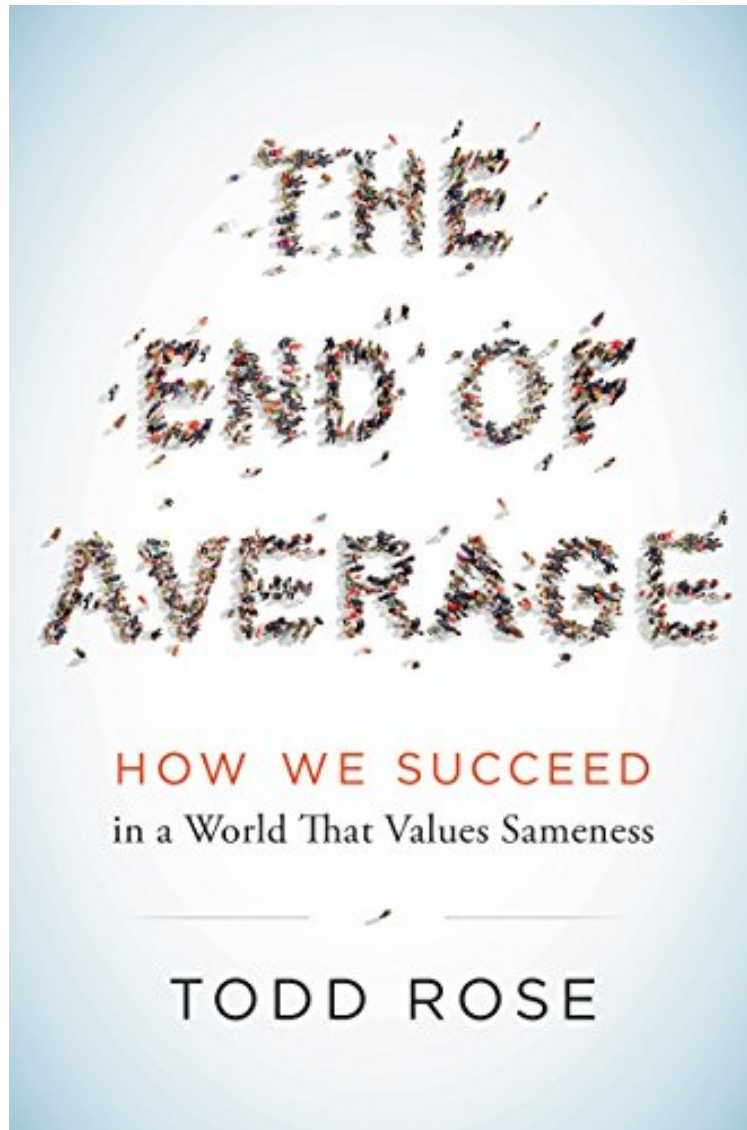


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# The End of Average: How We Succeed in a World That Values Sameness

*Todd Rose*

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**Todd Rose : The End of Average: How We Succeed in a World That Values Sameness** before purchasing it in order to gage whether or not it would be worth my time, and all praised The End of Average: How We Succeed in a World That Values Sameness:

0 of 0 people found the following review helpful. a practical philosophy for the modern worldBy Michael GeorgeThe author is making some important points about how, in practice, we can change our one-size-fits-all educational and business systems to accommodate more diversity. Our civilization has been moving more in the direction of

personalizing education and the business worlds. This has been a result of a number of factors, especially the enormous access, at very low cost, to information resulting from the computer revolution. The author points out how our world, despite these shifts toward personalization, has a philosophy of the average that we have carried with us from the early days of the industrial revolution when the pioneers of education and industry were learning to adjust to mass education and mass production. With the computer revolution, there is no need, in many respects, to appeal to these old ideas. The author wants to see a new way put into practice. I was very impressed with his practical philosophy, and think his ideas are helpful ones. The author puts an interesting historical perspective on this, presents a number of personal stories how his ideas can help identify leaders, and even tells something of his own story struggling to rise to a leadership position. I think, however, his point is that his practical philosophy can help all of us.

0 of 0 people found the following review helpful. Excellent compilation of statistics and social science

By J. WILSON I couldn't put this book down. I'll admit that as someone who has been trained to look for outliers as leverage for research and problem solving that it serves as a bit of confirmation bias, but the material in here is fantastic. Just enough statistics to let you know they did the math, but not too much to get you lost in the analysis. It definitely provides an interesting counter point to a 'one size fits all' world that is built around the middle of the bell curve but ends up fitting nobody in particular.

1 of 1 people found the following review helpful. Great story: an extension of Howard Gardner's view that education should be tailored to individual leaning styles...By VAA brilliant presentaiton. Putting these ideas into practice, however, will be a challenge under the current administration that has little interest in public education, and less in individuals. We are looking at trends toward personalized medicine, and now personalized learning, but these concepts will only benefit a lucky few, if we can figure out the economics to apply this approach for everyone.

Are you above average? Is your child an A student? Is your employee an introvert or an extrovert? Every day we are measured against the yardstick of averages, judged according to how closely we come to it or how far we deviate from it. The assumption that metrics comparing us to an average—like GPAs, personality test results, and performance review ratings—reveal something meaningful about our potential is so ingrained in our consciousness that we don't even question it. That assumption, says Harvard's Todd Rose, is spectacularly—and scientifically—wrong.

