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Speed Thinking

Ken Hudson

Allen & Unwin, \$24.99

THE world is not going too fast. We are all going too slow. That's the view of organisational creativity expert Ken Hudson (author of business bestsellers *The Idea Generator* and *The Idea Accelerator*). He contends that: "Speed is our new landscape. Rather than hoping for a world to slow down, we have to speed up our thinking to be able to cope in this new environment." If not, "traditional" slow thinkers can expect to go the way of the dinosaurs. While he does put forward a compelling argument in somewhat formal but easy-to-digest language, and backs it up with a plausible action plan, I could only wonder what level of stress this new speed thinking revolution will visit on the masses. Doesn't speeding up a natural process like thinking mean we need to evoke a shot of adrenalin, which can only be produced by our bodies when under stress? Isn't the very thing he is saying will solve the world's ills in terms of personal wellbeing, actually mean we will all turn into a gibbering mess of tangled nerves, middle-torso fat caused by an overproduction of cortisol, and semi-attention deficit disorders? It seems the answer is no. Hudson includes research that says when we harness the power of speed, we don't feel so stressed about our decisions or workloads because we are working more efficiently, more creatively and,

most importantly, in a non-judgmental way that stops self-doubt. It actually reduces stress, he says, because we feel better about the process and energised by the act of lowering our internal sensors.

This is a how-to book rather than a philosophical discussion of the world in which we live. The rear pages are filled with exercises designed to turn traditional thinkers into happy speedsters in two minutes flat. It's fun.

Amanda Horswill

