK | Lisa Genova | TED - YouTube](https://www.youtube.com/watch?v=Irx0tC92fdE) | Performance Improvement: User Guide to the Human Mind |
| [Connectome: How the brains wiring makes us who we are by Sebastian Seung, 2012](https://www.amazon.com/Connectome-Sebastian-Seung-audiobook/dp/B0076G20JU/ref%3Dsr_1_1?crid=BX4CT9FZXSVL&keywords=connectome+sebastian+seung&qid=1673995472&s=audible&sprefix=connectome%2Caudible%2C220&sr=1-1) | **We know that each of us is unique, but science has struggled to pinpoint where, precisely, our uniqueness resides. Is it in our genes? The structure of our brains? Our genome may determine our eye color and even aspects of our personality. But our friendships, failures, and passions also shape who we are. The question is: how? The pattern of connections between the brain’s neurons, which change slowly over time as we learn and grow. The connectome, as it’s called, is where our genetic inheritance intersects with our life experience. It’s where nature meets nurture. Many scientists speculate that people with anorexia, autism, and schizophrenia are “wired differently,” but nobody knows for sure. The book offers insights on where the next cognitive breakthrough takes us.** [Connectome by Sebastian Seung - YouTube](https://www.youtube.com/watch?v=ya69pf9Rwf8) | Performance Improvement: User Guide to the Human Mind |
| [The Human Element: Overcoming the resistance that awaits new ideas, Nordgren and Schonthal, 2022](https://www.amazon.com/Human-Element-Overcoming-Resistance-Awaits/dp/B09JHTW6VM/ref%3Dsr_1_1?crid=3TEPAG3X8FFJD&keywords=human+element&qid=1673995714&s=audible&sprefix=human+element+%2Caudible%2C191&sr=1-1) | **We instinctively believe that if we add enough value, people will eventually say "yes” to new indeas and initiatives. This reflex leads us down a path of adding features and benefits to our ideas or increasing the sizzle of our messaging-all in the hope of getting others on board. Focusing on Fuel, innovators neglect the other half of the equation-the psychological Frictions that oppose change. Frictions create drag on innovation and overcoming these Frictions is essential for bringing new ideas into the world. The Human Element highlights the four Frictions that operate against innovation. Perfect for business leaders, product managers, educators, and anyone else who seeks to bring new and exciting ideas to life dealing with a human nature that instinctively resist change.** [Loran Nordgren | Discovering the Human Element | Talks at Google - YouTube](https://www.youtube.com/watch?v=y-tKGGkdw4w) | Culture Change and Improvement |
| [Conscious: a brief guide to the fundamental mystery of the mind, Annaka Harris, 2019](https://www.amazon.com/Conscious-Annaka-Harris-audiobook/dp/B07Q585SJW/ref%3Dsr_1_1?crid=2KUDAQWGLN91M&keywords=conscious+annika+harris&qid=1673995980&s=audible&sprefix=Conscious+Annika+%2Caudible%2C194&sr=1-1) | **What is consciousness? How does it arise? And why does it exist? We take our experience of being in the world for granted. But the very existence of consciousness raises profound questions: Why would any collection of matter in the universe be conscious? How are we able to think about this? And why should we? Could it be an illusion, or a universal property of all matter? As we try to understand consciousness, we must grapple with how to define it and, in the age of artificial intelligence, who or what might possess it. Conscious offers lively and challenging arguments that alter our ideas about consciousness - allowing us to think freely about it for ourselves, if indeed we can.** [Annaka Harris: Free Will, Consciousness, and the Nature of Reality | Lex Fridman Podcast #326 - YouTube](https://www.youtube.com/watch?v=q6zEzZCtkXw) | Performance Improvement: User Guide to the Human Mind |
