


# 30

## Must-Read Bestsellers in Infographics



How to boost  
emotional  
intelligence?



How to be  
more creative?



How to manage time?



How to  
become  
smarter?



How to increase  
productivity?



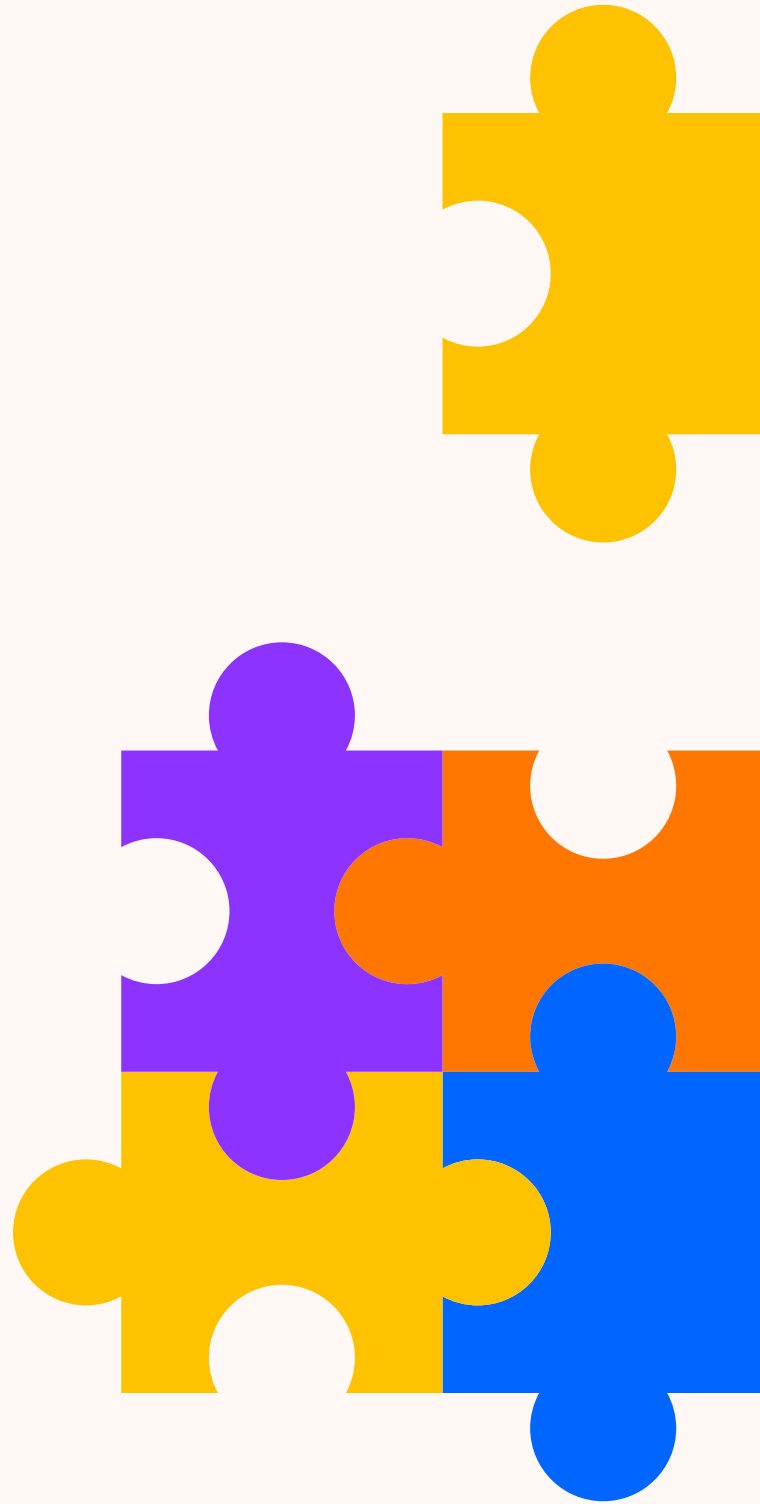
How to reach  
happiness?



# 30

## Must-Read Bestsellers in Infographics

- ✓ Read a visualized bestseller in 5 minutes
- ✓ Gain more knowledge in less time
- ✓ Learn hundreds of the world's best insights
- ✓ Get actionable tips for everyday life
- ✓ Improve yourself with ideas from the greatest thinkers



# Meet the Infographics

What are the infographics all about? First and foremost, it is an opportunity to grasp the book's most crucial ideas and messages. The infographics also let you warm up to a book and see if you connect with its ideas so that you can decide whether to dig into the full format afterward.

We have picked for you 30 worldwide bestsellers that unravel various topics and visualized them as infographics. Wondering how to read them? Here are a few tips:

- 1 Each infographic consists of two interconnected parts on one spread: visualized main ideas and key insights. You can read these parts in an order comfortable for you, juxtapose them, and explore the content to the fullest.
- 2 Feel free to note your thoughts or insights that come to you during reading. This way, you can enhance your learning experience and make the most of it.
- 3 Enjoy the visuals — explore their utmost details and search for hidden metaphors.

**And now, prepare your senses and set out on your visual learning journey!**

# What's inside:

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- 2 **Emotional Intelligence** Daniel Goleman
- 3 **The 80/20 Principle** Richard Koch
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- 30 **The One Thing** Gary Keller, Jay Papasan

# 7 Habits of Highly Effective People

Stephen R. Covey

## 3 keystone habits to develop character ethic

**Be proactive** — respond to external circumstances

**Focus on result** — visualize your outcome before taking action

**Put first things first** — schedule your priorities

## 3 habits to improve the quality of relationships

**Think Win-Win** — pursue profitable outcomes for you and your partners

**Listen first, then speak** — pay attention to emotions, verbal and nonverbal communication

**Synergize** — build teams where the whole is more than the sum of separate parts

## 3 TECHNIQUES TO ACHIEVE YOUR GOALS



Determine your wishes, goals and tools to achieve them



Create a mind map of where you see yourself at a set time in the future

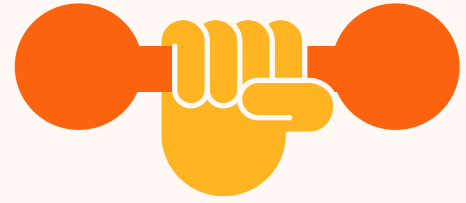


In your relationships, seek outcomes that allow you and others to win

# Key insights

## 7 Habits of Highly Effective People

Stephen R. Covey



### 1 Focus on things you can control

Concentrating on things you keep under control helps transform your attitude towards uncontrolled situations and cope with things you can't change.

### 2 Practice empathic listening

To listen with empathy, rephrase what the other person has said and ask them to confirm whether you have represented their intention correctly.

### 3 Rethink your lifestyle

Question your habits, hobbies, addictions, and beliefs to ensure that they move you toward your goal in life.

### 4 Develop your character

Paying more attention to developing qualities like humility, integrity, courage, and empathy will affect how you relate with others and how they perceive you.

### 5 Craft a personal mission statement

Ask yourself: "What do I want in life? Where do I see myself in 5-15 years?" Your answers will help you in making life decisions.

### 6 Never give advice unless asked

Do not give unsolicited advice. Wait for the conversation to lead to the point where the other party asks for your advice.

### 7 Take responsibility

You bring more power into your life when you learn to take responsibility and work to achieve better outcomes.

### 8 Eliminate doubts

Make sure your dream is big enough to inspire you to take action. Remove self-doubt from your life.

# Emotional Intelligence

Daniel Goleman

## 3 Traits of Emotional Intelligence

**Skill:** 🐟

The ability to recognize and manage emotions guides thoughts, decisions, and behavior

**Feeling:** ❤️

Without management of feelings, we become prone to destructive behaviors

**Brain:** 🧠

The exchange between the rational brain and emotional brain helps manage feelings

### Positive and Negative Effects of Emotion

**Emotions can be helpful**



The ability to interpret people's feelings can be a good predictor of actions

**Emotions can hurt us**



Our feelings can cause us to make irrational decisions that lead to regret

### Teach Emotional Intelligence

Parents and children affect the Emotional Intelligence of each other



Tutors and parents can cooperate to give feedback in a constructive way

Commending children for their efforts interprets and regulates their emotions

Encourage children to recognize and name feelings





# Key insights

## Emotional Intelligence

Daniel Goleman



### 1 The secret of positive leadership

The ability to manage emotions enables you to lead people to achieve a common goal. Recognize their feelings to support them and show empathy.

