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William Duggan

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WILLIAM DUGGAN



**HOW FLASHES OF INSIGHT
CHANGE YOUR LIFE**

 Columbia Business School
Publishing

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William Duggan : The Seventh Sense: How Flashes of Insight Change Your Life (Columbia Business School Publishing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Seventh Sense: How Flashes of Insight Change Your Life (Columbia Business School Publishing):

0 of 0 people found the following review helpful. Super smart and insightful and helped me understand a lot ...By Susan SpaightIt's extremely rare for me to find a business book that actually holds my interest. I found this one completely fascinating and honestly didn't want to put it down. A lot of them say that, and this one really delivered it. Super smart and insightful and helped me understand a lot of how my brain works as a marketing strategist.1 of 1 people found the following review helpful. How and why "your first six senses tell us who you are. Your seventh

sense tells who you can be." By Robert Morris Opinions are divided with regard to what is generally referred to as the "Aha!" moment -- referring to Eureka! ("I have found (it)") reputed to have been exclaimed by Archimedes -- when there is a breakthrough in understanding. Some believe that it is the latest step or stage in a scientific process whereas others see it as an isolated experience. In *Strategic Intuition: The Creative Spark in Human Achievement*, William Duggan observes, "Suddenly it hits you. It all comes together in your mind. You connect the dots. It can be one big 'Aha!' or a series of smaller ones that together show you the way ahead. The fog clears and you see what to do. It seems so obvious. A moment before you had no idea. Now you do." This in essence is strategic intuition. It is very different from ordinary intuition such as vague hunches or gut instinct. "Ordinary intuition is a form of emotion: feeling, not thinking. Strategic intuition is the opposite: It's thinking, not feeling. A flash of insight cuts through the fog of your mind with a clear, shining thought. You might feel elated right after, but the thought itself is sharp in your mind. That's why it excites you: at last you see clearly what to do." Strategic intuition is also different from snap judgments (i.e. expert intuition such as Malcolm Gladwell discusses in his book, *Blink*), hence the importance of developing the discipline needed to recognize when a given situation is new. In that event, "disconnect the old dots, to let new ones connect on their own." It is this term, "discipline," that differentiates it from all other forms of intuition. In his latest book, Duggan acknowledges the importance of this sixth sense but also notes that one's intuition only works "when you encounter something very similar to what you've seen before. If the situation is new, your sixth sense isn't enough...For a new situation, you need a new idea. And your sixth sense cannot give it to you. Your intuition gives you the same idea, again, faster and better with each repetition. For new situations, for new ideas, you need something else." What would that be? The seventh sense because it is the mechanism of the human mind that produces new ideas. As Duggan explains, "It's the epiphany, the flash of insight, the Eureka moment -- in the form of an idea you never had before. And in its highest, rarest form, it's an idea that no one else had before either. The seventh sense is how new ideas are born. And not just new ideas, but useful ideas. Human achievement advances through flashes of insight that come from the seventh sense." All that said, let's not ignore the importance of the sixth sense. It is absolutely essential, for example, to emergency room staff members because almost all of those entrusted to their care are strangers. Decisions must be made based on prior experience as well as training. The same is true of firefighters and countless others who much cope with immensely complicated situations, to be sure, but they are not unprecedented situations. I am grateful to William Duggan for providing an abundance of information, insights, and counsel about the nature and power of the seventh sense. He includes dozens (hundreds?) of real-world illustrations of how flashes of insight -- in unfamiliar situations -- can reveal extraordinary ideas, ideas that would otherwise be inaccessible. He explains the science behind the sixth sense and how it differs from other human mental capabilities; he then provides practical tools and exercises that will help his reader discover and develop their own seventh sense. Ultimately and inevitably, the value of the material in this book will be determined by the extent to which a person can free their mind, formulate and execute a personal strategy map, and then focus on a question to be answered or a problem to be solved that is of greatest interest and potential importance. That will serve as a strategic objective that requires a process of networking to be achieved. As I thought about all this while reading the book, I began to make all manner of correlations with some of the greatest breakthroughs in innovation throughout human history. Only a seventh sense could have suggested to Johannes Gutenberg, for example, that combining a wine press with separable type could somehow (perhaps) mass produce copies of a document such as the Bible. I am also reminded of another situation, centuries later, when Wilbur and Orville Wright recognized that "the difficulty was not to get into the air but to stay there." They built their first aircraft from split bamboo and paper. Kitty Hawk (North Carolina) had open space and an ample supply of a precious commodity: wind. The idea was to master gliding, after which Wilbur reckoned it would be easy to add a motor. "Maintaining equilibrium was the key--not much different than riding a bike." Granted, few (if any) of those of us who read this book will experience such a flash of insight but we can indeed stimulate, nourish, and develop a seventh sense that, when needed most, will perhaps help us to recognize, to understand what we need to know when all of our other capabilities cannot.

