

By Kat Kehres, CPCC

BOOKS TO **ENHANCE** YOUR COACHING LIFE

The Role of the Unconscious

Author Malcolm Gladwell looks at how we make decisions

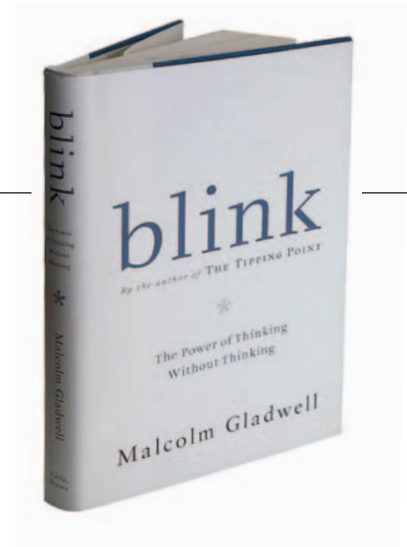
Blink by Malcolm Gladwell was not the book I intended to review this month. I had three really great books all lined up when I absent-mindedly asked my husband for his suggestions. *Blink*, he said, and without further thought I decided “okay.”

I made this decision without so much as a glance at the book’s content, which is exactly what *Blink* is all about, how we make important and complex decisions in the blink of an

endless analysis were dead wrong; the experts who took one look and went with their gut feelings were right.

Gladwell cites experiments that show how we know something internally before our minds can make sense of what it is. Our bodies guide us well using signals like sweaty palms and increased heart rates.

The book meanders through an eclectic mix of subjects from ‘thin slicing’ marital happiness, successful



As I read the book, my awareness around every choice I made was heightened. It gave me great appreciation for the power and complexity of my decision-making abilities, and how they usually go unnoticed.

My initial excitement was tempered as I reached the half-way mark. Every time I thought I had a handle on ‘thin slicing,’ Gladwell would take a turn and reveal another facet.

The roller coaster ride this book took me on was well worth it. My ‘blink’ choice to review this book was rewarded with fresh insight into the art of making excellent decisions using a balance between considered and intuitive thinking. ●

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“Even the most tolerant and open-minded among us make racist snap judgments.”

eye — some amazingly accurate ones, some huge blunders.

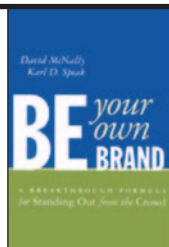
Gladwell explores the question: “Is it possible for us to train ourselves to consistently make quick and trustworthy decisions?” The term he uses for this is ‘thin slicing’ which is the ability of our unconscious to find patterns in situations and behavior based on very narrow slices of experience.

I was hooked by the very first story of how the Getty Museum was fooled into buying a statue for millions that turned out to be a fake. The experts who did

car sales, and improv acting. All the stories point to the benefit (and the amazing accuracy) of ‘not thinking,’ exactly like the Zen monks say.

The book also travels into the land of prejudice, with stories of how even the most tolerant and open-minded among us make racist snap judgments.

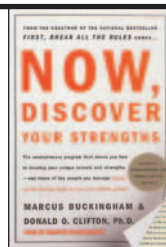
On a less personal level he explores the land of branding. Why do we buy Coke instead of Pepsi? What are the elements that go into what people will buy?



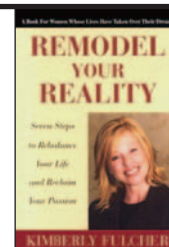
This standard read will help you create a strong personal brand that gives you more freedom to be yourself. (Berrett-Koehler)



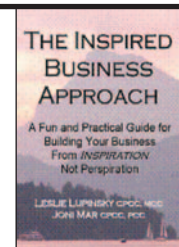
Dr. Tim Rutledge unlocks myths about workplace loyalty and writes about building teams that stay engaged in their work. (Mattanie Press)



This groundbreaking book and program helps you discover and focus on your strengths. An online assessment is included. (The Free Press)



A simple, seven step process for women to reinvent themselves and take control of their lives. (River Rock Press)



The authors teach success “from inspiration not perspiration” in this self-published practical guide for entrepreneurs. (Design for Living)

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