### 2 Emotional skills improve our lives

Developing healthy mind habits encourages positive thinking. Positive thinking produces positive feelings leading to positive actions.

### 3 Emotional intelligence supports your health

The ability to process disturbing emotions helps regulate your blood pressure and stress-related hormones.

### 4 Actions are driven by feelings

Our feelings can cause us to act without allowing our rational brain to interpret the situation properly. So, we need to recognize our emotions and learn how to manage them.

### 5 Go away from heated arguments

Children learn from actions more than words. They are likely to repeat what they see. Model your Emotional Intelligence by avoiding conflicts.

### 6 Learn empathy from others

Immerse yourself in another person's frame of mind to feel what they feel. Mimic the verbal and non-verbal cues from others to practice empathy.

### 7 Teach children to cope with failures

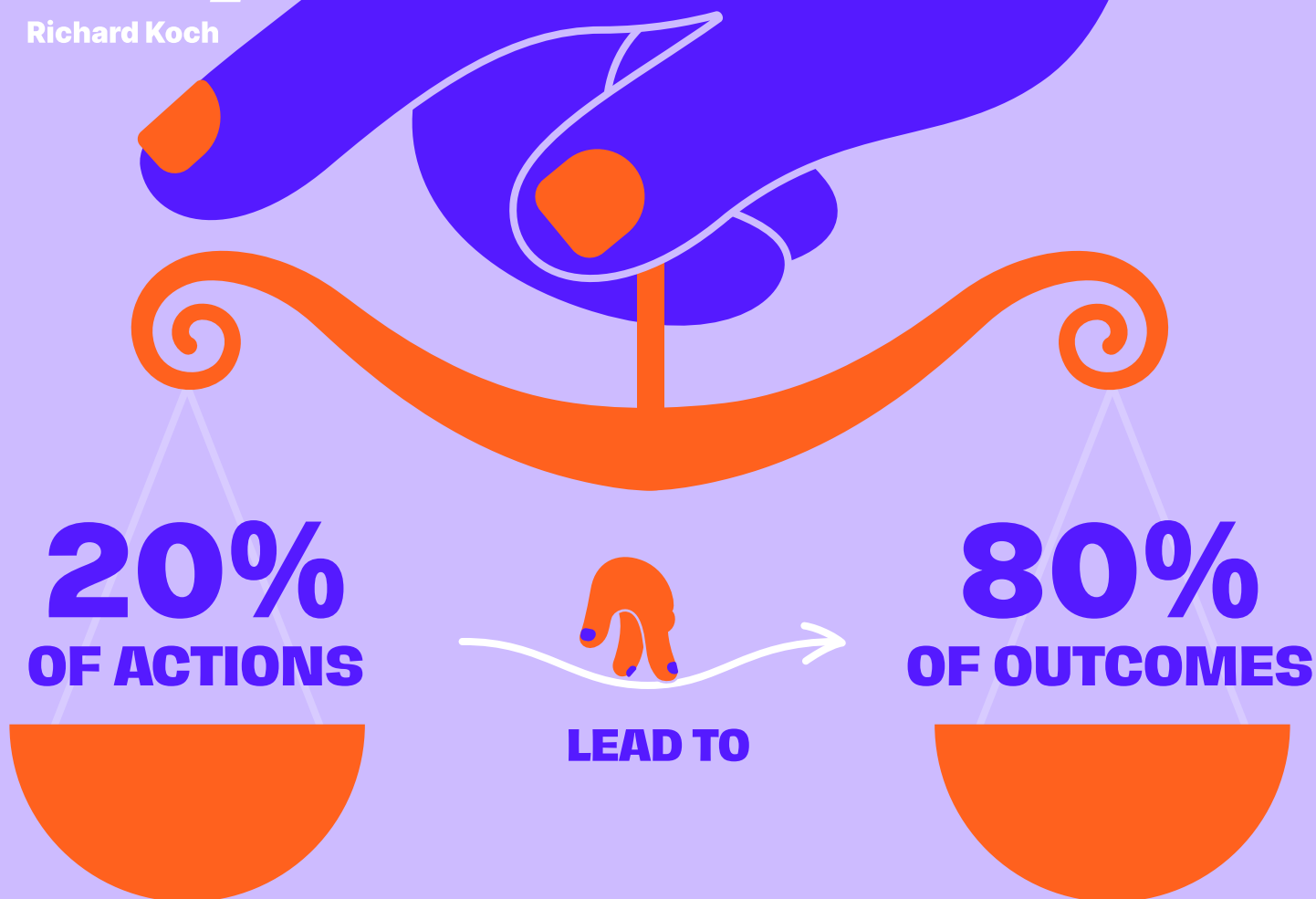
We can identify why we fail and learn to do better instead of thinking that we are permanently deficient.

### 8 Manage the emotional health

Your social life will receive a boost when you show genuine interest in others, pay attention to their words and actions, and respond to difficult situations positively.

# 80/20 PRINCIPLE

Richard Koch



## 4 STEPS TO APPLY THE 80/20 PRINCIPLE IN YOUR LIFE:



### 80/20 thinking model

Involves coming up with models for activities that yield explosive results



### Develop your observation

Study your environment to pick up 80/20 patterns in nature and adapt to them



### Make time work for you

Prioritize your time on things that make you feel happy and accomplished



### Automate 20 activities

Do this by asking friends for help, delegating tasks, or using tech tools

## CHARACTERISTICS OF 80/20 BUSINESSES

### Maximum money 💰

Find ways to make marginal returns while spending less

### Talent density ★

Have and keep the best talent pool in the industry

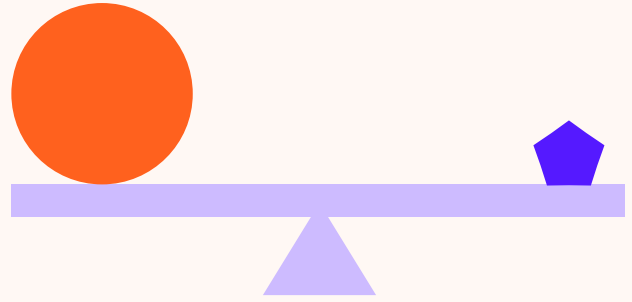
### Good leadership 🏆

Encourage hard work, ingenuity, and proactivity

# Key insights

## 80/20 Principle

Richard Koch



### 1 There's an imbalance in nature

We're aware of the law of cause and effect. However, what we don't realize is that actions don't directly translate to results. Good or bad, actions lead to marginal results.

### 2 The ratio is not necessarily 80/20

Pareto's principle is all about the imbalance in our world and how to maximize it, but that imbalance is not always 80/20. Sometimes it's 70/30, 60/40, etc. However, the two numbers in the comparison cannot exceed 100.

### 3 Increase your talent density

Talent has always followed an 80/20 principle and there are two ways to benefit: asking the top-performing employees to coach the others and replacing under-performing ones with better talent.

### 4 How to make your life better

Think back to the times you felt happiest and take note of what made you happy. Find ways to replicate those things. Think about the most significant achievements in your life and seek more of the same.

### 5 Choose your relationships wisely

As cliché it sounds, you become the average of the people you hang around. Determine the kind of life you want and carefully select people who will help you live that life.

### 6 Know your financials

Make up an 80/20 model based on the financial impact of business issues. Take financial statements seriously if you're a business leader. Analyze them regularly to know what to cut or how to grow your company.

### 7 Simplicity is a power

The way to create something great and profitable is to come up with something simple. If you care about customers' needs and satisfaction, you should reduce complexity. Progress requires simplicity.

### 8 Time is the most valuable asset

Time is all you have and the currency you use to get what you want out of life. Decide on what's important to you and spend most of your time there.