| [Understanding Mental Models: Practically applying performance modes, system one and two and GEMs by Rob Fisher, 2022](https://www.amazon.com/Understanding-Mental-Models-Practically-Performance/dp/B0B6XSNT7Q/ref%3Dsr_1_1?crid=399ANLOHWC4EM&keywords=understanding+mental+modes+rob+fisher&qid=1673996139&s=audible&sprefix=understanding+mental+modes+rob+fisher%2Caudible%2C162&sr=1-1) | **This book is about helping people reduce the probability that they make a mistake, especially one that could be catastrophic. The concepts and practical applications in this book will give those of you who have never heard of or used mental models before a great start to understanding human success and failure. For those of you who have some experience with mental models, this book may contradict what you may have learned in the past about errors, violations, mental models, and performance modes. You will be challenged to enhance your knowledge and start using that new knowledge immediately.** [Doing HOP Right In Our New World- Rob Fisher - YouTube](https://www.youtube.com/watch?v=4IGRqaC42lk) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [The Human Advantage: How Our BrainsBecame Remarkable, Houzel, Suzana, 2017](https://www.amazon.com/The-Human-Advantage-audiobook/dp/B01GOTMLVG/ref%3Dsr_1_1?crid=3GYT01OMTWDIH&keywords=the+human+advantage&qid=1673996379&s=audible&sprefix=the+human+advantage%2Caudible%2C169&sr=1-1) | **Humans are awesome. Our brains are gigantic, seven times larger than they should be for the size of our bodies. The human brain uses 25 percent of all the energy the body requires each day. Herculano-Houzel shows that it is not the size of our brain that matters but the fact that we have more neurons in the cerebral cortex than any other animal. The Human Advantage is an engaging and original look at how we became remarkable without ever being special.** [The Human Advantage: A New Understanding of How Our Brain Became Remarkable - YouTube](https://www.youtube.com/watch?v=ll3vr7YSIMM) | Performance Improvement: User Guide to the Human Mind |
| [Turn the Ship Around: a true story of turning followers into leaders by Captain David Marquet, 2015](https://www.amazon.com/s?k=turn+the+ship+around&i=audible&crid=1OTM2R47R9RXR&sprefix=turn+the+ship+around%2Caudible%2C206&ref=nb_sb_noss_1) | **Facing the high-stress environment of a sub where there’s little margin for error, Marquet was determined to reverse the trends he found on the Santa Fe: poor morale, poor performance, and the worst retention rate in the fleet. Almost immediately, Marquet ran into trouble when he unknowingly gave an impossible order and his crew tried to follow it anyway. When he asked why, the answer was: “Because you told me to.” Marquet realized that while he had been trained for a different submarine, his crew had been trained to do what they were told - a deadly combination. Before long, each member of Marquet’s crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. Whether you need a major change of course or just a tweak of the rudder, you can apply Marquet’s methods to turn your own ship around.** [Turn the Ship Around | L. David Marquet | Talks at Google - YouTube](https://www.youtube.com/watch?v=IzJL8zX3EVk) | Culture Change and Improvement |
| [Human Errors: A panorama of our glitches from pointless bones to broken genes by Nathan Lents, 2019](https://www.amazon.com/Human-Errors-Nathan-H-Lents-audiobook/dp/B07C38QRBD/ref%3Dsr_1_1?crid=3M0SOQMYZ5NC1&keywords=Human+Error+Nathan+Lents&qid=1673996809&s=audible&sprefix=human+error+nathan+lent%2Caudible%2C149&sr=1-1) | **Humans like to think of ourselves as highly evolved creatures. But if we are supposedly evolution's greatest creation, why do we have such bad knees? Why do we catch head colds so often - 200 times more often than a dog does? How come our wrists have so many useless bones? Why is the vast majority of our genetic code pointless? And are we really supposed to swallow and breathe through the same narrow tube? Surely there's been some kind of mistake. As professor of biology Nathan H. Lents explains in Human Errors, our history is nothing if not a litany of mistakes, each more entertaining and enlightening than the last. The human body is one big pile of compromises. But that is also a testament to our greatness: as Lents shows, humans have so many design flaws precisely because we are very, very good at getting around them. Human Errors both celebrates our imperfections and offers an unconventional accounting of the cost of our success.** [Human Errors: A Panorama Of Our Glitches, From Pointless Bones To Broken Genes with Nathan Lents - YouTube](https://www.youtube.com/watch?v=C90lvJcbQOE) | Performance Improvement: User Guide to the Human Mind |
