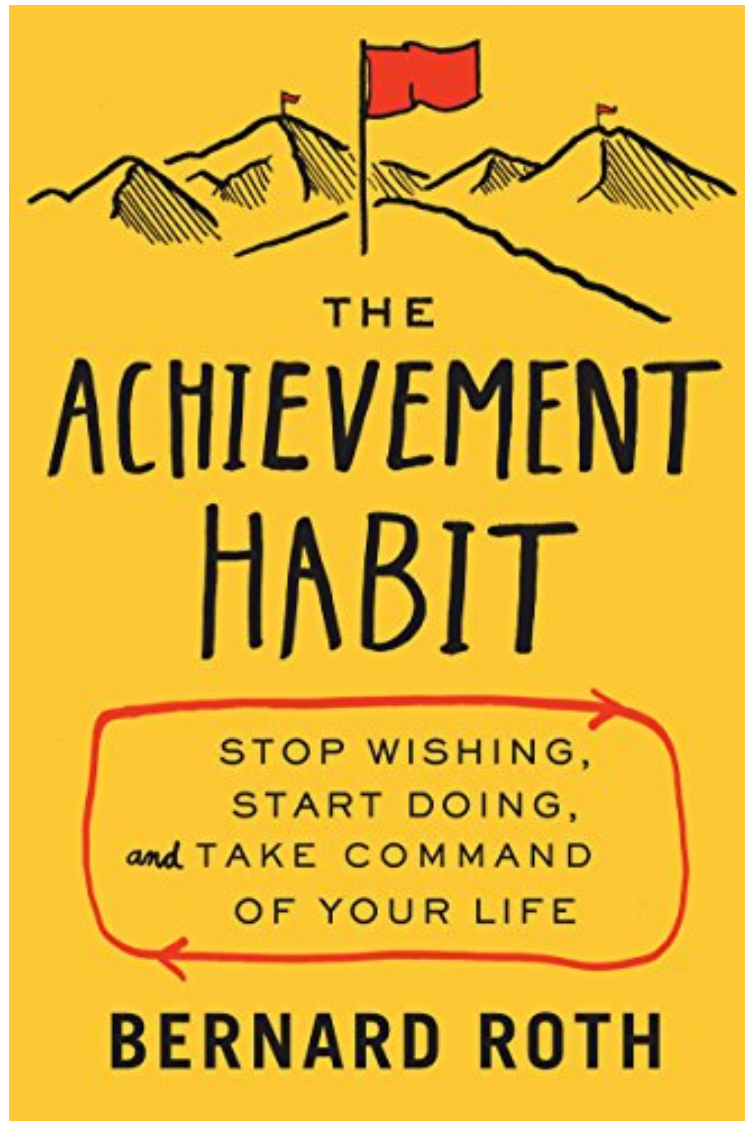


(Download pdf) The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life

# The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life

*Bernard Roth*

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**Bernard Roth : The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life:

380 of 388 people found the following review helpful. Over Promise, Under Deliver - Click Bait Title, Underwhelming DeliveryBy Nicholas Mathew McGillA Discerning Man's Review of Bernard Roth's "The Achievement Habit"Short version; It loses a star for failing to meet the promise of the title -HARD. It loses another for

