



The Significance Delusion – Unlocking Our Thinking For Our Children's Future by Gillian Bridge is out in September 2016, published by **Crown House Publishing**, priced £12.99.

ABOUT THE AUTHOR

Gillian Bridge is an expert in empowering people to get the most from their brain. She has spent over 30 years teaching and lecturing in schools and higher education institutions, as well as coaching individuals and teams within major international finance organisations. She is a member of the British Association for Counselling and Psychotherapy and has a Diploma in Addiction Therapy from The Priory Hospital, and has worked as a member of CARAT, HMP's drug and alcohol addiction service.



NEW BOOK We have never had it better – so why aren't we happy?

THE SIGNIFICANCE DELUSION EXPLAINS WHY HUMANS ARE SO PECULIARLY VULNERABLE TO MENTAL DISORDERS AND SOCIAL PROBLEMS, AND HOW UNDERSTANDING THE BACKSTORY CAN HELP YOU LEARN THE REAL VALUE OF LIFE

Today we have everything that previous generations could ever have dreamed of. So why is it that so many people continue to go through life unhappy and unfulfilled, with millions more young people now facing mental health issues? Does it have something to do with the way our brains have developed? Could it be that humans are just essentially delusional?

Now a compelling and insightful new book, *The Significance Delusion*, draws upon scientific research, ideas, facts and real-life anecdotes to explore the human obsession with meaning. It takes readers on a journey through time, history and the mysterious labyrinth that is the brain, to explore what it really takes for us (and our children) to thrive and survive as individuals and as a society, and even learn the meaning of life.

The author, Gillian Bridge, is a psycholinguistic consultant and expert in empowering people to get the most from their brain, whatever the challenge. The common link in her previous work as a teacher, a lecturer, an addiction therapist, an executive coach and a resilience consultant has been the

way brain development and the use of language affect any individual's behaviour and communication. By understanding brain function and how it makes us behave the way we do, Gillian's work enables all people, whether they clearly need help or not, to gain better control of their lives.

There are three interweaving strands throughout *The Significance Delusion*: brain matters, child-rearing matters and self-versus-community matters. By exploring these matters in a challenging, quirky and often humorous way, the book will not only help you answer some age-old questions about yourself (Who am I? What am I? How am I?), but also understand how to better promote the future mental and physical well-being of our children, for the benefit of them individually and society as a whole.

The Significance Delusion provides practical behavioural strategies to improve quality of life, making it a fascinating and invaluable book for parents, teachers, people working in social care, policy makers and anybody else who simply wants to understand themselves, or their relationships better.

Whether they are functioning professionals, brain injury survivors or mentally ill prison inmates, Bridge calls into question the dogma of self-delusion at the broken heart of Western society. The Significance Delusion presents revolutionary implications for human development.

- Lotje Sodderland, Filmmaker and Director, 'My Beautiful Broken Brain' (Netflix, 2016)

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Gillian Bridge is a highly experienced and engaging speaker and is available for interview, expert comment or by-lined articles on a number of subjects, including:

- Unhappiness epidemic: What we can do to help the next generation of non-coping youngsters
- Surthriving – simple tips to go beyond simply surviving to start thriving in life
- You complete me: Why are we so desperate to find meaning in ourselves through our (sometimes harmful) partner
- The importance of understanding our significance in the world
- I, Myself and Me: How focusing on yourself could be the root of your problems
- Why small cliques, silos and special interest groups may not be good for you, or society