2 of 3 people found the following review helpful. Not sold on it

By DarrenIngram_dot_com A lot is promised with this book: you will become more insightful and thus more successful thanks to more "Eureka"-type moments. This is a brave promise and it is questionable whether such delivery can be guaranteed. Nonetheless, it is an interesting and relatively short walk in the park to follow the author's objective of showing you how to cultivate your "seventh sense"; a flash of insight that can give you a boost in your professional and private life. The author says that this sense is enhanced thanks to three practical tools that help prepare the mind, see and seize opportunity, and follow through your resolution. This reviewer is not entirely convinced or sold on the idea, yet the author must know his onions as he teaches this stuff in graduate and executive courses at Columbia Business School. It just did not entirely gel with this reader. It felt like a series of well-meaning fireside chats rather than a clear, actionable roadmap that you could jump on, all guns blazing. The book's price felt a little high, at least for something one wasn't entirely sold towards, so it wasn't something you may want to take a gamble on. Yet it could work for you, and a skim through in a bookshop or library might convince you. It is not a bad book and it has the potential to deliver greatness if you just get on with it. For this reviewer it was a bit too easy to put down. Maybe one is doomed never to discover the seventh sense, at least this book

failed to deliver the flash of insight it promised.

Flashes of insight -- the "Eureka!" moments that produce new and useful ideas in a single thought -- are behind some of the world's most creative and practical innovations. This book shows how to cultivate more and better flashes of insight by harnessing the science and practice of the "seventh sense." Drawing from recent findings in psychology, neuroscience, Asian philosophy, and military strategy, Duggan illustrates the power of the seventh sense to help readers aspire to and achieve more in their personal and professional lives. His examples include Gandhi, Joan of Arc, Starbucks founder Howard Shultz, and executives and students he has taught in his classes. His book presents specific steps in the form of three practical tools to help prepare the mind, see and seize opportunity, and follow through on one's resolution. Based on Duggan's perennially popular Columbia Business School course, this book teaches the mental skills and discipline that power the seventh sense.

We all search for a way to make the big decisions in our lives. With a unique blend of ancient wisdom and current research, William Duggan shows how to approach these decisions and presents an intensely practical roadmap for guidance. Read this book if you want better answers to the questions that matter. (James E. Schrager, University of Chicago Booth School of Business) We all have a hunch that insight is important. But by naming insight as our seventh sense; digging deep to explain how it works in crystal-clear language; and sifting through science, history, sports, and military practice for effective illustrations, William Duggan has produced a gem. By showing how you can purposefully combine your experiences with a heightened awareness of 'presence of mind' and the 'resolution to act,' *The Seventh Sense* may be the first book about the power of insight powerful and insightful enough to actually change people. A 'must read' for those who want a life more closely connected to their unique passions and creative abilities. (Stephen Cummings, professor of strategy and International Council of Management Consulting Institutes Academic Fellow, Victoria Business School) William Duggan's deep insight into creativity as a process that yields flashes of insight will ring true to the reader. The best part of this accessible book is a terrific platform for training the mind to generate better ideas and then selling them to others. Hint: put aside your smart phone and give your brain permission to wander, explore, and make creative connections. (George Day, codirector of the Mack Institute for Innovation Management and Geoffrey T. Boisi Professor Emeritus at the Wharton School, University of Pennsylvania) Duggan succeeds in explaining the cumulative nature of insight and conveying the importance of freeing the mind to create space for such flashes to break through. (Success) About the Author William Duggan is on the faculty of Columbia Business School, where he teaches the seventh sense in graduate and executive courses. He has given talks and workshops on the seventh sense to thousands of executives from companies in countries around the world. He is the author of *Strategic Intuition: The Creative Spark in Human Achievement* (Columbia, 2007), which was named Best Strategy Book of the Year by *Strategy+Business*, and *Creative Strategy: A Handbook for Innovation* (Columbia, 2012).