

Switch Como Cambiar Las Cosas Cuando Cambiar Es Dificil

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Felipe Larrazabal

nuestro resumen es breve sencillo y pragmático le permite tener las ideas esenciales de un gran libro en menos de 30 minutos cómo cambiar su comportamiento cambiar tu comportamiento es tan difícil como guiar a un elefante en una dirección pero con el enfoque adecuado podrá cambiar fácilmente en este libro aprenderá cómo interpretar la analogía de la presentación cómo hacer que el jinete vaya en la dirección correcta cómo motivar a su elefante interior cómo crear un camino que sea fácil de seguir nuestras respuestas a estas preguntas son fáciles de entender sencillas de aplicar y rápidas de ejecutar listo para cambiar tu comportamiento vamos allá compre ahora el resumen de este libro por el módico precio de una taza de café

al leer este resumen descubrirá formas de motivarse para efectuar el cambio tanto en usted como en los demás también descubrirá que el cambio no depende sólo de nuestra voluntad hasta qué punto nuestras emociones también tienen un papel que desempeñar en el cambio cómo nuestro entorno inmediato influye en nuestro comportamiento que depende de nosotros establecer nuevos buenos hábitos este libro explica que para realizar un cambio con éxito y afianzarlo de forma permanente el corazón y la mente deben estar en sintonía todos tenemos un lado racional la mente el conductor que nos hace querer hacer cosas y un lado emocional el corazón el elefante que contradice esa voluntad en un proceso de cambio intervienen tres cosas dar una dirección clara al conductor motivar al elefante y por último trazar el camino a seguir influir en el entorno

por qué es tan difícil lograr cambios duraderos en nuestros trabajos nuestras comunidades y nuestras propias vidas el obstáculo principal es un conflicto intrínseco en el cerebro nos dicen chip y dan heath dos reconocidos especialistas en comportamiento organizacional los psicólogos han descubierto que la mente está gobernada por dos sistemas diferentes la mente racional y la mente emocional que compiten por el control la mente racional quiere un cuerpo perfecto la mente emocional quiere comerse esa galleta la mente racional quiere cambiar el trabajo la mente emocional ama la comodidad y la rutina esta tensión puede causar que muchos esfuerzos por cambiar fracasen pero si se superan el cambio puede llegar rápidamente en switch los hermanos heath muestran cómo personas comunes y corrientes han unido estas dos mentes logrando espectaculares resultados la directiva que ayudó a target a pasar de ser una compañía minorista regional que facturaba tres billones de dólares a convertirse en un gigante de más de 63 billones de dólares la directora de servicios clínicos que junto con su equipo de enfermeras logró reducir drásticamente los errores en la administración de medicamentos en su hospital el director de atención al cliente que transformó su compañía de una que ignoraba totalmente el servicio al cliente a ser una compañía definida por él en este convincente relato los heath reúnen décadas de investigación en los campos de la psicología la sociología y los negocios entre muchos otros para explicar por qué cambiar es tan difícil y dar a conocer nuevas maneras de lograr cambios duraderos switch muestra que los cambios exitosos siguen un modelo un modelo que puedes utilizar para lograr los cambios que tú quieras tanto si tu interés se centra en cambiar el mundo como en cambiar tu cintura english description why is it so hard to make lasting changes in our companies in our communities and in our own lives the primary obstacle is a conflict that s built into

our brains say chip and dan heath authors of the critically acclaimed bestseller made to stick psychologists have discovered that our minds are ruled by two different systems the rational mind and the emotional mind that compete for control the rational mind wants a great beach body the emotional mind wants that oreo cookie the rational mind wants to change something at work the emotional mind loves the comfort of the existing routine this tension can doom a change effort but if it is overcome change can come quickly in switch the heaths show how everyday people employees and managers parents and nurses have united both minds and as a result achieved dramatic results the lowly medical interns who managed to defeat an entrenched decades old medical practice that was endangering patients the home organizing guru who developed a simple technique for overcoming the dread of housekeeping the manager who transformed a lackadaisical customer support team into service zealots by removing a standard tool of customer service in a compelling story driven narrative the heaths bring together decades of counterintuitive research in psychology sociology and other fields to shed new light on how we can effect transformative change switch shows that successful changes follow a pattern a pattern you can use to make the changes that matter to you whether your interest is in changing the world or changing your waistline