In *The End of Average*, Rose, a rising star in the new field of the science of the individual shows that no one is average. Not you. Not your kids. Not your employees. This isn't hollow sloganeering—it's a mathematical fact with enormous practical consequences. But while we know people learn and develop in distinctive ways, these unique patterns of behaviors are lost in our schools and businesses which have been designed around the mythical "average person." This average-size-fits-all model ignores our differences and fails at recognizing talent. It's time to change it.

Weaving science, history, and his personal experiences as a high school dropout, Rose offers a powerful alternative to understanding individuals through averages: the three principles of individuality. Jaggedness principle (talent is always jagged), context principle (traits are a myth), and pathways principle (we all walk the road less traveled) help us understand our true uniqueness—and that of others—and how to take full advantage of individuality to gain an edge in life. Read this powerful manifesto in the ranks of *Drive*, *Quiet*, and *Mindset*—and you won't see averages or talent in the same way again.

"[S]ubversive and readable. . . . What has been called the new science of the individual." (New York Times)

"Fascinating and engaging. Todd Rose dispels the myth that our success can be divined by a simple number or average, whether a grade, a score in a standardized test, or ranking at work. *The End of Average* will help everyone—and I mean everyone—live up to their potential." (Amy Cuddy, professor at Harvard Business School, and author of *Presence*)

"[Rose's] personal experiences are recounted hearteningly in his book. That alone makes it a worthwhile read for the aspiring nonconformist." (The Guardian)

"An intriguing view into the evolution and imperfections of our current system. . . ." (Kirkus)

"Todd Rose has achieved a rare feat: he is both provocative and right. He overturns our fundamental assumptions about talent, and offers an empowering way to rethink the world. With exciting stories, fresh data, and bold ideas, this book is far better than average." (Adam Grant, Wharton professor and New York Times bestselling author of *Give and Take* and *Originals*)

"Consistently mind-blowing!" (Dan Heath, co-author of the New York Times bestsellers *Made to Stick*, *Switch*, and *Decisive*)

"Todd Rose shows that everything we think we know about 'average' performance is wrong. In fact, our one-dimensional understanding of achievement—our search for the average score, average grade, average talent—has seriously underestimated human potential. This book is readable, enlightening, and way above average." (Daniel H. Pink, author of *To Sell Is Human* and *Drive*)

"Todd Rose's thought-provoking book challenges the explanatory power of the everyday term 'average,' opening our minds to new ways of conceptualizing human variation and human potentials." (Howard Gardner, author of *Truth, Beauty, and Goodness Reframed*)

"In the midst of a war for talent, we miss opportunities to find it. This stunning book shows how almost all measures we use reduce complicated individuals to one-dimensional

beings...[and] overlook how talent, context, and disposition fold together to create individual uniqueness. I couldn't put this book down." (John Seely Brown, independent co-chair of Deloitte's Center for the Edge and coauthor of *The Social Life of Information*, *The Power of Pull* and *The New Culture of Learning*) "Rose will change the way you see culture, school, work and everyone around you. Taylorism is officially dead. With compelling stories and an engaging style, he transforms our understanding of who we are and what's important." (Seth Godin, author of *We Are All Weird* and *Stop Stealing Dreams*) "The future belongs to enterprises that learn how to value individual employees and individual students, and Dr. Rose's eye-opening account of the fascinating new science of the individual shows a practical path to the adoption of individuality." (Nolan Bushnell, founder of Atari, Inc., and author of *Finding the Next Steve Jobs*) "A must read for anyone who serves or creates solutions for other human beings. It serves not only as a guide for how to rethink our systems but in many ways is the best self-help book I've ever read." (Jim Shelton, Chief Impact Officer, 2U, Inc., and former United States Deputy Secretary of Education) **From the Back Cover** Are you above average? Is your child an A student? Is your employee an introvert or an extrovert? Every day we are measured against the yardstick of averages, judged according to how closely we come to it or how far we deviate from it. The assumption that metrics comparing us to an average—like GPAs, personality test results, and performance review ratings—reveal something meaningful about our potential is so ingrained in our consciousness that we don't even question it. That assumption, says Harvard's Todd Rose, is spectacularly—and scientifically—wrong. In *The End of Average*, Rose, a rising star in the new field of the science of the individual shows that no one is average. Not you. Not your kids. Not your employees. This isn't a hollow sloganeering—it's a mathematical fact with enormous practical consequences. But while we know people learn and develop in distinctive ways, these unique patterns of behaviors are lost in our schools and businesses which have been designed around the mythical "average person." This average-size-fits-all model ignores our differences and fails at recognizing talent. It's time to change it. Weaving science, history, and his personal experiences as a high school dropout, Rose offers a powerful alternative to understanding individuals through averages: the three principles of individuality. Then, jaggedness principle (talent is always jagged), context principle (traits are a myth), and pathways principle (we all walk the road less traveled) help us understand our true uniqueness—and that of others—and how to take full advantage of individuality to gain an edge in life. Read this powerful manifesto in the ranks of *Drive*, *Quiet*, and *Mindset*—and you won't see averages or talent in the same way again. About the Author Todd Rose is the director of the Mind, Brain, and Education program at the Harvard Graduate School of Education where he leads the Laboratory for the Science of the Individual. He is also the cofounder of The Center for Individual Opportunity, a non-profit organization that promotes the principles of individuality in work, school, and society. He lives in Cambridge, Massachusetts.