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The eye sees only what the mind is prepared to comprehend. --Henri L. Bergson

The Art & Science of Changing Minds

Famed Harvard psychologist Howard Gardner, noted for his theory of multiple intelligences, recently published *Changing Minds: The Art and Science of Changing Our Own and Other People's Minds*. The book outlines Gardner's research and thinking on how best to convince others (or yourself) to adopt a different viewpoint in various settings, including business. In this interview Gardner talks about the difficulties inherent in the process of changing someone's mind and the seven "levers" by which leaders can accomplish it.

Be The Change:

Consider using one of the "levers" Gardner talks of, to change your own mindset about something for the better.