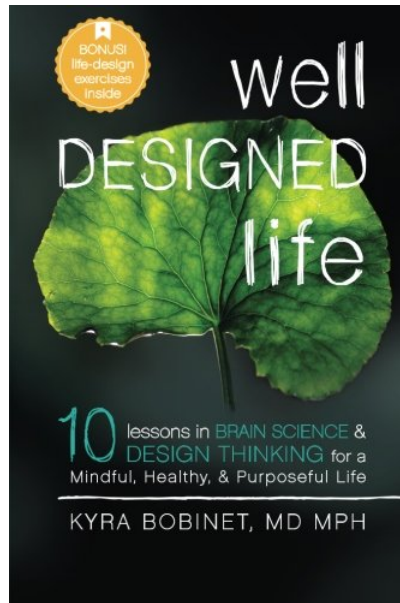


dKS1Y [GET] Well Designed Life: 10 Lessons in Brain Science & Design Thinking for a Mindful, Healthy, & Purposeful Life



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"I know what I should do...I just don't know why I don't do it." This phrase captures a universal human experience--we can't always get ourselves to do what we know is best for us. In *Well Designed Life*, you will learn that the solution to this stumbling block resides in coupling two disciplines: brain science and design thinking. Brain and behavior sciences have exploded in recent years. This catalyzes new insights into why we do what we do--and how we can change. Meanwhile, major advances in consumer technology, service industries, and public health are rapidly changing how we live. This boom of innovation has been fueled by a creative approach to solving problems called design thinking. We are living in the age of design--and designers are the new rock stars. Dr. Kyra Bobinet brings together over 25 years of successfully designing interventions, products, and experiences that change lives--to empower you as the designer of your life. Dr. Bobinet has gathered her top ten key concepts from psychology, behavior and neuroscience and shows you how to apply each of them to changing your health, relationships, and well-being. Bobinet insists that the success or failure of

changing our lives hinges on both understanding what's going on inside our head and applying the flexible mindset of a designer. She writes, "Designing behavior is equal parts art and science. Steve Jobs once said, "Design is not just what it looks like or feels like. Design is how it works." Adopting the mindset of a designer puts you in the driver's seat of making life work. Grounding yourself in the science of how we see the world and how our brain responds helps you design behaviors that work--in real life, for real people. This is 100 percent about you acting on what you always wished you would do. It's about stepping out of any areas of helplessness and into creative self-direction. You have a choice: design your life or let it design you! Infused with relatable narratives that are at once witty and gripping, professional and personal, Bobinet takes you on a journey through the origins of your self-image, motivations, decisions, and unconscious behaviors--leaving you with the keys to free yourself from your conditioning and lead a well-designed life.

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