



The Talent Code: Greatness Isn't Born. It's Grown. Here's How.

By Daniel Coyle

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The Talent Code: Greatness Isn't Born. It's Grown. Here's How. By Daniel Coyle

What is the secret of talent? How do we unlock it? This groundbreaking work provides readers with tools they can use to maximize potential in themselves and others.

Whether you're coaching soccer or teaching a child to play the piano, writing a novel or trying to improve your golf swing, this revolutionary book shows you how to grow talent by tapping into a newly discovered brain mechanism.

Drawing on cutting-edge neurology and firsthand research gathered on journeys to nine of the world's talent hotbeds—from the baseball fields of the Caribbean to a classical-music academy in upstate New York—Coyle identifies the three key elements that will allow you to develop your gifts and optimize your performance in sports, art, music, math, or just about anything.

- **Deep Practice** Everyone knows that practice is a key to success. What everyone doesn't know is that specific kinds of practice can increase skill up to ten times faster than conventional practice.
- **Ignition** We all need a little motivation to get started. But what separates truly high achievers from the rest of the pack? A higher level of commitment—call it passion—born out of our deepest unconscious desires and triggered by certain primal cues. Understanding how these signals work can help you ignite passion and catalyze skill development.
- **Master Coaching** What are the secrets of the world's most effective teachers, trainers, and coaches? Discover the four virtues that enable these “talent whisperers” to fuel passion, inspire deep practice, and bring out the best in their students.

These three elements work together within your brain to form myelin, a microscopic neural substance that adds vast amounts of speed and accuracy to your movements and thoughts. Scientists have discovered that myelin might just be the holy grail: the foundation of all forms of greatness, from Michelangelo's

to Michael Jordan's. The good news about myelin is that it isn't fixed at birth; to the contrary, it grows, and like anything that grows, it can be cultivated and nourished.

Combining revelatory analysis with illuminating examples of regular people who have achieved greatness, this book will not only change the way you think about talent, but equip you to reach your own highest potential.

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Editorial Review

From Publishers Weekly

Journalist Coyle travels the world to discover the truth about talent in this fascinating account that studies how individuals can unlock their full potential and bring their talents to light. The discoveries put forth by Coyle come down to three main elements: coaching, motivation and practice. While these hardly seem like breakthroughs, Coyle's discovery process proves fascinating. Providing detailed examples from a variety of different sources, Coyle's work becomes as motivational as the stories he presents. John Farrell reads with a voice that is at once firm yet highly identifiable. The resulting recording serves as a fine instructional guide for those searching for how to fulfill their dreams. *A Bantam hardcover (Reviews, Apr. 6). (Apr.)*

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Review

"I only wish I'd never before used the words 'breakthrough' or 'breathtaking' or 'magisterial' or 'stunning achievement' or 'your world will never be the same after you read this book.' Then I could be using them for the first and only time as I describe my reaction to Daniel Coyle's **The Talent Code**. I am even willing to 'guarantee' that you will not read a more important and useful book in 2009, or pretty much any other year. And if all that's not enough, it's also 'a helluva good read.'"—Tom Peters, author of *In Search of Excellence*

"This is a remarkable—even inspiring—book. Daniel Coyle has woven observations from brain research, behavioral research, and real-world training into a conceptual tapestry of genuine importance. What emerges is both a testament to the remarkable potential we all have to learn and perform and an indictment of any idea that our individual capacities and limitations are fixed at birth."—Dr. Robert Bjork, Distinguished Professor and Chair of Psychology, UCLA

I only wish I'd never before used the words 'breakthrough' or 'breathtaking' or 'magisterial' or 'stunning achievement' or 'your world will never be the same after you read this book.' Then I could be using them for the first and only time as I describe my reaction to Daniel Coyle's *The Talent Code*. I am even willing to guarantee that you will not read a more important and useful book in 2009, or any other year. And if all that's not enough, it's also a helluva good read." —Tom Peters, coauthor of *In Search of Excellence* and author of *Re-imagine!*

"Daniel Coyle digs deep into the core of the insatiable desire to become 'better.' An amazing read with many practical applications for everyday life." —Apolo Anton Ohno, Olympic gold medalist

From the Har...

About the Author

Daniel Coyle is a two-time National Magazine Award finalist and a contributing editor to *Outside* magazine. He has written for the *New York Times* magazine and *Sports Illustrated*. His previous books include *The Times* bestseller *Lance Armstrong: Tour de Force*, which won Best Biography in the 2006 British Sports Book Awards. He first wrote about the idea of a talent code in a March 2007 article for *Play*. He lives in Alaska.

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