

## Quiet

Author	Goodreads Link	Rating
Susan Cain	<a href="https://www.goodreads.com/book/show/8520610-quiet?ac=1&amp;from_search=true&amp;qid=3aBH5p3TWd&amp;rank=1">https://www.goodreads.com/book/show/8520610-quiet?ac=1&amp;from_search=true&amp;qid=3aBH5p3TWd&amp;rank=1</a>	****

## Overview

At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society.

In *Quiet*, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise of the Extrovert Ideal throughout the twentieth century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts—from a witty, high-octane public speaker who recharges in solitude after his talks, to a record-breaking salesman who quietly taps into the power of questions. Passionately argued, superbly researched, and filled with indelible stories of real people, *Quiet* has the power to permanently change how we see introverts and, equally important, how they see themselves.

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## Notes

### Introduction: The North and South of Temperament

(Finland is a famously introverted nation. Finnish joke: How can you tell if a Finn likes you? He's staring at your shoes instead of his own.)

1. **When Collaboration Kills Creativity: The Rise of the New Groupthink and the Power of Working Alone**

introverts prefer to work independently, and solitude can be a catalyst to innovation.

There's only one problem with Osborn's breakthrough idea: group brainstorming doesn't actually work.

Minnesota Mining and Manufacturing (otherwise known as 3M, inventors of the Post-it),

Studies have shown that performance gets worse as group size increases: groups of nine generate fewer and poorer ideas compared to groups of six, which do worse than groups of four.

Groups brainstorming electronically, when properly managed, not only do better than individuals, research shows; the larger the group, the better it performs.

brainstorming makes people feel attached. A worthy goal, so long as we understand that social glue, as opposed to creativity, is the principal benefit.

## **1. Is Temperament Destiny?: Nature, Nurture, and the Orchid Hypothesis**

"the orchid hypothesis" by David Dobbs in a wonderful article in The Atlantic. This theory holds that many children are like dandelions, able to thrive in just about any environment. But others, including the high-reactive types that Kagan studied, are more like orchids: they wilt easily, but under the right conditions can grow strong and magnificent.

high-reactive child's ideal parent: someone who "can read your cues and respect your individuality; is warm and firm in placing demands on you without being harsh or hostile; promotes curiosity, academic achievement, delayed gratification, and self-control; and is not harsh, neglectful, or inconsistent." This advice is terrific for all parents, of course, but it's crucial for raising a high-reactive child.

## **1. Beyond Temperament: The Role of Free Will (and the Secret of Public Speaking for Introverts)**

You can organize your life in terms of what personality psychologists call “optimal levels of arousal” and what I call “sweet spots,” and by doing so feel more energetic and alive than before.

## **1. Why Did Wall Street Crash and Warren Buffett Prosper?: How Introverts and Extroverts Think (and Process Dopamine) Differently**

This is because anticipating rewards—any rewards, whether or not related to the subject at hand—excites our dopamine-driven reward networks and makes us act more rashly. (This may be the single best argument yet for banning pornography from workplaces.)

### **1. The Communication Gap: How to Talk to Members of the Opposite Type**

introverts like people they meet in friendly contexts; extroverts prefer those they compete with.

## **Conclusion: Wonderland**

If you're a manager, remember that one third to one half of your workforce is probably introverted, whether they appear that way or not. Think twice about how you design your organization's office space. Don't expect introverts to get jazzed up about open office plans or, for that matter, lunchtime birthday parties or team-building retreats. Make the most of introverts' strengths—these are the people who can help you think deeply, strategize, solve complex problems, and spot canaries in your coal mine.

Also, remember the dangers of the New Groupthink. If it's creativity you're after, ask your employees to solve problems alone before sharing their ideas.

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