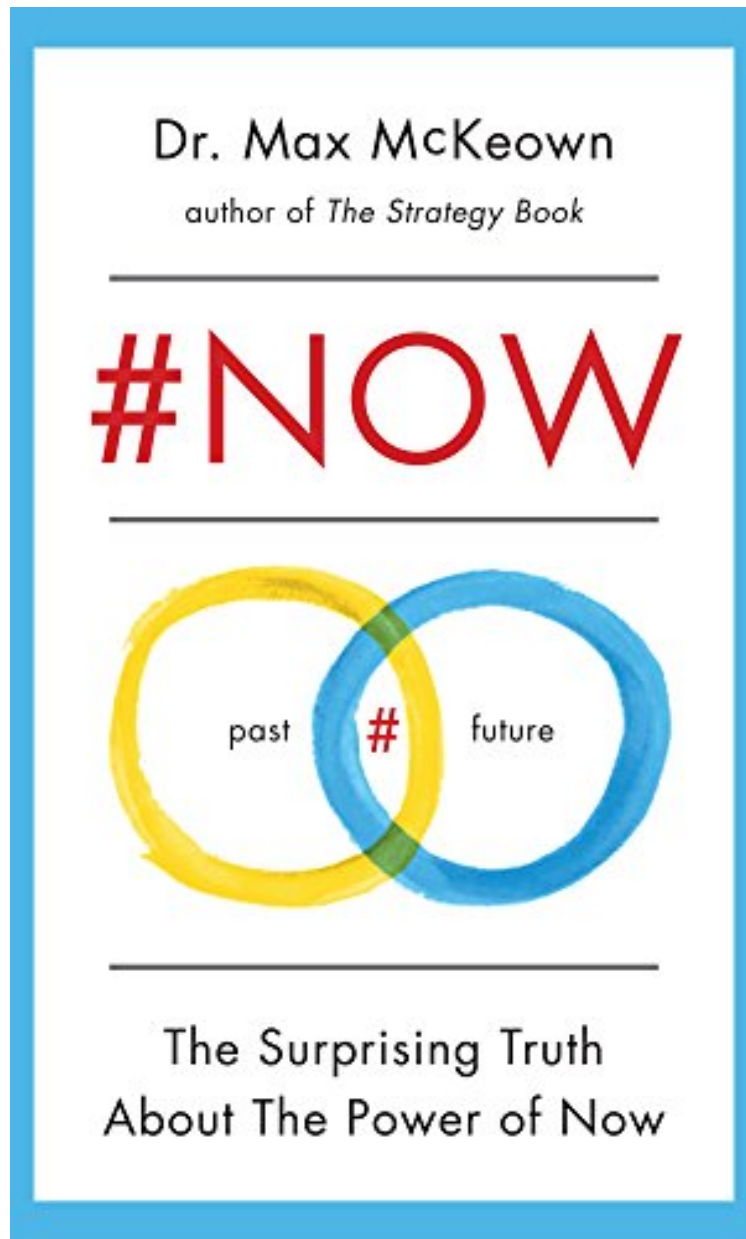


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#NOW: The Surprising Truth About the Power of Now

Max McKeown

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Max McKeown : #NOW: The Surprising Truth About the Power of Now before purchasing it in order to gage whether or not it would be worth my time, and all praised #NOW: The Surprising Truth About the Power of Now:

7 of 10 people found the following review helpful. Unengaging, tedious readBy CFThis book is basically stating that you will be happier, more productive, less stressed, more successful (and any number of additional desirable traits) if you do something instead of overanalyzing to the point of inaction. The author then supports this, decidedly not novel,

idea with various studies and examples of high-profile individuals (Elon Musk, Jeff Bezos etc). He labels the people that do "Nowists" and the people that don't "Thenists". I found the book very tedious to read and in fact, after about 40% through it I just couldn't get myself to continue reading it and just browsed through the remainder, reading bits and pieces here and there. It's a seemingly endless stringing together of paragraphs of the type "Nowists recognize ...", "Nowists get passionate about ...", "Nowists are able ...", "Nowists grab the opportunity ...", "Nowists are more likely..." interspersed with "... don't want to fall into a Thenists trap", "failure-fearing Thenist mindset" etc. Maybe the #Now in the title provides a clue to the writing style. The book remains very thin on practical advice too, so in case you're looking for a self-help book, this is not it. If you enjoy wordiness of the type "nurture your nowness" and "there's much to be learned from them about how to enjoy your #Now", by all means, have a go at the book. The endnote starts with a paragraph that is typical for the book's style: "Life. It all happens at the same time. #Now. Your life is what still happens when you're busy trying to become unbusy. Life is the thing that happens all at once while you try to find that one thing to focus upon. Life is priorities, plural - not priority, singular. Nowists tend to dive into streams of the unplanned and planned. Rather than feeling time-poor, they feel experience-rich. The surprise, the shock, the event, the never-again and the ordinary and extraordinary." If you think you'll enjoy 240 pages of the above paragraph, you'll be happy with the book.

