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The Other 90%: How to Unlock Your Vast Untapped Potential for Leadership and Life

Robert K. Cooper

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For centuries, it has been assumed that there are vast limits to human capacity. Now, although a host of scientific discoveries prove this wrong, a mindset of limits persists, blocking us from our greatest possibilities and leaving us feeling bombarded by stress, change, and uncertainty. No matter how hard we work, no matter how much we give, we're still not getting what we hoped for. There is another way.

Dr. Robert Cooper, a neuroscience pioneer and leadership advisor, urges us to take a radically different view of human capacity. We are mostly unused potential, he says, employing less than 10 percent of our brilliance or hidden talents. In easy-to-follow steps, he explains how to develop and apply the art and science of your hidden capacity.

The art is the motivation and inspiration coming from the wonderful stories that are the heart of **The Other 90%**. Dr. Cooper draws on his wide-ranging insights and experiences to show how it's possible to make a difference in yourself and others.

However, inspiration without a way to turn vision into reality is an empty vessel. Combining art with science, Dr. Cooper provides extraordinary help in the form of specific, little-known practical ways to use the latest research in neuroscience, performance psychology, and work physiology for excelling in a pressure-filled world. He shows you how to:

* Increase energy at work -- and have more energy for personal and family life.

* Activate the brain's "alertness switches" to defeat pressure and stress.

* Use not only the brain in your head but the ones in your heart and gut.

* Motivate exceptional ingenuity and performance in yourself and others.

The most exciting breakthroughs will not come from advances in technology but from a deeper realization of what it means to be most human and alive. Many of the choices that can dramatically change our lives are simple and practical -- yet few people know what these choices are or how to apply them in work and life. **The Other 90%** is your guide to new territory and new challenges.

From the Hardcover edition.

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