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Management Rewired: Why Feedback Doesn't Work and Other Surprising Lessons from the Latest Brain Science

Charles S. Jacobs
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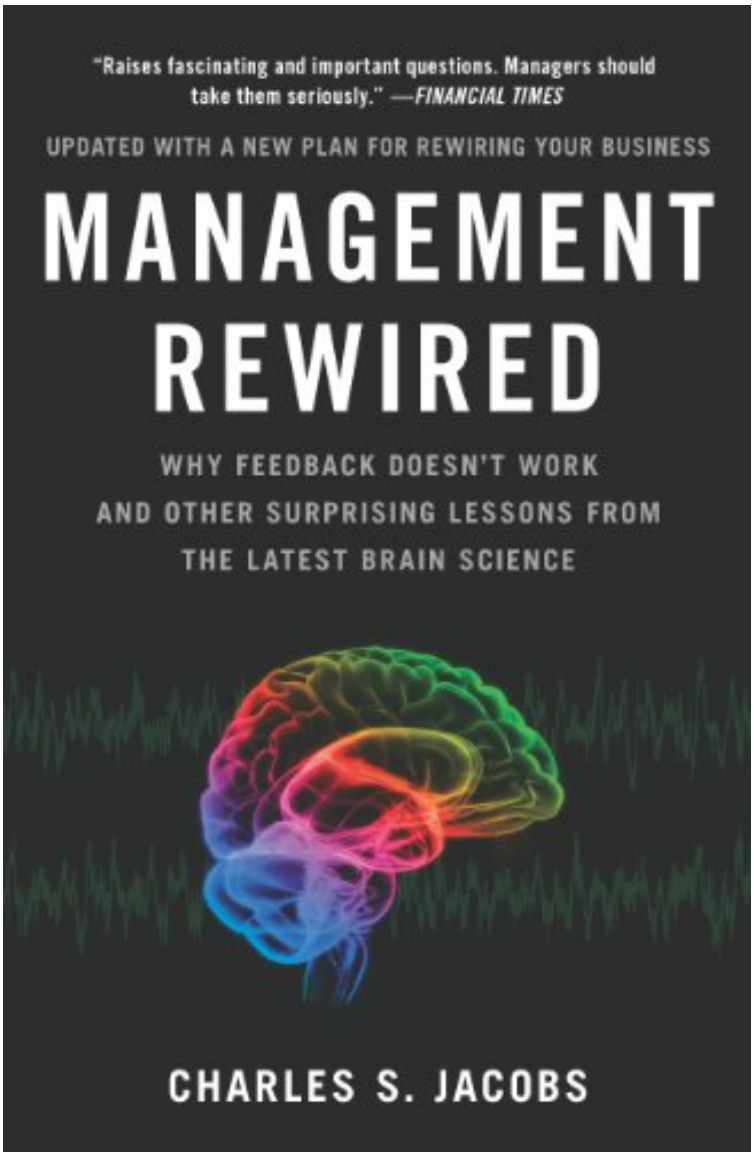

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Charles S. Jacobs : Management Rewired: Why Feedback Doesn't Work and Other Surprising Lessons from the Latest Brain Science before purchasing it in order to gage whether or not it would be worth my time, and all praised Management Rewired: Why Feedback Doesn't Work and Other Surprising Lessons from the Latest Brain Science:

2 of 2 people found the following review helpful. Good info, oversoldBy CustomerThe book provided a good connection between:1. The idea of everyone having a different mental model of the world and the need to try and understand others mental models2. The power of stories and metaphors to influence and create a shared narrative.The author oversold the idea of this being a new paradigm and the value of advances in neuroscience. People have been using story telling for thousands of years and the best leaders understand this. Still, it was worth reading about as a reminder.I would like to have seen the author present more collaborating evidence of this approach being a paradigm shift. Also, I felt the book could have been better organized.1 of 1 people found the following review helpful. A great case for rethinking how companies manage their most important asset - peopleBy James E. KingA refreshing look at an alternative to the current management techniques employed by most organizations especially those that are publically held. There always seems to be amazement on the part of management when things don't go as planned and equal amazement on the part of those closest to the action that there was ever the expectation that things would go anywhere near as planned given the disconnect between the assumptions behind the plan and reality. Although the new proposed approach is rooted in science, upon reading one is prompted to say "of course - it is common sense". I hope more companies read and adopt the thinking put forward in this book.0 of 0 people found the following review helpful. Amazing discoveries in the neuro-sciences should change the way we do businessBy SRVery well written,an "easy," yet profound read, Management Rewired makes the compelling argument that current business practices are, more frequently than not,at odds with all that has been discovered about the operation of the human brain in the last two decades. Charles Jacobs vividly illustrates how the ways we typically approach creating strategy are not aligned with these recent discoveries. And the ways that strategy is communicated and executed throughout the organization is typically not only ineffective, but actually oppositional to what the sciences show would be an effective approach. This book is important for managers of any organization looking for a competitive edge in their market. It's also important for any citizen who hopes our country's companies remain competitive.

How brain science is transforming the way we manage Why is it so hard for managers to get the results they want? According to the latest brain science, it's because most of what they do produces the opposite of what they expect. Appeals to reason fall short, for our decisions are made emotionally, and logic is at best an after-the-fact justification for what we've already determined to do. That's just one of the many amazing discoveries that explain why management is so challenging. but as Charles Jacobs explains, once we understand the lessons of neuroscience, we're able to create more powerful strategies, inspire people to maximize their potential, and overcome the biggest hurdle to improving business performance-making change stick.