# HOW TO TALK TO ANYONE

~ LEIL LOWNDES

## APPEARANCE

### SMILE:



Your smile is one of your biggest assets. It gives you confidence and endears you to others

### EYES:



People tend to read a lot about you when they stare into your eyes. Make your looks professional and confident

### POSTURE:



The way you carry yourself says a lot about your confidence, self-esteem, and attitude towards others

## INITIATING A CONVERSATION

### THE WHATZIT TECHNIQUE

Drawing attention by using any item that attracts people and encourages them to approach you



### THE WHOOZAT TECHNIQUE

You approach and go to the individual or group that caught your attention

## TO SOUND CONFIDENT IN A ROOM FULL OF PROFESSIONALS

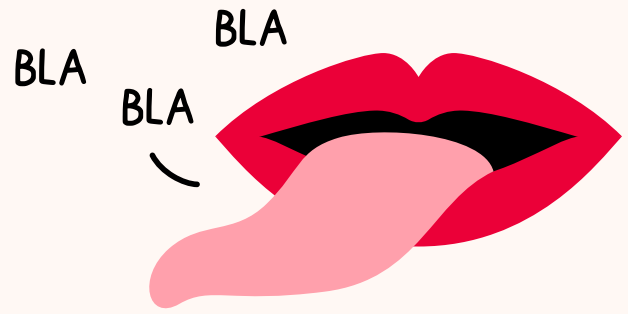
- ◆ Talk more about what you do and less about where you work
- ◆ Avoid trying to sound smart all the time – it looks like you're desperate to impress
- ◆ Only contribute to topics you know something about



# Key insights

## How to Talk to Anyone

Leil Lowndes



### 1 Improve your vocabulary

People pay attention to what you say, and if you use the same words always, they'll become uninterested in listening to you. Get a dictionary, look up some common terms you utilize daily, and enhance your speech.

### 2 Why should we talk to anyone?

Initiating a conversation is one of the best ways to sell your ideas. When you know what to say at the right time, people will be more willing to listen to you.

### 3 How to say the right things?

You don't have to sound smart when talking. The difference between sounding smart and sounding confident is in what you say. Be concise and elegant with your words. Be careful not to give out or withhold too much information.

### 4 Wait to share your stories

The longer you wait to share something you have in common, the more impressed and pleased the speaker will be.

### 5 Only speaker is in the spotlight

Always remember that you're not the only important person in the room. When you speak, you are the center of attention, but when the new individual talks, the spotlight should be focused on them.

### 6 Don't make a joke at others

Respect people when talking about them, especially when you're in a gathering. Don't make jokes out of something that might make someone else uncomfortable.

### 7 The secret behind parroting

According to Leil Lowndes, Parroting occurs when you keep a conversation going by repeating the last few words said by another person. This tricks them into giving you more details on a topic or additional information on something similar.

### 8 Discuss positive things first

When you're meeting someone for the first time, discuss positive things before going on about less appealing stuff.

# Thinking Fast and Slow

Daniel Kahneman

The brain is complex and has two main systems

## System 1

is based on emotions and acts quickly and intuitively

System 1 is trying to keep you safe from harm

### 3 traits of System 1:

- System 1 contains a huge part of our emotions
- System 1 acts in a matter of seconds
- System 1 warns us about danger

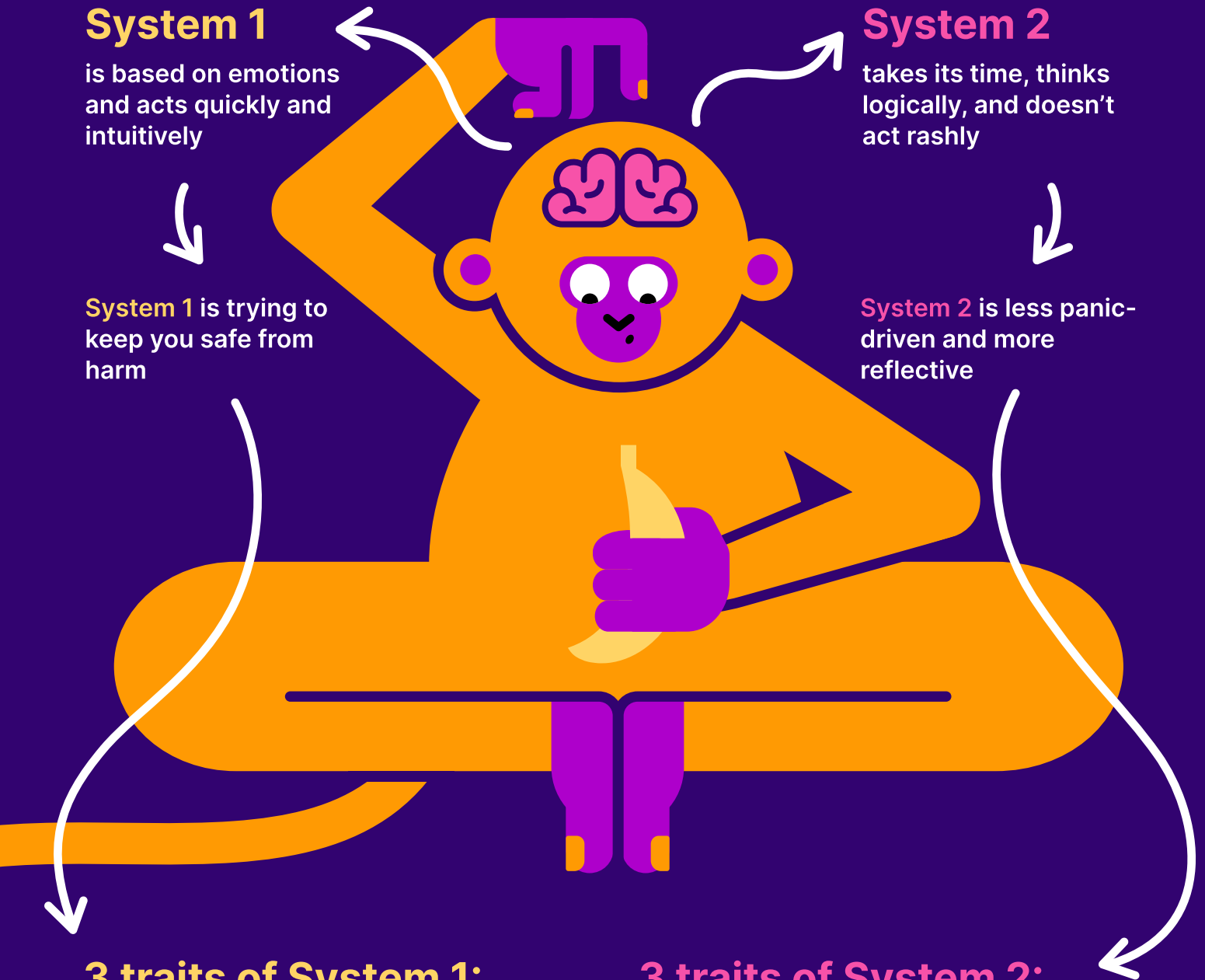
## System 2

takes its time, thinks logically, and doesn't act rashly

System 2 is less panic-driven and more reflective

### 3 traits of System 2:

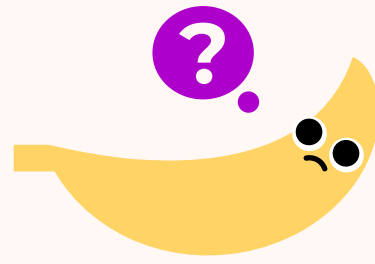
- System 2 allows us to focus on the facts, not emotions
- System 2 helps us to make better, more logical choices
- System 2 is based on our prior knowledge and experiences



# Key insights

## Thinking Fast and Slow

Daniel Kahneman



### 1 Your intuition isn't as reliable as you think

You might think that intuition is something inner and mystical, but it's nothing of the sort. It's simply System 2 checking your memory bank! You can rely on it only if the situation is something you've experienced before.

### 2 Ask everything that comes to mind

We want to have the safety net of believing everything that pops into our minds. But, we cannot! System 1 isn't reliable all the time. Get into the habit of questioning everything to encourage System 2 to activate.

### 3 Basic assessments cannot be relied upon

System 1 may try to keep you safe from harm, but it makes snap judgments that aren't that reliable. System 2 will start to look for logical answers in your prior experience when you deeply question things.

### 4 The "Halo Effect" is a discriminatory bias

The Halo Effect means that if you like a person, you'll probably like everything about them. This is just cognitive bias. Learn more before deciding your view of people and the world.

### 5 Slow down; not everything in life is a threat

System 1's job is to make you aware of potential threats. But, it thinks everything is a threat! So, learn to see things as possible opportunities and use your logical second system to work out the best option for you.

### 6 System 2 inhibits the impulsivity of System 1

System 1 is more likely to jump to conclusions and cause you to act impulsively. It does so to protect you. By slowing things down and questioning your thoughts, you can avoid damaging impulsive actions.

### 7 Beware of emotional framing in decision-making

System 1 makes its judgments based on emotion, while System 2 focuses on logic. Emotional framing is a side effect of System 1, but slowing your thoughts down will help you avoid adverse effects in decision-making.

