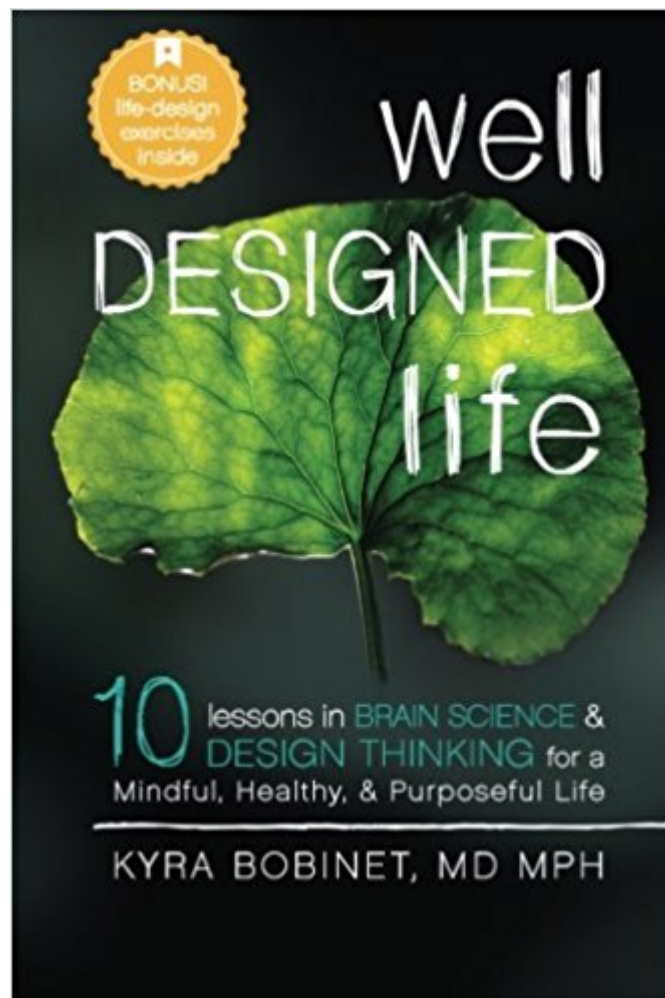




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# Well Designed Life: 10 Lessons In Brain Science & Design Thinking For A Mindful, Healthy, & Purposeful Life



## Synopsis

"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.~

## Book Information

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## Customer Reviews

"Dr. Bobinet manages to combine the core principles of design-thinking with the neuroscience of behavior change and present them in a way that allows anyone who picks up her book to become a designer. Her decision to include real-life examples and personal stories is authentic and compelling, and will empower readers to enact change within their own lives. This riveting book is a powerful tool for anyone looking to tackle behavioral challenges and better understand themselves." — Larry Chu, MD, Associate Professor & Executive Director of Medicine X, Stanford University School of Medicine "LOVE this book! Well Designed Life is so conversational and personal and brings science into the equation in such an easy-to-understand way. A breakthrough for people who have been searching for an effective way to make changes in their lives." — Lorraine Rapp, co-Host/Producer, Take Care, NPR affiliate WRVO Public Media "Dr. Bobinet manages to combine the core principles of design-thinking with the neuroscience of behavior change and present them in a way that allows anyone who picks up her book to become a designer. Her decision to include real-life examples and personal stories is authentic and compelling, and will empower readers to enact change within their own lives. This riveting book is a powerful tool for anyone looking to tackle behavioral challenges and better understand themselves." — Larry Chu, MD, Associate Professor & Executive Director of Medicine X, Stanford University School of Medicine "LOVE this book! Well Designed Life is so conversational and personal and brings science into the equation in such an easy-to-understand way. A breakthrough for people who have been searching for an effective way to make changes in their lives." — Lorraine Rapp, co-Host/Producer, Take Care, NPR affiliate WRVO Public Media

"I know what I should do...I just don't know why I don't do it." Has this ever been true for you? Then you're 100 percent not alone. In Well Designed Life, you will answer this question by painlessly learning the brain science and causes behind all the funky, mysterious things you do or don't do. But, this is not just some "hmmm, isn't that interesting" brain fun fact moment. Oh, no, my

friend! See, what you're really going to learn is that underneath your street clothes, you are a superhero designer of your experience . . . able to design your way out of any mess, doo-doo, or meltdown that life throws your way. Oh, and you will do it mindfully, playfully, compassionately. (Yes, those things do go together!) So c'mon in! But only if you are ready to free yourself from your "stuff" — and live your purpose.