| [The Performance Cortex: How neuroscience is redefining athletic genius by his Zack Shornbrun, 2018](https://www.amazon.com/The-Performance-Cortex-audiobook/dp/B07C372DHC/ref%3Dsr_1_1?crid=3AKDK2OL8S4ZP&keywords=performance+cortex&qid=1673996975&s=audible&sprefix=performance+cortex%2Caudible%2C233&sr=1-1) | **Why couldn't Michael Jordan, master athlete that he was, hit a baseball? Why can't modern robotics come close to replicating the dexterity of a five-year-old? Why do good quarterbacks always seem to know where their receivers are? In this deeply researched book, sports and business reporter Zach Schonbrun explores what actually drives human movement and its spectacular potential. Whether it is timing a 95-mph fastball or reaching for a coffee mug, movement requires extraordinary computation that many take for granted - until now. The Performance Cortex ushers in a new way of thinking about how we move, run, function and act.** [The Performance Cortex: How the Brain & Neuroscience Are Redefining Athletic Genius w Zach Schonbrun - YouTube](https://www.youtube.com/watch?v=JofBlDD5DDk) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [Get It Done: Surprising lessons from the science of motivation by Aylet Fishback](https://www.amazon.com/Get-Done-Surprising-Lessons-Motivation/dp/B09NPD844H/ref%3Dsr_1_1?crid=XG3AYU8QJOP9&keywords=get+it+done+ayelet+fishbach&qid=1673997217&s=audible&sprefix=get+it+done%2Caudible%2C157&sr=1-1) | **A great deal of ink has been spilled on the subject of motivating and influencing others, but what happens when the person you most want to influence is you? Setting and achieving goals for yourself — at work, at home, and in relationships is harder than it seems. Presenting a new theoretical framework for self-motivated action, explaining how to identify the right goals, attack the “middle problem,” battle temptations, use the help of others around you, and so much more. With fascinating research from the field of motivation science and compelling stories of people who learned to motivate themselves, Get It Done illuminates invaluable strategies for pulling yourself in whatever direction you want to go.** [Ayelet Fishbach: Get It Done: Surprising Lessons from the Science of Motivation - YouTube](https://www.youtube.com/watch?v=AaImWikt79Y) | Performance Improvement: Managing Decisions, Perception, Biases and Illusions |
| [Careful: A user's guide to our injury prone minds, Steve Casner, 2017](https://www.amazon.com/Careful-Steve-Casner-audiobook/dp/B06Y6H1WLZ/ref%3Dsr_1_1?crid=3MAICWMUVLU6B&keywords=Careful+by+casner&qid=1673997411&s=audible&sprefix=careful+by+casner%2Caudible%2C162&sr=1-1) | **The modern world can be a dangerous place, filled with fast cars, smartphones, new drugs, and thrill sports. Meanwhile, we humans are as fragile as ever. In fact after a century of steady improvement, injuries and accidental deaths are on the rise. Casner helps us understand why we do things like insist on the fat-free salad dressing but then text and drive. Casner explains the psychological traps that can lead us to the scene of an accident. They're the same whether you're a pilot, a Hollywood stuntwoman, a parent, or the owner of a clogged dishwasher you're trying to fix with a screwdriver. Book helps us keep our fingers attached in the kitchen, our kids afloat at the pool, and our teens safe behind the wheel and shows us many other ways we can take control of our own safety and get through the day in one piece.** [Careful: A User's Guide to Our Injury-Prone Minds - YouTube](https://www.youtube.com/watch?v=WjYomZ0usQY) | Performance Improvement: The Nature of Error and Error Management Techniques |
| [Your Brain Electric: a guide to optimization of serotonin, dopamine and the neurotransmitters that color your world by James Lee, 2017 edition](https://www.amazon.com/Better-Living-Through-Neurochemistry-neurotransmitters-ebook/dp/B00P4SCCXQ/ref%3Dsr_1_1?crid=18KTY7H2D00L9&keywords=your+electric+brain+james+lee&qid=1673997580&s=audible&sprefix=your+electric+brain+james+lee%2Caudible%2C172&sr=1-1) | **In brain science, there are two phenomena which are becoming increasing common in modern society. Firstly, rates of depression and anxiety disorders are increasing, with as many as one in five people either clinically depressed or anxious at any given time. Secondly, our aging population is revealing a range of cognitive problems associated with aging, including memory loss and other cognitive impairments.Each of these has a common thread - They are underpinned by clear deficits in neurochemical function. In his latest book, Lee gives you all you need to know regarding the major neurotransmitters including -****- What they are, What do they do in your brain and body, What are the symptoms when they are depleted, how to boost levels**[7 Key Substances That Transform Brain Health With James Lee - YouTube](https://www.youtube.com/watch?v=Tfze2VmbhRs) | Performance Improvement: User Guide to the Human Mind |