### 8 Be open to the thoughts of other people

System 1 has a habit of causing us to make snap judgments. Learn to question your decisions and be open to the ideas and opinions of those around you.

# 13 THINGS MENTALLY STRONG PEOPLE DON'T DO

~ Amy Morin

## The three-pronged approach to developing your mental health

**Thoughts:** Replacing irrationality with realistic thoughts

**Behaviors:** Acting in a good way in every situation

**Emotions:** Not being controlled by your feelings

Mental strength is the ability to regulate your emotions, manage your thoughts, and behave positively regardless of the situation

### Benefits of mental strength

- Reduces your stress level and trains you to be better equipped in handling life problems more efficiently
- Improves your general life satisfaction because you will enjoy peace of mind
- Increases your productivity and helps you reach your potential

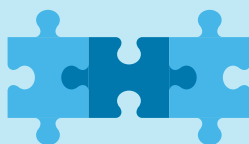
### Steps to maintaining mental strength

- Monitor your behavior by identifying strategies that will help you behave more productively
- Evaluate your thoughts and replace negative thoughts with productive ones
- Control your emotions and don't allow negative feelings to hold you back

### Factors influencing mental health



Genes play a role in your tendency to be prone to mental health issues



Personality traits are responsible for why some people behave differently from others



Experiences influence how you view yourself, other people, and the world in general

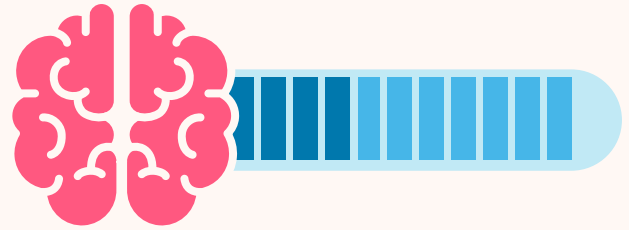




# Key insights

## 13 Things Mentally Strong People Don't Do

Amy Morin



### 1 Stop feeling sorry for yourself

Self-pity is destructive and has serious consequences. Shift your focus from feeling sorry about yourself to gratitude. Being grateful leads to more positive emotions and improves your life.

### 2 Take control of your life

Resist the urge to give away your power if you want to control your life. When you give your power away, you lose focus of your goals and allow others to regulate your feelings, define your self-worth, and ruin beautiful relationships.

### 3 Be ready to accept change

Change is a crucial point in self-improvement. Shying away from change can make you get stuck in a rut, prevent you from learning new things, and developing healthier habits.

### 4 Failures make you stronger

Many people give up because they have a fixed mindset about their abilities. Change your thoughts about failure, and don't be afraid of making mistakes. Learn to move forward whenever you fail.

### 5 Leave the past behind

When you start thinking a lot about your past, it becomes your present, and you can't see your future. Instead, focus on the lessons you learned from the previous experience.

### 6 Take calculated risks

Most people run away from taking risks that will make them reach their full potential. Take time out to practice making challenging decisions and monitoring the results to learn from each choice you make.

### 7 Appreciate time alone

Many people are scared of being alone because they are used to continuous noise and activities. However, solitude increases productivity, creativity and offers restoration.

### 8 Develop realistic expectations

No matter how fast-paced the world has become, you can't get all you want instantly. You need to be patient and understand that success doesn't happen overnight if you're going to reach your full potential.

# How to Stop Worrying and Start Living

Dale Carnegie

“Worry creates a cycle of overthinking, fueled by fear”

## Control overthinking & worry

**Day tight compartments** - live in a mental compartment that only lasts till midnight

**Three-point plan** - analyze the situation, identify the worst-case scenario, and reframe it positively

**Strategic thinking** - identify possible solutions and choose the best

## Dealing with worry fatigue

- Scan your body daily to find signs of mental & physical tiredness
- Identify your worry triggers and minimize their exposure
- Do more of the things you enjoy and keep yourself busy

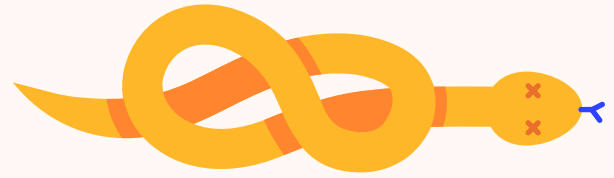
## 6 Ways to minimize money worries

- Be honest about your income and expenditures
- Write everything down and create a realistic budget
- Teach your children how to be sensible with money
- Don't make financial commitments you can't afford
- Insure your house, health and possessions
- Identify ways you can create passive income

# Key insights

## How to Stop Worrying and Start Living

Dale Carnegie



### 1 Sleep is not a luxury. It's a necessity

Do not place sleep at the bottom of your priority list. Worry thrives in a tired mind. If you struggle to sleep, try meditation, gentle exercises, or read until you feel more tired.

### 2 Keep yourself busy and forget your worries!

A very effective way to control worrying is to keep yourself as busy as possible. If you fill your time with fun and enjoyable activities, you won't have space in your mind for worry and overthinking.

### 3 You have more power than you think

You might think that when you're worrying about something, you have zero control over the situation. That's not true! When you wake up every morning, focus only on the 24 hours in front of you.

### 4 Give yourself a little credit

When hard times came your way in the past, you adapted and survived. If you hadn't, you wouldn't be reading this! Give yourself some credit and appreciate your ability to adapt and rise to the challenge.

### 5 Worry manifests into physical symptoms

Worrying causes your mind to tick constantly and causes many health issues. First of all, chronic anxiety increases the chance of heart diseases, digestive problems, and depression.

### 6 Impossible wishes lead to disappointment

By constantly wishing for things you can't have, you're wasting your time and creating a cycle of stress and anxiety. Instead, focus on the things you do have and appreciate them. Make the best of them!

### 7 Stop worrying about what others think

People will always have their opinions, but it's up to you how you deal with them. Any criticism you receive is far more likely to be rooted in jealousy than anything else. Take it as a compliment and carry on doing your best in life.

### 8 Seriously, what are the chances?

Ask yourself what the chances are of this problem coming true? You'll start to realize that most of the things we worry about never actually happen. So, stop wasting your time and energy!

# 5 Love Languages

~Gary D. Chapman

## The 5 Love Languages



### Gestures of love

Express your feelings through words, praises, and support



### Receiving gifts

It's not so much about the gifts as it is about the thoughtfulness behind them



### Physical touch

Sex is important, but nonsexual contact goes a long way too



### Acts of service

Help your partner do stuff they would usually do themselves



### Quality time

Create alone time with your partner

## 3 Things to Know About Love



### Love is a verb

It takes intentional effort to build a lasting romance



### Love is satisfying

It fulfills the need for security and significance



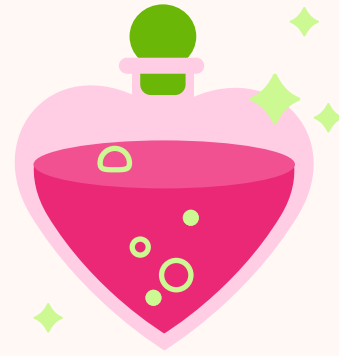
### Love is responsibility

Don't push blame or complain. Be the first to act

# Key insights

## 5 Love Languages

Gary D. Chapman



### 1 Romantic obsession kicks in

This is the first stage of romantic love. It's where you feel butterflies, enjoy the time together, and don't seem to notice any flaws in your partner. This stage typically lasts 6-24 months.

### 2 Love is not all you need

Affection is not our only emotional need. We crave security, self-worth, and significance. But love interfaces with all these needs and helps fill our lives with meaning.

### 3 Men mistake first love language

The high sex drive in men is physically motivated and often leads them to mistake physical touch as their love language. If nonsexual touch doesn't resonate with you on an emotional level, that's not your primary language.

### 4 Discover your primary love language

Ask yourself, "What makes me feel most loved by my partner? Which of the love languages can't I seem to live without?" Also, ask your partner and friends what they think.

### 5 Can you love an unloving spouse?

It's hard but possible. Building strong relationships requires a lot of effort and patience. However, in many cases, your love will win over the other partner, making them more affectionate.

### 6 Children have love languages too

Observing how your children respond to situations will help you determine their primary love language and arm you to be affectionate in a way that resonates with them.

### 7 Reality comes into your life

When the romantic obsession is over, couples will step into the reality of living together. This is where intentionality is required. Actions are no longer based on feelings but on the decision to love unconditionally.

