



# Uncertainty: Turning Fear and Doubt into Fuel for Brilliance

By Jonathan Fields

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## Uncertainty: Turning Fear and Doubt into Fuel for Brilliance By Jonathan Fields

Jonathan Fields knows the risks-and potential power-of uncertainty. He gave up a six-figure income as a lawyer to make \$12 an hour as a personal trainer. Then, married with a 3-month old baby, he signed a lease to launch a yoga center in the heart of New York City. . . the day before 9/11. But he survived, and along the way he developed a fresh approach to transforming uncertainty, risk of loss, and exposure to judgment into catalysts for innovation, creation, and achievement. In business, art, and life, creating on a world-class level demands bold action and leaps of faith in the face of great uncertainty. But that uncertainty can lead to fear, anxiety, paralysis, and destruction. It can gut creativity and stifle innovation. It can keep you from taking the risks necessary to do great work and craft a deeply-rewarding life. And it can bring companies that rely on innovation grinding to a halt. That is, unless you know how to use it to your advantage. Fields draws on leading-edge technology, cognitive science, and ancient awareness-focusing techniques in a fresh, practical, nondogmatic way. His approach enables creativity and productivity on an entirely different level and can turn the once-tortuous journey into a more enjoyable quest.

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## Uncertainty: Turning Fear and Doubt into Fuel for Brilliance By Jonathan Fields Bibliography

- Sales Rank: #204425 in Books
- Published on: 2012-11-06
- Released on: 2012-11-06
- Original language: English
- Number of items: 1
- Dimensions: 8.40" h x .60" w x 5.40" l, .50 pounds
- Binding: Paperback
- 240 pages

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### Editorial Review

#### Review

"Let's face it-the leap of faith required to follow a dream is usually accompanied by gut-wrenching, knee-quaking, soul-shaking fear. Jonathan Fields knows this-but instead of offering an empty pep talk, he delivers daily practices that can help you transform fear and uncertainty into confidence and creativity." — **Daniel H. Pink, author of *Drive* and *A Whole New Mind***

"Uncertainty; risk; exposure to criticism. How do you conquer this fearsome triad, so it doesn't block your path-even better, how do you harness its power to help you achieve your goals? Jonathan Fields uses perceptive analysis, fascinating case studies, and a series of exercises to illuminate how uncertainty can be used as an engine to power both innovation and creation." — **Gretchen Rubin, author of *The Happiness Project***

"Keats called it Negative Capability-the skill 'of being in uncertainties, Mysteries, doubts.' Tom Thibodeaux, coach of the Chicago Bulls, says, 'You gotta learn to be comfortable being uncomfortable.' But nobody has nailed this faculty like Jonathan Fields, showing us how to turn the fog of self- doubt, fear and internal paralysis into the clear sailing of focus, concentration and results." — **Steven Pressfield, author of *The War of Art* and *Do The Work***

"Jonathan Fields' new book is brilliant and subversive. Through sharp insights and practical exercises, he reframes doubt, hesitation, and ambiguity as gateways to our own natural brilliance. It's a handbook for fearless creativity and its offshoots: meaning, authenticity, and true success." — **Susan Piver, author of *The Wisdom of a Broken Heart* and *How Not to***

"Fields is a breezy, engaging writer who demystifies creativity with a whole new bag of user friendly tricks and practices-crux moves, circuit breakers, certainty anchors and attentional training. Hugely practical. Lean into Uncertainty!" — **Tony Schwartz, author of *Be Excellent at Anything***

"With a blend of old and new wisdom, *Uncertainty* equips you with tools needed to take consistent action in the name of great work. Great read!" — **Tony Hsieh, author of *Delivering Happiness* and CEO of *Zappos.com, Inc.***

"Too many of us sit on the sidelines of fear and doubt unable to contribute. This masterful book will put you back in the game." — **Chris Guillebeau, author of *The Art of Nonconformity***

"Fear keeps scores of people stuck in careers and lives they hate. Fields gives crystal clear guidance on how to engage with uncertainty so that it fuels creativity and action. Your productivity, happiness, and pocketbook will be massively improved by reading this book." — **Pamela Slim, author of *Escape From Cubicle Nation***

#### About the Author

Jonathan Fields is an author, entrepreneur and speaker on a mission to help individuals and organizations cultivate the personal practices, workflow adaptations and environmental/cultural shifts needed to become more agile, creative and innovative and embrace action in the face of uncertainty with a greater sense of ease. A former NYC mega-firm/SEC lawyer turned serial-entrepreneur, Fields founded two cutting-edge

boutique lifestyle/fitness facilities - Sedona Private Fitness and Sonic Yoga - the latter in the shadow of 9-11 in Hell's Kitchen, NY. He quickly grew both into industry-leading businesses, generating international media-attention and raising the bar for business, marketing and programming trends. He eventually sold both companies to focus on writing, training and speaking...and being a strongly present dad and husband. Now an author, innovation catalyst and speaker, Fields writes AdAge Power 150 blog JonathanFields.com, and contributes to PsychologyToday.com, Amex OPENForum and a number of other top-100 blogs.

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### **From reader reviews:**

#### **Reinaldo Downs:**

What do you with regards to book? It is not important along with you? Or just adding material when you really need something to explain what the one you have problem? How about your time? Or are you busy man? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have spare time? What did you do? Every individual has many questions above. They have to answer that question due to the fact just their can do this. It said that about book. Book is familiar on every person. Yes, it is appropriate. Because start from on pre-school until university need that Uncertainty: Turning Fear and Doubt into Fuel for Brilliance to read.

#### **Bernard Walker:**

Uncertainty: Turning Fear and Doubt into Fuel for Brilliance can be one of your basic books that are good idea. All of us recommend that straight away because this guide has good vocabulary which could increase your knowledge in words, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort that will put every word into satisfaction arrangement in writing Uncertainty: Turning Fear and Doubt into Fuel for Brilliance although doesn't forget the main position, giving the reader the hottest along with based confirm resource facts that maybe you can be certainly one of it. This great information may drawn you into new stage of crucial thinking.

#### **Michael Ramsey:**

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#### **Cheryl Reese:**

What is your hobby? Have you heard which question when you got pupils? We believe that that question was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. And you also

know that little person including reading or as looking at become their hobby. You have to know that reading is very important along with book as to be the issue. Book is important thing to include you knowledge, except your personal teacher or lecturer. You discover good news or update concerning something by book. Numerous books that can you go onto be your object. One of them is niagra Uncertainty: Turning Fear and Doubt into Fuel for Brilliance.

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