| [Subliminal: How your unconscious mind rules your behavior by Leonard Mlodninow, 2012](https://www.amazon.com/Subliminal-Leonard-Mlodinow-audiobook/dp/B007WZU3E4/ref%3Dsr_1_1?crid=2FYJ0UFE0P4Z9&keywords=subliminal&qid=1673997828&s=audible&sprefix=sublimi%2Caudible%2C259&sr=1-1) | **Your preference in politicians, the amount you tip your waiter - all judgments reflect the workings of our mind on two levels: the conscious, and the unconscious, which is hidden from us. The result of an explosion in research is a new science of the unconscious provides a sea change in our understanding of how the subliminal mind affects the way we live. Unraveling the complexities of the subliminal self and increasing our understanding of how the human mind works and how we interact with friends, strangers, spouses, and coworkers. In the process we can change our view of ourselves and the world around us.** [Dr. Leonard Mlodinow — Subliminal: How Your Unconscious Mind Rules Your Behavior - YouTube](https://www.youtube.com/watch?v=kbhy_7g5Pso) | Performance Improvement: Managing Decisions, Perception, Biases and Illusions |
| [The Design of Everyday Things by Don Norman, 2013](https://www.amazon.com/Design-of-Everyday-Things-audiobook/dp/B07L5Y9HND/ref%3Dsr_1_1?crid=13YCXCOEZ7H9C&keywords=the+design+of+everyday+things&qid=1673998130&s=audible&sprefix=design+of+ever%2Caudible%2C238&sr=1-1) | **Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. Design of Everyday Things is a powerful primer on how - and why - some products satisfy customers while others only frustrate them.** [The Design of Everyday Things | Don Norman - YouTube](https://www.youtube.com/watch?v=15Rjg7Vbax0) | Performance Improvement: Making the Job Easier to Do Right |
| [CEO Excellence by Dewar, Keller and Malhotra, 2022](https://www.amazon.com/CEO-Excellence-Mindsets-Distinguish-Leaders/dp/B0999V3TS8/ref%3Dsr_1_1?crid=1VQQSQRYR2UMI&keywords=CEO+Excellence&qid=1673998265&s=audible&sprefix=ceo+excellence%2Caudible%2C227&sr=1-1) | **Thirty percent of Fortune 500 CEOs last fewer than three years, and two out of five new CEOs are perceived to be failing within eighteen months. For those who shoulder the burden of being the one on whom everyone counts, a manual for excellence is sorely needed. To identify the 21st century’s best CEOs, the authors of CEO Excellence started with a pool of over 2400 public company CEOs. What came out of frank, no-holds-barred conversations is a rich array of mindsets and actions that deliver outsized performance. Compelling, practical, and unprecedented in scope, CEO Excellence is a treasure trove of wisdom from today’s most elite business leaders.** [Introducing the McKinsey Center for CEO Excellence - YouTube](https://www.youtube.com/watch?v=ssB9U0w9QUU) | Leadership |
| [On Task: How our brains work to get things done by Dr. David Braeder, 2022](https://www.amazon.com/Task-Brain-Gets-Things-Done/dp/B08NXWD6LD/ref%3Dsr_1_1?crid=26XK0GB9DU231&keywords=on+task+david+badre&qid=1673998426&s=audible&sprefix=On+Task+%2Caudible%2C539&sr=1-1) | **Why is it hard to text and drive at the same time? How do you resist eating that extra piece of cake? Why does staring at a tax form feel mentally exhausting? Why can your child expertly fix the computer and yet still forget to put on a coat? From making a cup of coffee to buying a house to changing the world around them, humans are uniquely able to execute necessary actions. How do we do it? Or in other words, how do our brains get things done? Badre presents the first authoritative introduction to the neuroscience of cognitive control - the remarkable ways that our brains devise sophisticated actions to achieve our goals. We barely notice this routine part of our lives. Yet, cognitive control, also known as executive function, is an astonishing phenomenon that has a profound impact on our well-being. A revelatory look at how billions of neurons collectively translate abstract ideas into concrete plans, On Task offers an eye-opening investigation into the brain's critical role in human behavior.** [On Task: a conversation with neuroscientist David Badre - YouTube](https://www.youtube.com/watch?v=XR2Zh8c6Op8) | Performance Improvement: The Nature of Error and Error Management Techniques |