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## **UNCERTAINTY:**

### **Turning Fear and Doubt into Fuel for Brilliance**

By Jonathan Fields

“Let's face it—the leap of faith required to follow a dream is usually accompanied by gut-wrenching, knee-quaking, soul-shaking fear. Jonathan Fields knows this—but instead of offering an empty pep talk, he delivers daily practices that can help you transform fear and uncertainty into confidence and creativity.”

– DANIEL H. PINK, author of *Drive* and *A Whole New Mind*

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Surveying the events of the past ten years, there is perhaps no better description of our current collective consciousness than “uncertain.” From terrorist attacks and global financial crises to massive unemployment and political upheaval, the growing sense of unease—at both the individual and global level—is palpable. Fear, anxiety, and uncertainty have come to define “the new normal.”

Uncertainty can paralyze you. But, according to Jonathan Fields – acclaimed entrepreneur, blogger, and speaker—you can learn to turn it into a force for positive change. In his new book **UNCERTAINTY:**

**Turning Fear and Doubt into Fuel for Brilliance (Portfolio; September 29, 2011; Hardcover)**, he argues that what really determines whether you succeed or fail—whether you’re starting a business, developing a new product, making a film, or following a dream—is how you respond to the uncertainty that arises during pivotal moments along your journey.

Fields knows this firsthand. He gave up a six-figure income as a lawyer to make \$12-an-hour as a personal trainer. Then, married with a 3-month-old baby, he signed a lease to launch a yoga center in the heart of New York City – the day before 9/11. Despite the fallout, he grew it into one of the city’s top yoga studios, and along the way, he developed a fresh approach to transforming uncertainty into a catalyst for innovation, creation and achievement.

In **UNCERTAINTY**, Fields explains how he mastered his fear of risk, judgment and failure and how others can use his method to do the same. Drawing on his own experiences, cognitive-science and several case studies, Fields shares a set of detailed daily practices, workflow shifts and environmental changes for eliminating the bad side of uncertainty – the anxiety, insecurity and lack of focus that can prevent a project from ever getting off the ground or reaching its full potential. All entrepreneurs, leaders and business owners will eventually come face-to-face with waves of fear and doubt. But properly understood and harnessed, these pressures can become assets, rather than setbacks.

**UNCERTAINTY** reveals how to:

- Make changes to your workflow to unlock buried creative potential
- Build “creation hives”—supportive groups that can supercharge and humanize the process
- Tap social technology to add clarity, certainty, and sanity to the creative process
- Develop a set of personal practices and mindset shifts that let you not just tolerate, but invite uncertainty as a catalyst for genius.

Tapping into the overwhelming unease of our times, **UNCERTAINTY** offers a prescription for turning the once-tortuous journey into an opportunity for creation, innovation, and personal reinvention.

**UNCERTAINTY:**  
**Turning Fear and Doubt into Fuel for Brilliance**  
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[www.theuncertaintybook.com](http://www.theuncertaintybook.com)

## **About Jonathan Fields, author of UNCERTAINTY**

**JONATHAN FIELDS** is a former S.E.C/mega-firm lawyer turned serial wellness-industry entrepreneur, author and speaker. Fields has researched, developed and shared strategies and practices designed to allow people and organizations to re-frame and embrace uncertainty, risk of loss and exposure to judgment not as sources of fear, anxiety and paralysis, but as catalysts for innovation, creation and achievement.

His method bridges the gap between leading-edge technology, proven science and ancient awareness-focusing practices, with a fresh, systematic, non-ideological approach to mindfulness as its core.

Together, these tools unlock the ability to create on an entirely different level and transform the journey from what is so often a tortuous experience into a revelatory quest to be embraced and enjoyed.

## Praise for UNCERTAINTY

“Uncertainty; risk; exposure to criticism. How do you conquer this fearsome triad, so it doesn't block your path—even better, how do you harness its power to help you achieve your goals? Jonathan Fields uses perceptive analysis, fascinating case studies, and a series of exercises to illuminate how uncertainty can be used as an engine to power both innovation and creation.”

— **Gretchen Rubin, author of *The Happiness Project***

"With a blend of old and new wisdom, Uncertainty equips you with tools needed to take consistent action in the name of great work. Great read!"

— **Tony Hsieh, author of *Delivering Happiness* and CEO of Zappos.com, Inc.**

"Fields is a breezy, engaging writer who demystifies creativity with a whole new bag of user friendly tricks and practices—crux moves, circuit breakers, certainty anchors and attentional training. Hugely practical. Lean into Uncertainty!"

— **Tony Schwartz, author of *Be Excellent at Anything***

“Keats called it Negative Capability—the skill ‘of being in uncertainties, Mysteries, doubts.’ Tom Thibodeaux, coach of the Chicago Bulls, says, ‘You gotta learn to be comfortable being uncomfortable.’ But nobody has nailed this faculty like Jonathan Fields, showing us how to turn the fog of self-doubt, fear and internal paralysis into the clear sailing of focus, concentration and results.”

— **Steven Pressfield, author of *The War of Art* and *Do The Work***

“Too many of us sit on the sidelines of fear and doubt, unable to contribute to a world in need of our brilliance. This masterful book will put you back in the game.”

— **Chris Guillebeau, author of *The Art of Nonconformity***

“Jonathan Fields’ new book is brilliant and subversive. Through sharp insights and practical exercises, he reframes doubt, hesitation, and ambiguity as gateways to our own natural brilliance. It’s a handbook for fearless creativity and its offshoots: meaning, authenticity, and true success.”

— **Susan Piver, author of *The Wisdom of a Broken Heart* and *How Not to Be Afraid of Your Own Life***