This is a must read for anyone with a strong interest in personal development. The author presents a compelling mindshift for looking at our efforts to engineer self-change from the perspective of a designer. Approaching change as a designer liberates us from the heavy burden of failed attempts to instill a given change. We just keep iterating and tinkering like any good designer. One key insight is the idea of anticipating and being prepared for relapse, as the new design battles the old design for primacy in our behavior patterns. The book may warrant multiple readings. It is at once anecdotal and filled with stories from the author's own life and those she has known. But there are strong underlying concepts as well that deserve reflection and study. I rate Well Designed Life 10/10.

This is a book that has changed my life. I've read A LOT of books on how to make good new habits. I've focused on the spiritual aspect of habits, I've gone to "butt kicking" but nothing ever stuck. Things would seem to go great for a week or so, then I would either get obsessive or completely forget about the habits I was trying to create for myself. This is a fresh look, and original way, in understanding how my mind works. It makes sense to me, I understand it, and I think about what I've learned through out the day. Slow Mind versus Fast Mind, Future Self and Past Self. The exercises at the end of each chapter are new and different. That's what I love about this book. It's so original, such a different way of making new habits.

I liked how this author took actual brain science to explain our repetitive behaviors. It made the material more interesting and approachable to have explanations of direct links between the two. It made me feel as though the areas I would like to improve and focus upon in my life are actually fixable with a manageable plan which Dr. Bobinet helps you to put in place. I've gone on to recommend this book to several friends and it has led to many interesting conversations. If you are interested in breaking negative behaviors and habits that keep you from moving forward in your life, this book offers a helpful science based approach.

Dr. Kyra Bobinet makes neuroscience and behavior change accessible to all in an enjoyable, well-written read. A great book for anyone wanting to change their life, using personal examples and structured exercises to design change. I plan to recommend it to my patients who are struggling to stay motivated with their health and life choices. As one of her former medical school classmates, and current friend, I remain in awe of her wisdom, compassion and strengths, and her willingness to share personal examples to help others succeed in iterating behavior change.

I don't usually read self-help books - mainly because I have often felt I can't change things in my life that I would like to be different - but I read this one with hope and gratitude that at last here was a book that would be actually useful. Maybe I could design my life. I was inspired. The book is so well written and so engaging, and well grounded in science, which is very important to me. I liked the concept of iterating on your design for life, of making small changes, adjusting your plan so that it will work for you, rather than giving up, of understanding what unknown forces and triggers shape your behavior. Dr. Bobinet shows you how to plan, how to evaluate your plan, how to modify it. I am applying the lessons of this book to some health changes I always knew I should make, but designing your life well also encompasses relationships, work-related issues, personal growth and many other spheres of life. I am delighted to have found this book.

An Amazing Book! A fundamentally different approach to behavior change. The combination of neuroscience, meditation, mindfulness, and personal empowerment, along with practical design tools, makes this is a book you will go back and read again many, many times. The personal and engaging writing style made this one of the most enjoyable books I have read in a very long time!

The author had some really great stories, but it was kind of hard to keep up with her. Sometimes things went above my head and I didn't understand everything. All in all it was good just wish it was not so over my head.

I enjoyed the balances within this book: The balance of science vs. personal real life stories; the balance of ease in reading vs. the desire to slow down and absorb, the balance of written learning vs. hands on exercises for learning; This was a motivating, powerful yet practical book that was a pleasure to read.

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