filler stories that bury the nuggets and insights instead of supporting them/adding meaning to the reader. Still there's good stuff in there. I have a tremendous amount of respect for the author and his work at the D School and Ideo. That said, I reviewed his book, not his person or his professional achievements. I'm sure many of his students, friends and fam are giving the 5 star reviews here to be supportive and they know the spirit and intent of the author. Having only the book, I give it 3 stars. This book is a light read about design processes, buddhism disguised as mindfulness, personal mindset, problem-solving, and life. It isn't a cohesive, systematic, whole product designed to teach you how to cultivate or understand the habit of achievement. There are some good insights in a few chapters, but they're often buried under 3 feet of personal stories that carry more weight/meaning for the author than the reader. The title of this book is a clickbait title and a betrayal to the reader; the original sin of any author/content creator. On the whole, 80% of the book doesn't seem to be focused or clearly tied to the title. It not only fails to meet the promise of the title, it fails to solidly offer a consolation prize, which is okay in life, but a waste of a good title in this case. All in all, this book reads more like a memoir and far and away from the promise of the title. If you've never read a book, or a self help book, or a good book on experience design, then I'm sure this will impress you (because you'll want to validate your own achievement). If you're a regular reader, prepare for a 3 star read at best. I read every word (unlike many a reviewer). And, looking back at my highlights and asterisks in the margins, I could have saved quite a bit of time without losing much value in the process. My advice to those who read this: skim through the stories and focus on the concluding points after the diary entries. I felt the book is light on self-development, light on mindfulness, light on habit development, light on design and light on experience design tools to truly help you establish a habit of achievement. Basically, The book has some great insights and activities; a few (less than expected design insights from the head of the design school at Stanford and Ideo guy). And what little it offers is not anchored to a central idea of cultivating a habit of achievement. I expected more, better than what's available on the shelves from the author, and I would have settled for content quality on par with what's on the shelves to give a 4-5 star review. This book doesn't meet that standard. This book offers very little insight on human behavior, neuroscience, or psychology and seemed to operate on some outdated concepts. For example, it mentions left-right brain activity which has been thoroughly debunked (the brain really doesn't work that way). Scientific research isn't required for a great book, but if it is to be used, it should be up to date and accurate (otherwise it perpetuates faulty thinking). I also found many of the self-help concepts to be dated, mundane, and unrefined. Many of them are still valid but some are just plain, bad advice. I was hoping for more pinpointed discernment, pragmatism, and systematic /gamified or well designed approach to building an achievement habit. Some Good Things:-Roth does a good job of explaining that you give things meaning, and imbue them with meaning.-Roth emphasizes approaches to problem solving and exploration of the problem, prototyping solutions, and using a bit of design thinking (mostly in one chapter)- He provides several methods of ideation and exploring obstacles, and framing the problem (too lightly I might add but its there).- He advocates for personal responsibility and reframing language you use to ensure you recognize your choices and decisions. As an Sr. Experience Designer, Marketing Technologist, and growth minded person, there are better books that deliver on the promise of their titles. If you're lured by the title of this book I recommend that you check out:- "Essentialism" by Greg McKeown - Full of substance, pragmatic wisdom and activity.- "The Buddha Walks Into a Bar..." by Lorde Rinzler- "Game Storming" by Dave Gray- "Hooked" by Nir Eyal- "Experience Design" by Patrick Newbery - **HARD READ BUT DEPTH AND SUBSTANCE GALORE!** 109 of 113 people found the following review helpful. Enjoyable, but the title is misleading...By J. J. Kahn This was an enjoyable book, but not really so much about how to "Stop Wishing, Start Doing..." It's more a memoir on how Professor Roth created a teaching environment that results in students whose work in the world is informed by a spirit of innovation and creativity. But even in terms of that theme, the examples are very limited, both in number and in depth. Overall, I found the book enjoyable but unsatisfying - This is presented as a "how-to" book, and I kept finding myself waiting for a more in-depth exploration of the subject - which never occurred. 4 of 4 people found the following review helpful. Positive thinking to Positive Results By G. F. Cook Although the theme of achieving what you want in life through positive thinking has been written about since the birth of the human potential movement in the 1960's, what Bernie Roth brings to the reader is a personal narrative of someone who was there when it all began and actually assisted others to shift their perspective from that of victim of their circumstances to that of master of their circumstances. With personal examples from the lives of the people he has worked with for a half century, he gives us the practical tools to move quickly from positive thinking to positive results. This is a huge gift. The book is practical, to-the-point, entertaining, and heartfelt. Definitely a thumbs up! (G. Francis Cook is a retired Lecturer in English from San Francisco State, Stanford, and Southern Oregon Universities)

