



The Ant and the Elephant: Leadership For the Self

Vince Poscente

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A renowned speaker, business consultant, record-setting speed skier and Olympian, Vince Poscente believes in the enormous potential of the unconscious mind. Poscente likens the dynamic between the conscious and subconscious minds to an ant and an elephant: "Our minds are separated into two distinct functions – the conscious and subconscious elements. Our ant is the intentional part of the brain, but our elephant is the instinctual, impulsive part of the brain that houses emotions and memories and even guides the body to perform vital functions. While we tend to know our conscious minds – our ants – rather well, we often overlook the power of our elephantine subconscious minds. When we do, unfortunately, we squander a wellspring of human potential." Having seen too many books focused on what a problem or solution is and too few focused on how to solve the problem, Poscente, with his trademark wit, wisdom and steely resolve, created *The Ant and the Elephant – Leadership for the Self: A Parable and Five-Step Action Plan to Transform Workplace Performance*.

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