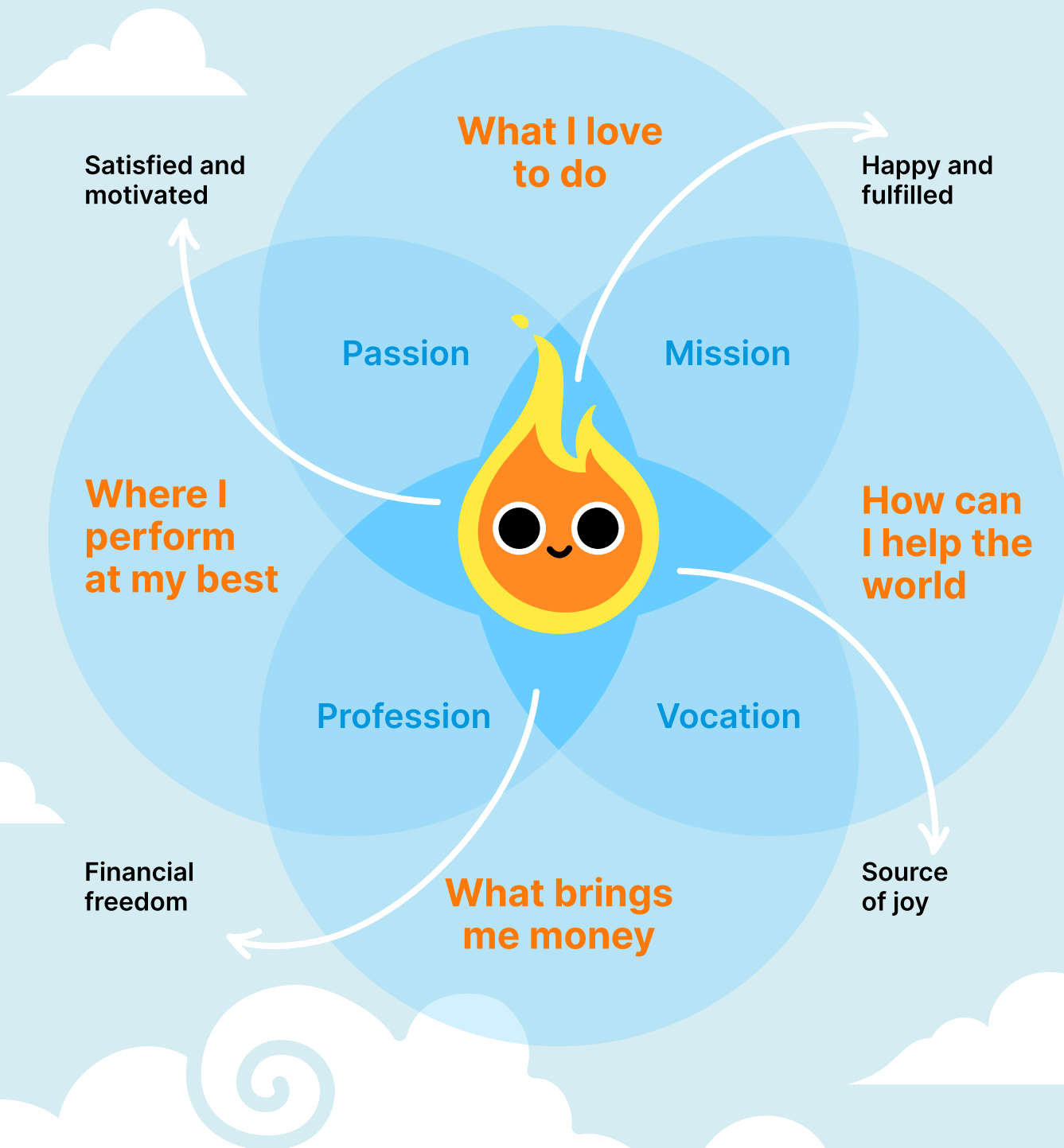
### 8 Partner's love language isn't natural to me

Love is strong enough to make you do things that you can't be paid to do. If you love your partner, start taking baby steps toward speaking their language. It will soon feel natural.

# Ikigai

“Our ikigai is different for all of us, but one thing we have in common is that we are all searching for meaning”

~Héctor García, Francesc Miralles



## How to live longer

### Avoid overeating

Stop eating when you are starting to feel full

### Get rid of stress

Use meditation to filter information around you

### Stay active

Remember that an active body leads to a calm mind

### Stay positive

Approach challenges with a positive attitude

# Key insights

## Ikigai

Héctor García, Francesc Miralles



### 1 The “Ikigai” principle

It's a concept of Japanese origin that means finding happiness in being busy. It teaches you to be productive, live long, and make meaningful contributions to the world.

### 2 Attitude affects longevity

Technology helps get things done quickly, and that's good. But not all things in life can be rushed. Patience and purposeful living will help you weather the storms of life and live longer as a result.

### 3 The importance of eating healthy

One of the reasons residents of Okinawa live long and have fewer diseases is that they practice healthy eating. Their diet consists of at least five servings of vegetables, fruits, and grains per day, and mild to zero sugar intake.

### 4 Easy way to get into flow

The first step to achieve flow is to pick a task with medium difficulty — if it's easy, you won't feel engaged and if it's too difficult, you risk getting discouraged. Step two, decide on how long you'll work, then cut out all distractions and focus.

### 5 The 80 percent secret

The Japanese have a culture of eating to 80 percent satisfaction. They can't objectively tell when their bellies are 80 percent filled, but the general idea is to stop eating before they get full.

### 6 Flow brings productivity

Flow is the state where you feel the most engaged when working on a task or project. When all your energy and mental resources are focused on the task, it will be easier to produce great work.

### 7 Exercising can be easier

There is nothing wrong with vigorous exercise if you have a goal to achieve. But the supercentenarians of Okinawa have shown that regular body movements are what your body requires most of the time. Walk often, jog, and learn yoga.

### 8 Mundane tasks can be enjoyable

We all have routine activities that get boring over time. The secret to making them enjoyable again is to create mini-challenges. For instance, you could dare yourself to do the dishes a little faster each time.

# 12 RULES FOR LIFE

Jordan B. Peterson

## WHAT IS TRUE HAPPINESS?

You can't be exploding with joy every second

Constant order is not always a good idea

The time in-between is restful contentment

Finding people with similar values helps us feel calm

## 4 WAYS TO PROVE YOUR SIGNIFICANCE:



Say what is in your heart



Own your desires and wants



Let your confidence grow



Put yourself first

## 6 WAYS TO RAISE YOUR CHILDREN WELL:



Point out the positive aspects of their actions



Explain how to manage money



Teach them to stand up for themselves when necessary



Show them how to eat mindfully and in moderation



Teach them to listen and be respectful of others



Show them how to share and take care of things



# Key insights

## 12 Rules for Life

Jordan B. Peterson



### 1 Choose your tribe carefully

The people you let into your life affect how you feel. Don't let your mood decide for you. Instead, choose those people who are healthy and self-sufficient so that you can learn the same traits.

### 2 Let go of negative habits

Most people have a range of negative patterns that cloud the potential joy they could have in life. Have a life-declutter and reevaluate what is important to you. Get rid of anything that doesn't serve you well.

### 3 The world is a bright place

When something goes wrong, don't seek out one person to blame. Teams celebrate successes together, and they overcome challenges together. A blame-free culture is essential for success.

### 4 Learn to listen - really listen

Stop missing crucial information by not paying attention. Place your undivided focus on the person speaking. Listen to their words and watch their body language to understand what they're telling you.

### 5 Stop living in the future

It's okay to plan for the future but to live there is a bad idea. Learn to live in the present by using mindfulness techniques. The future is yet to come, so enjoy precious time in the here and now. Beauty is all around you.

### 6 Think before you speak!

When words tumble thoughtlessly out of your mouth, you run the risk of upsetting someone. Carefully think before you open your mouth, and don't say anything that may cause another person's distress.

### 7 Comparisons lead to misery

When you compare yourself to others, you'll always come up short. We all have our strengths and weaknesses. Rather than wishing for what you don't have, appreciate what you own.

### 8 Be grateful for the daily gifts

To get the most out of team meetings, encourage debate and innovation. If there is nothing to become passionate about, avoid having the meeting.