todos podemos atraer y conectar con la buena suerte si nos lo proponemos en este pequeño libro se describen diversos métodos para atraer la buena suerte y para alejar la mala y si bien la comprensión de cada uno de ellos es necesaria para tener más momentos de buena suerte estas leyes requieren aplicarse con perseverancia con disciplina y con imaginación la suerte como el destino o el karma está teñida por nuestra alma tu suerte es una prolongación de ti mismo de tu estado de ánimo tu sonrisa es un imán para la suerte procura no perderla nunca es un libro claro directo y útil para atraer mantener y potenciar la buena suerte sin recurrir a talismanes amuletos o prácticas supersticiosas conjuntamente con el libro las leyes eternas del amor del mismo autor resulta una aportación valiosísima a la recién estrenada biblioteca del secreto

it s the first collection of the amazing new series written and illustrated by lee bermejo featuring issues 1 6 the big one has finally hit los angeles after a devastating earthquake the southland has seceded from the union leaving the city split in two the walled off wealthy new angeles and the criminal run ghetto lost angeles but what unifies them all is suiciders an extremely popular reality sport in which murder mayhem and merciless brutality rule two of these fighters from very different backgrounds struggle to claw their way to the top but in this new world order what will it take to be the best

domina tu mente y transforma tus relaciones con 6 libros en 1 estás listo para desbloquear tu potencial emocional y mental al máximo este entrenamiento completo te ofrece 6 libros esenciales en uno brindándote las herramientas que necesitas para mejorar tu inteligencia emocional fortalecer tus habilidades de comunicación y dominar el arte de la manipulación consciente entrenamiento en habilidades emocionales y de comunicación es la guía definitiva para aprender a manejar tus emociones pensamientos y relaciones como un verdadero experto desde la filosofía estoica hasta técnicas avanzadas de memoria y manipulación mental este libro reúne todo lo que necesitas para convertirte en una persona más fuerte enfocada y estratégica en cualquier situación lo que aprenderás

aquí estoicismo cómo desarrollar resiliencia emocional y manejar las adversidades con serenidad y poder cómo dejar de pensar demasiado técnicas para calmar tu mente y liberar el estrés mental que te detiene técnicas secretas de manipulación estrategias para influir en los demás de manera ética y efectiva controlando las dinámicas sociales a tu favor hackeo mental cómo reprogramar tu mente para mejorar tu concentración productividad y habilidades cognitivas memoria fotográfica métodos prácticos para desarrollar una memoria excepcional y recordar detalles con precisión mejora de habilidades de comunicación cómo conectar mejor con los demás entender sus emociones y responder con inteligencia emocional conviértete en una máquina de comunicación y emocionalmente imbatible este entrenamiento te da acceso a las mejores estrategias mentales y emocionales que existen si alguna vez has querido ser más resiliente estratégico o mentalmente imparables este es tu camino estás listo para tomar el control total de tu mente emociones y relaciones

the extensively revised edition of this easy to read authoritative guide arms health care professionals in the trenches with the latest clinical and research wisdom in a convenient form a pocket sized yet comprehensive reference packed with practical advice they can use every day intended to complement lengthier works on the same subject this concise guide is grounded in both the central importance of the doctor patient relationship and in the empirically based dsm iv tr systematically detailing all definitions and disorders within the entire addiction section it also presents the latest research findings including epidemiology data treatment recommendations that address the newest medications and psychosocial therapeutic modalities and entirely new tables and references its relevance is further enhanced by the experience of all three authors who treat addictions and their complications daily in both inpatient and outpatient clinical settings with its practical focus and remarkable range this exceptional reference is useful for both students and practitioners across a broad professional and multicultural audience although primarily written for clinicians and other mental health professionals this informative guide will also be welcomed by allied professionals such as addiction counselors lawyers police and corrections officers clergy educators and public policy makers

el coaching educativo es un método de aprendizaje que tiende al desarrollo del autoconocimiento y del conocimiento de los demás para mejorar el desempeño de los equipos y transformar el aula en un lugar donde se pongan las emociones a trabajar para poder potenciar el aprendizaje el coach se convierte en el encargado de incentivar la curiosidad del aula y de despertar la motivación intrínseca de cada alumno para que él mismo acompañado por el docente descubra qué quiere y cómo puede lograrlo en definitiva hace que aprendan a aprender en este libro abordaremos sus aspectos fundamentales las principales herramientas para desarrollarlo y las competencias necesarias para ser un buen coach educativo

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