The co-founder of the Stanford d.School introduces the power of design thinking to help you achieve goals you never thought possible. Achievement can be learned. It's a muscle, and once you learn how to flex it, you'll be able to meet life's challenges and fulfill your goals, Bernard Roth, Academic Director at the Stanford d.school contends. In *The Achievement Habit*, Roth applies the remarkable insights that stem from design thinking—previously used to solve large scale projects—to help us realize the power for positive change we

all have within us. Roth leads us through a series of discussions, stories, recommendations, and exercises designed to help us create a different experience in our lives. He shares invaluable insights we can use to gain confidence to do what we've always wanted and overcome obstacles that hamper us from reaching our potential, including:

- Excuses are self-defeating; Believe you are a doer and achiever and you'll become one;
- Build resiliency by reinforcing what you do rather than what you accomplish;
- Learn to ignore distractions that prevent you from achieving your goals;
- Become open to learning from your own experience and from those around you;
- And more.

The brain is complex and is always working with our egos to sabotage our best intentions. But we can be mindful; we can create habits that make our lives better. Thoughtful and powerful *The Achievement Habit* shows you how.

"Bernie Roth is the central pillar and the conscience of the d.school at Stanford and one of its real gems. It's exciting that he now puts his best ideas into this book for many more of us to benefit." (David M. Kelley, Founder of the d.school at Stanford University, Founder and Chairman of IDEO)

"The Achievement Habit is a masterpiece in describing how to think creatively and fulfill your life's ambitions. Everyone who reads this book will clearly see why Bernie is considered one of the most creative and liberated thinkers today." (Paul Hait, Entrepreneur/Olympic Gold Medalist)

"Bernie Roth is a master teacher who unlocks his students' minds and hearts allowing them to create the lives they dream to live. Finally, his wisdom is available to the entire world." (Tina Seelig, Professor of the Practice, Stanford School of Engineering, Author, *Insight Out*)

"Before unleashing design thinking on others, unleash it on yourself. You, and the world, will be far better for it. The Achievement Habit reveals a host of invaluable approaches to this most personal of design projects." (Tim Brown, CEO of IDEO and author of *Change By Design*)

From the Back Cover

Cofounder of the Stanford d.school Bernie Roth shows you how the power of design thinking can help you achieve goals you never thought possible. Did you know that achievement can be learned? As Bernie Roth explains, achievement is a muscle. And once you learn how to flex it, you'll be able to meet life's challenges and reach your goals. Based on a legendary course Roth has taught at Stanford University for several decades, *The Achievement Habit* employs the remarkable insights that stem from design thinking to help us realize the power we all have within to change our lives for the better. By ridding ourselves of issues that stand in the way of reaching our full potential, we gain the confidence finally to do things we've always wanted to do. Combining design thinking, problem-solving, creativity, communication skills, and life adjustments, readers will learn:

- Why trying and doing are two different things
- Why using reasons (excuses), even legitimate ones, to explain one's behavior is self-defeating
- How to change your self-image into one of a doer and achiever
- How subtle language changes can resolve existential dilemmas and barriers to action
- How to build resiliency by reinforcing what you do rather than what you accomplish
- How to be open to learning from your own experience and from those around you

Our behavior and relationships can be transformed—if we choose to, we can be mindful and control our intentions to create habits that make our lives better. And with this thoughtful book as your guide, you can.

About the Author

Bernie Roth is the Rodney H. Adams Professor of Engineering and the academic director of the Hasso Plattner Institute of Design (the d.school) at Stanford University. He is a leading expert in kinematics, the science of motion, and one of the world's pioneers in the area of robotics. In addition, he has created courses that allow students to directly gain understanding and experience about personal issues that matter to them. Bernie is also the primary developer of the concept of the Creativity Workshop. For more than thirty years this workshop has been a vehicle for him to take the experiential teaching he developed at Stanford to students, faculty, and professionals around the world. He is an in-demand speaker at conferences and workshops globally, has served as a director of several corporations, and has been a leader in professional societies.