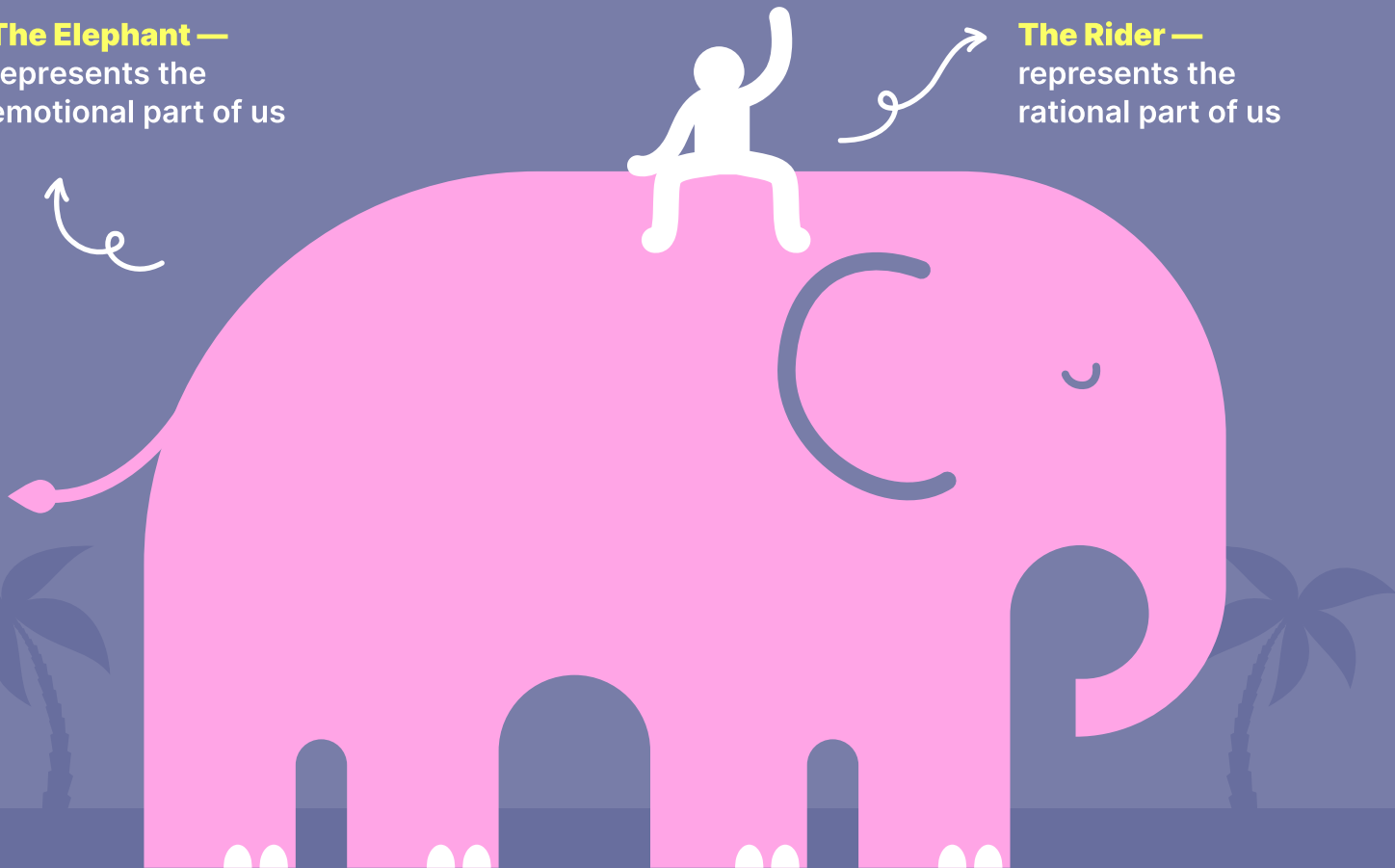
# The Happiness Hypothesis

Jonathan Haidt

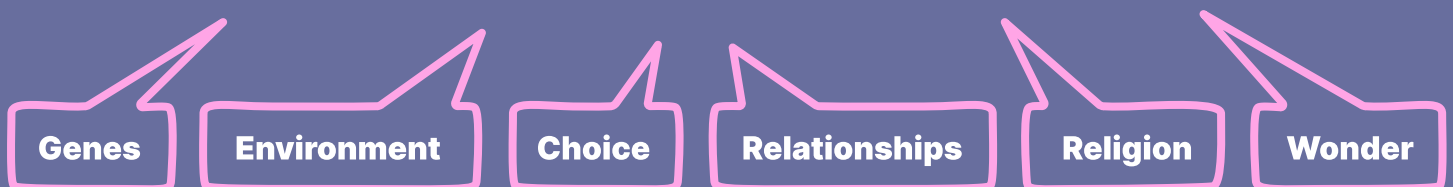
According to Plato, the human mind is divided into two parts:

**The Elephant** — represents the emotional part of us

**The Rider** — represents the rational part of us



## 6 factors that contribute to HAPPINESS



## 2 Types of Love:

**Passionate Love** 🔥

Passionate love is like a narcotic high. It may offer temporary pleasure but will never replace the joy and satisfaction of life

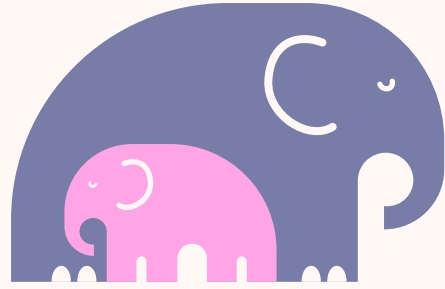
**Companionate Love** 💕

Companionship is biological and lasts longer. It fosters a strong connection, making it difficult to be away from the person you love

# Key insights

## The Happiness Hypothesis

Jonathan Haidt



### 1 Engage both parts of your mind

The agreement between the Elephant and the Rider has a significant impact on your happiness. You'll be dissatisfied and irritated if there are disputes between these two.

### 2 You can't always be right

Examine your stance often and apologize if you are mistaken. You will see that when you apologize for being wrong, the other person is likely to do the same.

### 3 Appreciate each moment you have

Happiness is not something you can immediately discover, acquire, or attain. To get the circumstances just perfect, you need to be patient.

### 4 Love what you do, do what you love

Align your love for what you do with what makes you happy to achieve long-term satisfaction. Make sure you like what you're doing, or you'll despise your life and stop chasing your dreams.

### 5 Look for wisdom everywhere

Never be too hasty to dismiss information from your adversaries. You'll need more information, and one of the best places to look for it is in your opponents' behavior.

### 6 Adapt to something new

Adaptation has shown to be highly dependable and progressive. Humans are worried about obtaining better satisfaction as they adapt to new surroundings.

### 7 Interpret your life events correctly

Your perception of life's events determines the type of life you'll live. You can manage your life once you have control over how you perceive things.

### 8 Choose the company of close people

Surround yourself with people you love and care about. They will be the ones to come to your aid when you are down.

# Talking to Strangers

Malcolm Gladwell

## Why are we so bad at judging others?

### Default to truth:

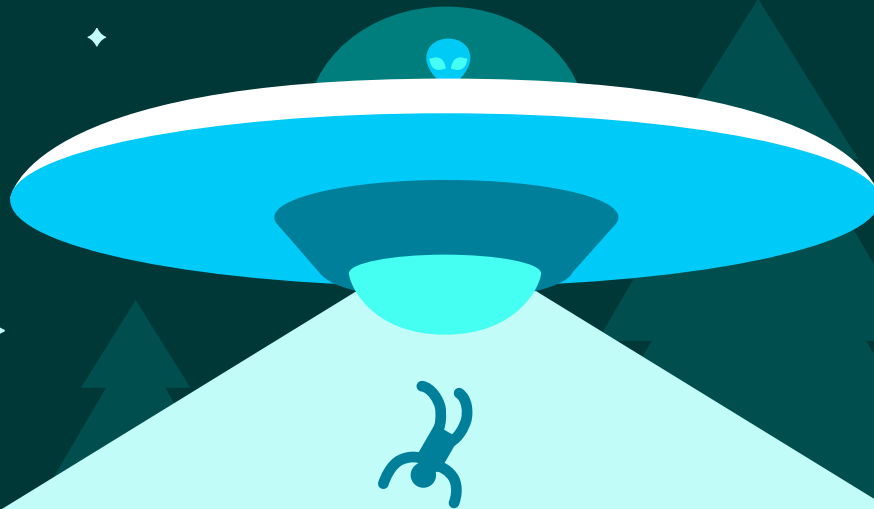
We tend to believe that people are telling the truth even when red flags show they are lying

### Transparency illusion:

We judge others by their behavior, but a study shows that people are not transparent

### Power of context:

Environmental conditions can determine what people do in certain situations



## To pass better judgments



Don't be fooled by social cues. Remember appearances can be deceiving



A person's good reputation shouldn't cloud your evaluation of their possible guilt



Consider the context, i.e., people aren't their true selves under the influence of alcohol



Accept the limits. Strangers can be fragile and hide some parts of their lives.



