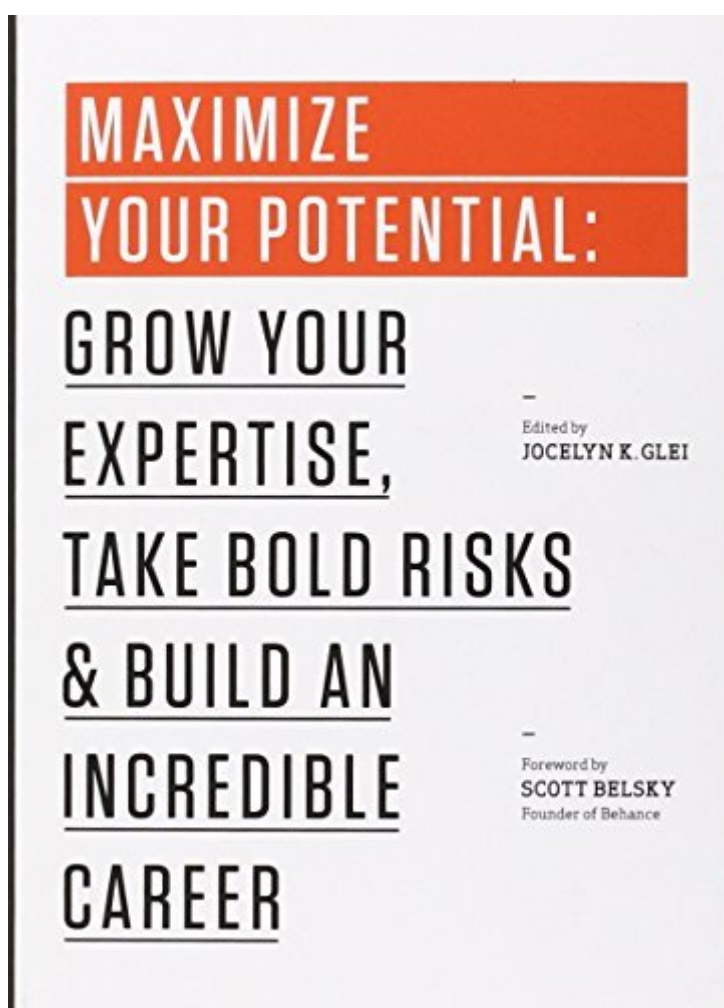


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Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build An Incredible Career (The 99U Book Series 2)



Synopsis

Success isn't about being the best. It's about always getting better. Can you step outside your comfort zone? Bounce back from failure? Build new skills? Tapping into your true potential is no idle endeavor. It demands creativity, dedication, and a whole lot of hustle. With wisdom from 21 leading creative minds, 99U's *Maximize Your Potential* will show you how to generate new opportunities, cultivate your creative expertise, build valuable relationships, and take bold, new risks so that you can utilize your talents to the fullest. *Maximize Your Potential* features contributions from: Teresa Amabile, Sunny Bates, Michael Bungay Stanier, David Burkus, John Caddell, Ben Casnocha, Jack Cheng, Jonathan Fields, Joshua Foer, Jocelyn K. Gleib, Heidi Grant Halvorson, Frans Johansson, Steffen Landauer, Mark McGuinness, Cal Newport, Robert Safian, Michael Schwalbe, Tony Schwartz, Tina Seelig, and Scott H. Young. Plus, a foreword from Behance founder & CEO Scott Belsky.

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“Comedian Milton Berle used to say, ‘If opportunity doesn’t knock, build a door.’ If we want to realize our full potential as creatives and individuals, being proactive isn’t just an option, it’s a requirement. Fortunately, we have more power than ever to share our ideas with the world, to connect with others, and to define our career paths. The era of self-invention is upon us. ...To help you through this brave new world, *99U Maximize Your Potential* assembles insights around four key areas that we believe are essential to long term career success: identifying and creating new opportunities, cultivating your expertise over time, building collaborative relationships, and learning how to take risks. ...Let this volume be your guide as you craft and re-craft your own creative career over time, constantly striving to up the ante on just who you can become.” ~ Jocelyn K. Gleib from *Maximize Your Potential*

This is the second of the three books currently in 99U Book Series. Check out our Note on the first as well: *Manage Your Day-to-Day*. It’s another collection of great little essays by some of the world’s most creative minds (including many authors we feature: Cal Newport, Heidi Grant Halvorson and Tony Schwartz) and reminds me of Steven Pressfield’s trilogy + Austin Kleon’s books on the creative process. Great stuff. I’m excited to share some of my favorite Big Ideas:

1. Permanent Beta - Welcome to your new residence.
2. Praising - Smartness vs. Effort.
3. Proving Yourself Right - Make a decision then make it right.
4. Seinfeld + Fear + Reruns - Lean in and grow.
5. Expanding the Amplitude - Of the waves we make.

Here’s to Maximizing Our Potential as we Grow Our Expertise, Take Bold Risks & Build Incredible Careers! More goodness including Philosophers’ Notes on 300+ books in our *OPTIMIZE* membership program. Find out more at brianjohnson.me.

After buying this book, I wasted little time in getting through it. I love the strategies put forth by the writers in the book. This is not a "principles and theory on how to grow potential as a creative type" kind of book. This is a real "how-to" book. The level of detail is just right, such that you can take some of the strategies listed in the book and start implementing them in your own unique way. When reading the book, I’d recommend reading it with one eye keeping a lookout for stuff that you can try immediately, and stuff that you might want to try in the future. I’d also look at it as a "basis manual" - it’s got specific strategies indeed, but as creative types, we can iterate and experiment using those strategies as the foundation. I won’t spoil the content by listing out specific examples from the book.

But I'd definitely recommend getting it, and reading it!

I would recommend this book to anyone who struggles with finding new opportunities and fear of the unknown. The contributors of this book lay out several different strategies for creating opportunities, building expertise, cultivating relationships, and taking risks. Unlike the first book in the series, *Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind* (The 99U Book Series), this book is less theoretical and more action-oriented. It includes more statistics, studies, and anecdotes that make the strategies easier to understand and implement. I would give this book 4.5 stars if possible (I really liked it, but I didn't necessarily love it) however, as that isn't allowed, I decided to round up.

Decent book. This is a collection of essays on four major themes to maximize your potential. If you are at all following any online gurus on productivity, creativity, and the like, you will hear several familiar voices here. Lots of great insights but not necessarily a cohesive tome. There is not a through line or a thesis here that is easily apparent. This book is best read an essay at a time, leaving space for reflection and adjustment before moving on to the next. Not a bad book but easily not one of my favorites in this genre.

This book is yet another winner from the team at 99U. I've read Scott Belsky's book, as well as both 99u books and I always find them fascinating and inspirational. This one is no different. This book focuses on taking risks, staying creative, and building yourself to be the best you that you can be. There's a wide variety of careers reflected in the stories, so it's not really restrictive to any one profession. 99U is heavy into the design industry, but everyone who utilizes creativity on a regular basis--whether for their job or not--will find something worthwhile to read. From a design standpoint, the book is beautiful. Lots of clean lines and bright, bold color choices. The typography is on point. While this isn't a big deal to most people, I know that I love reading a wonderfully designed book. It adds to the experience. I'm always highlighting strong passages whenever I'm reading and I found tons to save for later. There's power in words and I know that I'll be looking back at this book for inspiration later on. There's something for everyone here and I'm so glad to have read it. I can't wait till the next installment from 99U.

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