



Brainwashed: Seven ways to reinvent yourself

Seth Godin

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A.M. says

Seth Godin is very much an independent thinker and he believes our current education system exists mainly to quash independent thought and produce cubicle slaves and factory workers. This is a huge issue as the world becomes less reliant upon those kinds of workers. And the system is slow to change. This 14 page free publication was penned in 2010, and is a precursor to his Linchpin work.

Here are seven levers available for anyone (like you) in search of reinvention:

1. Connect
2. Be generous
3. Make art
4. Acknowledge the lizard
5. Ship
6. Fail
7. Learn

Sounds easy, eh? Of course if it was, everyone would be doing it.

3 stars

Rob Estreitinho says

A fine ebook about how we can (always) do better and work on stuff that matters in a post-industrialized world, where massification and compliance no longer guarantee success. I consider this to be a complement of Godin's other books on this subject, rather than a reference in itself — regardless, a good read.

Gian Faye says

Be yourself, again. A quick reminder on how you can make yourself matter and how everyone can make a difference.

Indah Threez Lestari says

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Adam Ashton says

Very short and direct, definitely worth the read. For anyone and everyone.

Johnny Ly says

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- "Same job, but more work, less pay. Same industry, but less growth, no challenges. Same path, fewer options."
- Glad to see the early version of Linchpin by Seth Godin. Subtle but interesting opinion on how the world works - education, work, and career. We're stuck in the system which limits us living our potential as an individual to just be "good enough".
- "You are trained to be a compliant cog, someone who could mindlessly follow instructions as opposed to seeking out innovation and surprise."
- Based on Seth Godin, the seven ways to innovate yourself are Connect, Be Generous, Make Art, Acknowledge the Lizard, Ship, Fail ad Learn.
- "Exceptional teachers, the ones who make a difference, are not only rare, but they're almost always in trouble for bending the rules and not optimizing for the standardized tests."

Phuong-Anh Ly says

A decent reminder if someone is in self-doubt.