Look for the red flags. Pay attention to your gut feeling rather than ignore it



Listen to those who notice red flags and are not blinded by societal bias

# Key insights

## Talking to Strangers

Malcolm Gladwell



### 1 Appearance can be deceiving

According to a 2005 study, computer programs looking at the background of accused persons were found to pass better judgment than bail judges who could look into the accused's eyes.

### 2 We naturally tend to trust others

Our evolutionary history has encouraged us to have trust in people. We should not see being deceived as a sign of stupidity but as proof that we are doing the right thing by trusting others.

### 3 There are drawbacks to accessing the truth

Those who access the truth are often considered social outcasts because they do not default to the truth as most people do.

### 4 Environment plays a significant role

Don't look at a stranger and jump to conclusions. Look at their world. Anyone can fall for deception irrespective of how sophisticated they are.

### 5 Deception happens repeatedly

When you spot deception, you stop dealing with that person. However, you are more likely to be deceived by the new people you're dealing with than the person you've caught in deception.

### 6 We judge others by their behavior

We tend to judge people's honesty based on how they carry themselves around us. By matching dishonest cues with dishonest behavior, we can get confused if a liar acts like an honest person.

### 7 It can be difficult to discover the truth

Facial expressions can be deceiving. Pay attention if your companions' expressions and gestures don't match their words.

### 8 Deceivers don't always look alarming

People who have successfully betrayed their countries or other people are often ordinary people who appear harmless.

# Steal Like an Artist

Austin Kleon

## 3 Ways to Steal Like an Artist

**Remix:** Pick a blend of things from what's existing to create something new

**Google:** Constantly search for information and ideas that can inspire you

**Record:** When you find interesting ideas, keep a record of them for later use



## 2 Types of Thieves



### Good Thief:

Regularly creates new concepts from existing ideas focusing on what makes yours special



### Bad Thief:

Pagiarizes from a single source without acknowledging or understanding what they've stolen

## Share Your Work

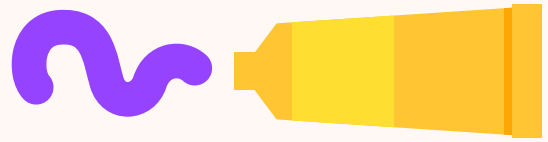


- Create ideas you want to see in the world and let them reflect in your work
- Connect with people who share your interests, but are different from you
- Interact with people who are more talented than you to develop your skills

# Key insights

## Steal Like an Artist

Austin Kleon



### 1 Be a predecessor for others

Speak, write, do, participate, and contribute to society with your time, talent, and resources. Follow your gut, use your hands, heart, and head to generate something useful.

### 2 Get inspiration from hobbies

Occasionally step away from work occasionally to do other things you love. This productive procrastination helps you generate the energy you need to create something magical. Hobbies will recharge your passion.

### 3 Kindness always gets rewarded

Be good to people and always be willing to lend a helping hand. Kindness may sometimes go unnoticed but consistent practice yields outcomes that outweigh the effort.

### 4 Travel to experience the world

Get out of your cubicle to see what's happening in other parts of the world. This practice opens you up to fresh ideas that can take your work to the next level. You can start by simply taking the bus instead of driving to work.

### 5 Stay grounded in hectic times

Have a structure for your life and nurture your health. Picture yourself living a long life. This thought will enable you to slow down instead of running the rat race.

### 6 Say "No" to unnecessary things

Less is more in a world of information overload. Prioritize things based on the value they add to your life and have the courage to say no to people and things. Your circle may be small but size doesn't matter if the content is rich.

### 7 Share your ideas with the world

People reward effort. Be consistent in sharing your ideas with the world. By being proactive about sharing your vision, you will gain visibility that will eventually lead to a lucky break.

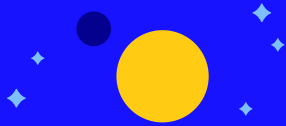
### 8 No idea or art is 100% original

To create, you have to copy key ideas from multiple sources. Have role models you steal from but with an emphasis on your contribution. Show your personality and emphasize traits that make you special.

# Thinking in Systems

Donella H. Meadows, Diana Wright

## 3 elements of a system



**Elements** are contents such as factors and parts that cooperate to form a system that achieves a goal



**Interconnectedness** is how parts of the system connect and interact



**A purpose** is the desired product, the goal for which the system was set up



## Factors influencing the system's behavior

**Stock** is a measurable and tangible element of a system that can be calculated at any time

**Flows** are changes in the stock over time that can alter the stock either positively or negatively:

**Feedback** is a system reaction that traces a change in stock – growth or decline



## System's characteristics

- ◆ **Resilience** – a measure of how well the system can recover from a change. It is dependent on the system structure and the quality of its feedback
- ◆ **Self-organization** – a skill that shifts, adjusts, and restructures in the face of internal and external change
- ◆ **Hierarchy** – a quality where every subpart is ranked so that each part is subordinate to the one above it

## Improving the system

- ◆ **Design** – provides a system's maximum efficiency to counter fluctuations and keep out factors that force it beyond its limit
- ◆ **Delays** – periods between a system encountering a change and restructuring itself to handle it
- ◆ **Buffers** – the parts of the system – time, inventory, storage – that let it operate



# Key insights

## Thinking in Systems

Donella H. Meadows, Diana Wright



### 1 What is a system?

A system is an interconnected set of elements that work together to achieve a general purpose.

### 2 Pitfalls on the road to success

It is easy to assume a successful system equally has successful elements, but this isn't always the case. A system can fail even with all the right proponents.

### 3 Change it until you get perfection

You can tweak a system by moving its core and design around until you reach the desired results. Since most systems are not perfect, they often require a redesign.

### 4 Key factors of system

A system behaves the way it does because of its flows and stocks, the defining factors for its general changes and activity.

### 5 Look at the parts to see the whole

To fully grasp the entirety of a system, break it down into its subsystems and investigate those first.

### 6 The main goal of system

A system's purpose is its prerogative, and it will work tirelessly to achieve it regardless of constraints. If any part of a system works in opposition to the main goal, the entire system will fail.

### 7 How many systems do you see?

A system itself can be a part of another system of systems working simultaneously; once you recognize this, it will be much easier to assess the system you are dealing with.

### 8 The system always has a "Plan B"

A system will continue to struggle to perform at optimal levels if any of its subsystems aren't working in the same vein as the system's general purpose.

# Scrum

Chris Sims, Hillary Louise Johnson

- is a lightweight framework designed to help small, close-knit teams of people develop complex products

## 3 Roles in a Scrum:

### Product Owner:

Determines the order, or priority, of items in the team's backlog



### Scrum Master:

Serves as a coach, assisting the team in reaching togetherness and efficiency

### Team Member:

Assists the team in delivering possibly shippable content in each sprint

## The Scrum Artifacts:



### Product backlog:

A full list of relevant and useful items which improve the product



### Sprint backlog:

The to-do list with all stories and tasks to be delivered in the current sprint



### Burn chart:

Depicts how much work has been done over time and how much work remains



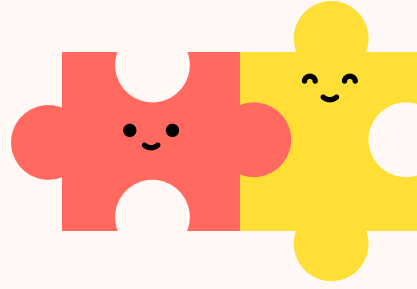
### Task board:

Allows the team to see which tasks are being performed

# Key insights

## Scrum

Chris Sims, Hillary Louise Johnson



### 1 Sprint planning meeting

Each week's development meeting should include one to two hours of planning. Hour one should provide an answer to the question, "What will we do?" Hour two focuses on, "How will we do it?"

### 2 Daily scrum

The daily scrum is a quick 15-minute meeting where the team inspects and alters their work to produce the stories they've promised.

### 3 Scrum team members

With fewer members, the team may not complete all of the work required. But with more members, communication overhead will become excessive.

### 4 Retrospective

Also called reflection or evaluation, the goal is to identify one or two strategic modifications that can be implemented in the next sprint.

