The Science of Intelligent Achievement: How Smart People Focus, Create and Grow Their Way to Success

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"Achievement is not about value. It’s about attaining value through effort and skill" – Isaiah Hankel

For those wanting to take ownership of their life and learn the art (and science) of positive change, *The Science of Intelligent Achievement*, explores how to overcome distractions, misinformation and over-commitment, and become selective in order to achieve goals.

In it, author Isaiah Hankel explains how, unlike ‘fake success’ in which realism and personal responsibility are sacrificed, Intelligent Achievement is “a collection of values that are aligned with you who are”, and this comes from within.

Divided into three parts, the book begins by discussing ‘Selective Focus’ – including chapters covering: Why mental energy is your most valuable asset; How busyness leads to burnout and manipulation; and How to deal with negative people without becoming negative.

It then goes on to look at ‘Creative Ownership’ – including: Where millennials and baby boomers meet; Finding your voice and letting the right audience pick you; and Why a good story will make you more money than a great product. This section also discusses areas including: The addiction of vanity analytics and how to really use social media.

The final part looks at ‘Pragmatic Growth’ – Avoiding drama, FOMO (Fear of Missing Out) and blind spot ignorance; Preventing the deadly eight productivity pitfalls; and How decision fatigue reduces willpower. It finishes by discussing how to leverage boredom to fill the mental void.

Containing smart strategies for pragmatic, science-based growth and sustainable achievement, *The Science of Intelligent Achievement* teaches readers the process of finding success through their most valuable assets - enabling them to focus, create, and grow daily.

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*The Science of Intelligent Achievement* by Isaiah Hankel is available wherever books and ebooks are sold, priced £14.99.

About the author:

Isaiah Hankel received his doctorate in Anatomy and Cell Biology and is an expert on mental focus, behavioural psychology, and career development. His work has been featured in *The Guardian, Fast Company, and Entrepreneur Magazine.*
Isaiah’s previous book, *Black Hole Focus*, was published by Wiley, and was selected as Business Book of the Month in the U.K., and became a business bestseller internationally. Isaiah has delivered corporate presentations to over 20,000 people, including over 300 workshops and keynotes worldwide in the past five years.

Isaiah is the founder and CEO of Cheeky Scientist, a career training company that specializes in helping PhDs transition into corporate careers; he is also the director of Hankel Leadership. Through these ventures, Isaiah has consulted on career development, employee management, entrepreneurship, focus, and motivation at several Fortune 500 companies. He has been invited to speak at top institutions including Harvard Medical School, Stanford University, Vanderbilt University, the University of Chicago, the University of Oxford, the Marie Curie Institute France, and the St. Jude Children’s Research Hospital.

Isaiah grew up working on a sheep farm in the Pacific Northwest of the U.S. before going on to get his doctorate. After receiving his doctorate, Isaiah started and successfully exited several other technology-based companies, and then went on to be formally trained in the fields of behavioral economics, behavior psychology, and online marketing. Isaiah’s blue-collar background, white-collar corporate training, and academic credentials allow him to work with a wide range of organizations and connect meaningfully with all types of individuals and institutions.

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