2 of 2 people found the following review helpful. No disappointments

By bdeFirst off, I am a fan of Dr. Max McKeown's writing style and ability to apply academic rigor to complex subjects such as innovation, strategy, adaptability, and operating at our potential, while making them easy to understand and actionable. I've really enjoyed his other books so no surprise the review copy went straight to the top of my reading list. #NOW is a fairly quick read yet thorough and well documented. It pulled me in and carried me along, yet is substantial enough to warrant considerable time thinking about each page and sentence. When I first received the book, I initially meant to read the intro and flip through a few pages, but the next thing I knew, a couple of hours had passed and the pages were filled with sticky flags, highlighter marks, and handwritten notes. #NOW explores the world from the perspectives of two types of people: Nowists and Thenists. The book is not a critique of the Thenist approach, nor is it a self-indulgent dissertation on the author's approach to life (gag). Instead, it's an explanation of the two perspectives, the benefits of the Nowist approach, and how any of us can bring more of being a Nowist into our own lives. More than just a book of fluffy, happy platitudes, the concepts are demonstrated through real life examples, case studies, and research.

So what is a Nowist? They are change hungry people who thrive on moving forward. They know what they are moving towards, embrace uncertainty, expect good things to happen, use internal measures of happiness, and seek to master new skills. Nowists procrastinate (think about that for a bit), are active within their own lives, and believe that done is better than perfect. They build off the past while moving to the future. Although the Nowist approach is contrasted with Thenist, it's not either or. No matter where we are currently on the spectrum, the book makes clear we can all adopt a more Nowist approach. Across and throughout the book, the author provides the ideas, actions, and tools to make the shift. Just like the author's other books, #NOW is very focused on the practical application of the research behind the ideas.

For me, #NOW provided a fresh perspective on important ideas and served as a much needed reminder and inspiration to keep moving forward, to emphasize action as much as analysis, and seek joy in the process.

1 of 1 people found the following review helpful.

How and why to apply the lessons learned from THEN to the opportunities to do something of value NOW

By Robert Morris

According to Max McKeown, "This book argues that for most people, most of the time, it is better to lean toward action rather than inaction. Nowists act on their belief that they will be happier and healthier if they keep moving. That they will achieve more and experience more of than if they move forward rather than stand still. The virtue of impatience is often of greater practical use than the vice of self-denying, motion-delaying, joy-draining, now numbing patience." He goes on to suggest that this book "is about the joy of moving. It is a book about motivation, because motivation means to [begin italics] be moved [end italics]. This is also a book about what it takes to keep moving — ways of making the effortless decisions required to clear a path for clear effortless action — and the benefits this brings for your sense of power and well-being." It is important to keep in mind that McKeown offers an abundance of information, insights, and counsel that he hopes will be of substantial benefit to "most people, most of the time." The title of his book refers to the potential power of the #NOW mindset when applied where it will have the greatest impact and value. There are also situations in which Mark Twain's admonition is more appropriate: "Never put off until tomorrow what you can put off until the day after tomorrow." Members of an ER staff offer an excellent example of when the #NOW mindset is of greatest assistance to making decisions, often with a life-or-death implications. Highly-developed skills in combination with extensive prior — and relevant — experience must guide and inform those decisions. The inverse of Twain's admonition also makes sense when rephrased "Why put off until tomorrow what needs to be done today, now." In these situations, multi-taskers thrive. Presumably McKeown agrees with me that sequential tasking is preferential because it requires prioritization as well as an understanding of causality. As I re-read this book and highlighted passages before composing this brief commentary, I realized again that the #NOW mindset includes some lean principles that involve the elimination of waste in terms of hours, dollars, energy, productivity, efficiency, opportunities, and expectations. Long ago, Stephen Covey observed that most executives spend too much time on

what is urgent and not enough time on what is important. Nowists do not make that mistake. They set up a sustainable spiral of success by neatly side-stepping unhelpful emotional distress and other incompatible distractions. Here are Max McKeown's concluding observations: "Every situation is unique, naturally, yet there is a danger of viewing busy as automatically abnormal and unhealthy. We like it feel effective. We can like to be active. We are often better off embracing action rather than resenting being made to move or change. The only way to stop is to die. Movement is life. And, as my grandfather would say, life is generally the better of the two alternatives." For many who read #NOW, it may well be the most important book they ever read.

Do you ever feel stressed? Of course you do. One way we cope is to lower expectations, but we miss what may make us stronger. This book offers valuable insights into an alternative. You can choose to nurture a Nowist mindset and by seeking joy in the flow of life, you will discover your natural power to take action and keep moving forward. We live in the present but carry the anxieties of the past and concerns of the future with us at all times. Yet, you can only directly think, do, or change anything at the point of now. Realising this, you can learn to transform your life with every moment. #NOW helps you to embrace the fullness of everyday life. It encourages you to move beyond surviving, or coping, to joyfully and effortlessly live in harmony with the demands of your work-life balance. Instead of passively hiding or becoming overwhelmed, you can actively leap into the best that life has to offer. Discover the power of your #NOW that enables you to take action, make decisions fast and effectively, and enjoy the moment while creating a successful and happy future.

'You can't change the past, but you can change the future, and now is where everything can be changed.' - Kevin Duncan