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Attention Deficit Disorder: Einstein's Secret Weapon?

Candid new book motivates adults with Attention Deficit/Hyperactivity Disorder to find success and happiness on their own terms.

New York, NY – Some experts believe that physics genius and cultural icon Albert Einstein had adult Attention Deficit/Hyperactivity Disorder (ADD). He was forgetful, he could never find his keys, and he often seemed oblivious to his surroundings. Not to mention the hair. It's safe to say he didn't fit in with the majority. He was a maverick, and he lived by his own rules.

If Einstein were alive today, he'd have a hard time finding a book about Adult ADD that didn't coddle him for having a so-called disability. Unless, that is, he picked up *Odd One Out: The Maverick's Guide to Adult ADD* by outspoken ADD Coach Jennifer Koretsky.

Koretsky herself has been diagnosed with Adult ADD, and views it as an asset. In her coaching practice, she works with high achievers—entrepreneurs, executives, academics—all adults with ADD working to achieve their full potential. She doesn't cater to the self-pitying set, instead suggesting that ADD offers a set of challenges and advantages that you can choose to complain about, or use to your advantage.

In *Odd One Out: The Maverick's Guide to Adult ADD*, Koretsky explores "5 Essential Skills for Managing Adult ADD" that she believes are the key to life as a successful adult with ADD.

"Early on in my coaching work, I noticed that there are two groups of adults with ADD. One group consists of highly successful people, and the other consists of people who constantly struggle with everyday life," she says. "I asked myself what the difference was between these two groups, and what I found was that the successful adults with ADD have learned a specific skill set that they use to manage their challenges."

An estimated 7% of adults, both men and women, have Attention Deficit/Hyperactivity Disorder (ADD). The most common characteristics are distractibility, impulsivity, and hyperactivity. "But there are also positive traits that come along with ADD, such as creativity, compassion, resiliency, and drive," says Koretsky. *Odd One Out* encourages readers to parlay those strengths into personal success, and provides practical tools and strategies for managing challenges.

Unlike other books on Attention Deficit/Hyperactivity Disorder, Koretsky writes in a person-to-person conversational style with refreshing honesty. *Odd One Out* is filled with compelling real-

life anecdotes and practical advice. Koretsky is also one of the few authors to openly discuss the emotional sensitivity and reactivity prevalent in adults with ADD.

At its core, *Odd One Out* encourages readers to work with their ADD instead of against it.

“Odd One Out is not about coping with ADD, and it’s not about beating yourself up for not doing things the way the rest of the world does. It’s about finding success and happiness on your own terms,” explains Koretsky.

After all, history has shown that you don’t have to know where your keys are in order to win the Nobel Prize in physics.

About Jennifer Koretsky:

Jennifer Koretsky is the Founder of the ADD Management Group, Inc. and the author of *Odd One Out: The Maverick’s Guide to Adult ADD*. Jennifer and her team work with adults with ADD who are overwhelmed with everyday life in order to help them simplify, focus, and succeed. For more information about *Odd One Out* visit <http://www.odd-one-out.net>. To order a review copy or to schedule an interview with the author, contact Erin Moore of the ADD Management Group at (845) 883-0541.

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Summary:

Some experts believe that Albert Einstein had adult Attention Deficit/Hyperactivity Disorder (ADD). Today, an estimated 7% of adults are affected by ADD. The new book Odd One Out: The Maverick’s Guide to Adult ADD by outspoken ADD Coach Jennifer Koretsky encourages readers to break the rules and find success and happiness on their own terms.

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