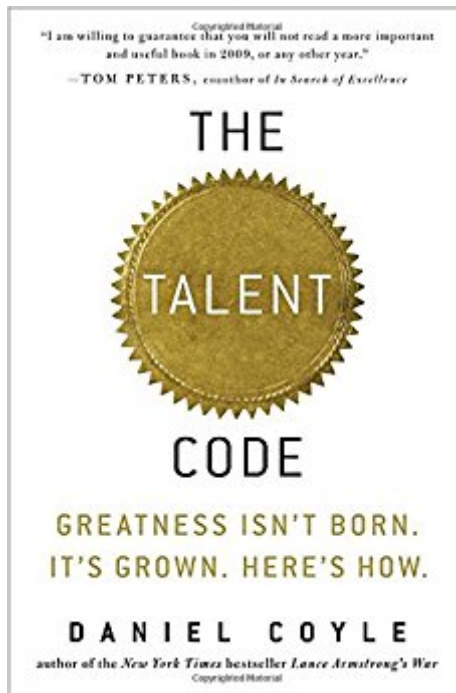




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# The Talent Code: Greatness Isn't Born. It's Grown. Here's How.



## Synopsis

What is the secret of talent? How do we unlock it? In this groundbreaking work, journalist and New York Times bestselling author Daniel Coyle provides parents, teachers, coaches, businesspeople—and everyone else—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.

## Book Information

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## Customer Reviews

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.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Preloaded Digital Audio Player edition.

"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

In this book, Daniel tries to explain some very well known adages like practice makes a man perfect and thus genes do not play a role in talent through some scientific contexts, sprinkled with an abundance of real life cases. The first thing is the introduction to myelin. We all know that to master any topic, the level of difficulty needs to be progressively increased and practice as much as possible . . . But if you want to know what it does to your brain cells , read this book and probably one would start to make oneself uncomfortable by choice. (Remember who moved my cheese ). While Daniel gives evidence of how this impacts formation of myelin, but the overall discussion on myelin remains limited and narrow. This book also gave me some key insights on efficacy of longer study schedule versus shorter study schedule and frequent testing. And also the role of commitment in learning progress. The need to adapt coaching methodology (suzuki violin method to GPS method) highlighted the different ways in which the brain looks at various skills. The methodology around KIPP was also interesting. While Malcolm Gladwell had introduced us to it in his book 'Outliers' , but Daniel gives us a good DNA of the same. But the bottomline which Daniel wants to drive is that greatness is not a matter of genetics. It arises from a development of commitment (how that is triggered is still an enigma in this book) and practice. And if one is lucky enough to get a master coach (like Ms Mary ) , a talent would be borne. Some of the ironies in the book (or maybe in life) was the approach of some of the masters towards prediction of individuals. While Jensen says it is difficult to say how an individual will end up, Linda Septien and for that matter even Martinez feel that they can size up the talent pretty fast (like 20 seconds !!). The approach of Martinez to chat with the family to get a sense of commitment was interesting, but could be controversial. It would take a real master to separate the wheat from the chaff from such interaction. My personal take away from this book is about the appropriate language and approach for motivation- as a mentor to team and as a parent.

I've had multiple friends, colleagues and coaches recommend this book to me over the past 5 years or so and finally picked it up. I am very glad I did. This book has confirmed many of the practices I employ in coaching and gave me new ideas on how to connect with and improve the athletes train. The book is well paced with interesting anecdotes and stories to support the science behind how talent is developed. Relatable and easy to adapt the ideas presented through out the book. I greatly enjoyed reading this book and have already implemented many of the ideas in my own coaching scenarios. I highly recommend this book for coaches, teachers, business leaders or any one that is trying to improve themselves or others.

Whether it's great Russian tennis players, Brazilian soccer players, Korean women golfers, or amazing artists and dancers, world class talent is NOT born but built over years of deep practice, an igniting moment, and a great coach. At the heart of it all is a substance we all produce called myelin that insulates nerve fibers and determines how well and quickly we acquire skills. UCLA Neurobiologist George Bartzokis says of myelin: "Revolutionary...the key to talking, reading, learning skills, being human."Reviewed on our blog: Survival Leadership.

Validates slow and steady practice, regardless of what some say that you have to train fast and hard to be realist. Practice makes Myelin- Myelin makes perfect.

This book should be read by everyone. Kids, parents, elders, students, teachers, athletes, artists, musicians, therapists, trainers, humans, and non-humans alike. It is that good, and that important. I read it, and two weeks later read it again, and a year later again. If you want to improve, or help others improve, there is a whole future of possibilities here. If you are looking for new inspiration, here ya go. If you are learning something new, read this book. If you are recovering from a stroke, read this book. If you are an Olympian, or wannabe, read this book. Get the message?

I chose a high rating because I know I'll re read this book. I'm a yoga teacher and constantly have students putting themselves down with limiting beliefs of what they can and can't do. This book provides a clear model for creating talent and ability regardless of life's circumstances. There is also loads of great tips on learning (deep practise) and finding what inspires people (ignition)... could use some more examples of people finding and creating talent later in life. Give it a read!

This is a great book. I was given this from my Country Club Pro and I loved it. Definitely a good read for anyone that wants to be great at something. Might not be the end all, but it definitely can't hurt to use this knowledge.

If you teach anyone how to do anything, this book is a must read for you. I am a riding instructor and horse trainer and I found the information on how the brain learns new skills and more importantly how long it can take (as this is something my student always want to know: how long do I have to do this before I get good at it?) to learn skills to the point of mastery was just what I needed to answer the questions I had. It also debunked the myths of child prodigy which I found very interesting...I can

be just like them! With 10,000 hours of practice that is....and it better be proper practice as you can practice wrong and learn something wrong just as well as right. The author does say to not be afraid of making mistakes however. Just like the childhood game of Hot/Cold where you are looking for something and when you go in the right direction it is called "hot" and the wrong way is "cold", sometimes you need to know what isn't right in order to know what is! And since animals learn in a similar way to how we do, this will help with my work with the horses themselves as much as the riders on them.

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