



The Element: How Finding Your Passion Changes Everything

By Ken Robinson, Lou Aronica

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The Element is the point at which natural talent meets personal passion. When people arrive at the Element, they feel most themselves and most inspired and achieve at their highest levels. With a wry sense of humor, Ken Robinson looks at the conditions that enable us to find ourselves in the Element and those that stifle that possibility. Drawing on the stories of a wide range of people, including Paul McCartney, Matt Groening, Richard Branson, Arianna Huffington, and Bart Conner, he shows that age and occupation are no barrier and that this is the essential strategy for transforming education, business, and communities in the twenty-first century.

A breakthrough book about talent, passion, and achievement from one of the world's leading thinkers on creativity and self-fulfillment.

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Editorial Review

From Publishers Weekly

Robinson (*Out of Our Minds*), renowned in the areas of creativity development, innovation and human resources, tackles the challenge of determining and pursuing work that is aligned with individual talents and passions to achieve well-being and success. The element is what he identifies as the point where the activities individuals enjoy and are naturally good at come together. Offering a wide range of stories about the creative journeys of different people with diverse paths to the element—including Paul McCartney, *The Alchemist* author Paulo Coelho, and Vidal Sassoon as well as lesser-known examples—he demonstrates a rich vision of human ability and creativity. Covering such topics as the power of creativity, circles of influence, and attitude and aptitude, the author emphasizes the importance of nurturing talent along with developing an understanding of how talent expresses itself differently in every individual. Robinson emphasizes the importance of mentors and reforming and transforming education, making a convincing argument bolstered by solid strategies for honing creativity. Motivating and persuasive, this entertaining and inspiring book will appeal to a wide audience. (Jan.)

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Review

“*The Element* offers life-altering insights about the discovery of your true best self.” —Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

“Ken Robinson presents the theme of creativity and innovation in a way that makes you want to go out and make your dreams a reality. In his wonderfully easy-to-read and entertaining style he presents the stories of many who have done just that. . . . It is a book that lightens and lifts the minds and hearts of all who read it.” —Susan Jeffers, Ph.D., bestselling author of *Feel the Fear and Do It Anyway®* and *Life is Huge!*

“A great and inspiring book. It’s been said that an unexamined life is not worth living. True enough and Ken Robinson doesn’t let us off the hook. After the first page, you have to abandon your ego and look for your own gifts and graces.” —Warren Bennis, author of *On Becoming a Leader: The Leadership Classic*

“Robinson (*Out of Our Minds*), renowned in the areas of creativity development, innovation, and human resources, tackles the challenge of determining and pursuing work that is aligned with individual talents and passions to achieve well-being and success. . . . Motivating and persuasive, this entertaining and inspiring book will appeal to a wide audience.” —*Publishers Weekly*

“Ken Robinson is a remarkable man, one of the few who really look at and into you, so he makes you feel at ease and happy. I’m proud to be in his book as one of the people he feels attained the Element. Reading his book helps you pinpoint the search we must all make to achieve the best in us.” —Gillian Lynne, choreographer, *Cats* and *The Phantom of the Opera*

“While the world is changing faster than ever, our organizations, our schools, and too often our minds are locked in the habits of the past. The result is a massive waste of human talent. *The Element* is a passionate and persuasive appeal to think differently about ourselves and how to face the future.” —Alvin Toffler, author of *The Future Shock*

“A brilliant and compelling look at creativity, and the path to succeed in the global world of tomorrow.”

—Harry Lodge, co-author of *Younger Next Year*

About the Author

Ken Robinson is an internationally recognized leader in the development of creativity, innovation and human resources. He has worked with national governments in Europe and Asia, international agencies, Fortune 500 companies, national and state education systems, non-profit organizations and some of the world's leading cultural organizations. He was knighted in 2003 for his contribution to education and the arts.

To learn more about Sir Ken Robinson, visit his website at:

www.sirkenrobinson.com

Users Review

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