### 5 When a good sprint goes bad

Now and then, things arise to undermine the sprint plan. Holding a reflection when a sprint is prematurely halted is crucial since it allows the team to benefit from the experience and keep it in mind for the next sprint.

### 6 Story splitting

"Inspect and adapt," one of the scrum's slogans, states big stories must be broken down into smaller, more manageable chunks.

### 7 Story time

The team collaborates with the product owner during this one-hour meeting to discuss and improve the tales in the product backlog.

### 8 Sprint review

Stakeholders are invited to this is the public end of the sprint where the team showcases its achievements.



**“Negotiation is an agreement that involves two or more parties, with all parties having the right to say NO”**

**The best way to negotiate**



Negotiation starts with “no”— not with “maybe,” or “yes,” but with a firm, clear “no”

Don't start the negotiation with “maybe.” In this case, none of the parties have an idea where things stand

When our adversary starts with a “yes,” we lose focus and become vulnerable to unnecessary compromise

Starting with “no” gets the adversary into a rational mode. It opens the floor for real issues

**The greatest weakness in negotiating**



Appearing needy



Talking too much



Fear of rejection

# Key insights

## Start with No

Jim Camp



### 1 Know what you want

Most negotiators don't know precisely what they want; they want a signed deal, that's all. Making your goals a part of every agenda allows you to control negotiation and achieve real outcomes.

### 2 Self-esteem in negotiation

Self-esteem gives you confidence in making tough decisions. To build it, start paying forward at every opportunity — respond to the kindness someone showed to you by being kind to someone else.

### 3 Never save the adversary

If you do save your adversary, you are now partially responsible for their decision. If some problem comes up later, you could be blamed for it.

### 4 Beware of the seductions of powerpoint

The most prominent presentation you will ever give is the one your adversary never sees. Ask questions to drive your adversary to provide answers that create a vision. Don't tell anyone anything; make them see it for themselves.

### 5 The role of agenda in negotiation

It is crucial to identify the greatest problems and bring them into the negotiation with an agenda. Agendas can also be beneficial in maintaining emotional control.

### 6 Your baggage and their baggage

Baggage is the combination of all the life experiences and observations that you carry around. Be open with whatever baggage you think will be a problem in the negotiation and ensure you deal with it.

### 7 What happens next?

Learn how to take care of business by negotiating with the adversary what happens next. Doing this will protect you from unwarranted assumptions.

### 8 A good agenda should contain problems

Anything real or imagined, general or specific that you see as a problem, is a problem. For example, it could be your company's history of poor service or monetary issues.

# Atomic Habits

James Clear

## Types of Habits



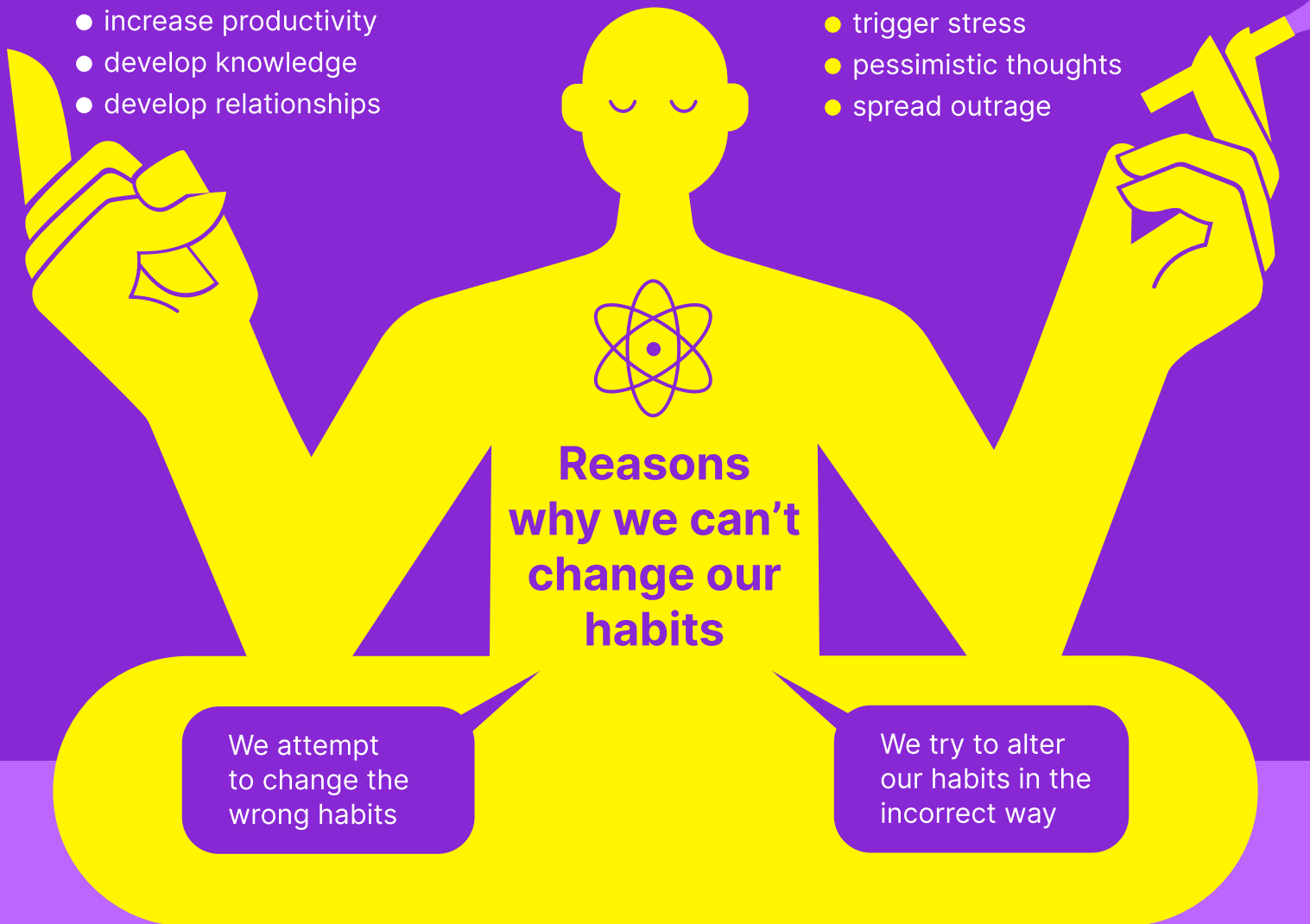
### Positive Habits:

- increase productivity
- develop knowledge
- develop relationships



### Negative Habits:

- trigger stress
- pessimistic thoughts
- spread outrage



### 4 Laws to Create a Good Habit:

- Make habits obvious
- Make good behavior attractive
- Make learning new habits easy
- Make good habits satisfying

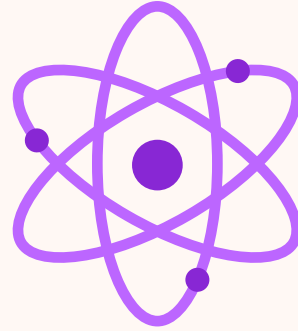
### 4 Laws to Break a Bad Habit:

- Make bad habit invisible - ignore it
- Make negative actions unattractive
- Make bad habits impractical
- Make negative habits unsatisfying

# Key insights

## Atomic Habits

James Clear



### 1 Accept positive changes

All great things emerge from modest beginnings. The genesis of every habit is a single, small choice. There's no wrong place or time to start a change. If you continue a new habit, you will hit a tipping point and gain success.

### 2 Creating clear visual signals

When you attach clear cues to good habits, you'll easily identify and trigger them to help direct your attention toward a desirable behavior and reinforce satisfying outcomes.

### 3 Practice determines consistency

The number of times you have performed a habit is more essential to your growth than the length of time you have been doing it. The more often you repeat a habit, the sooner you will get used to it.

### 4 Choice of habits influences your life

It's simple to make progress if you choose the proper habit. Good habits endear people to you and increase your chances of success. On the other hand, bad habits fill your life with stress, outrage, and failure.

### 5 Remove negative habits

Once you realize which actions make you unhappy, you can determine the habits that stop you from living a full life, make it difficult to do them again, and highlight the benefits you get from avoiding them.

### 6 Stack your habits together

Habit stacking is a technique that combines a new habit with an existing one. Instead of associating your new habit with a certain time and place, you associate it with an existing one.

### 7 Our habits depend on our culture

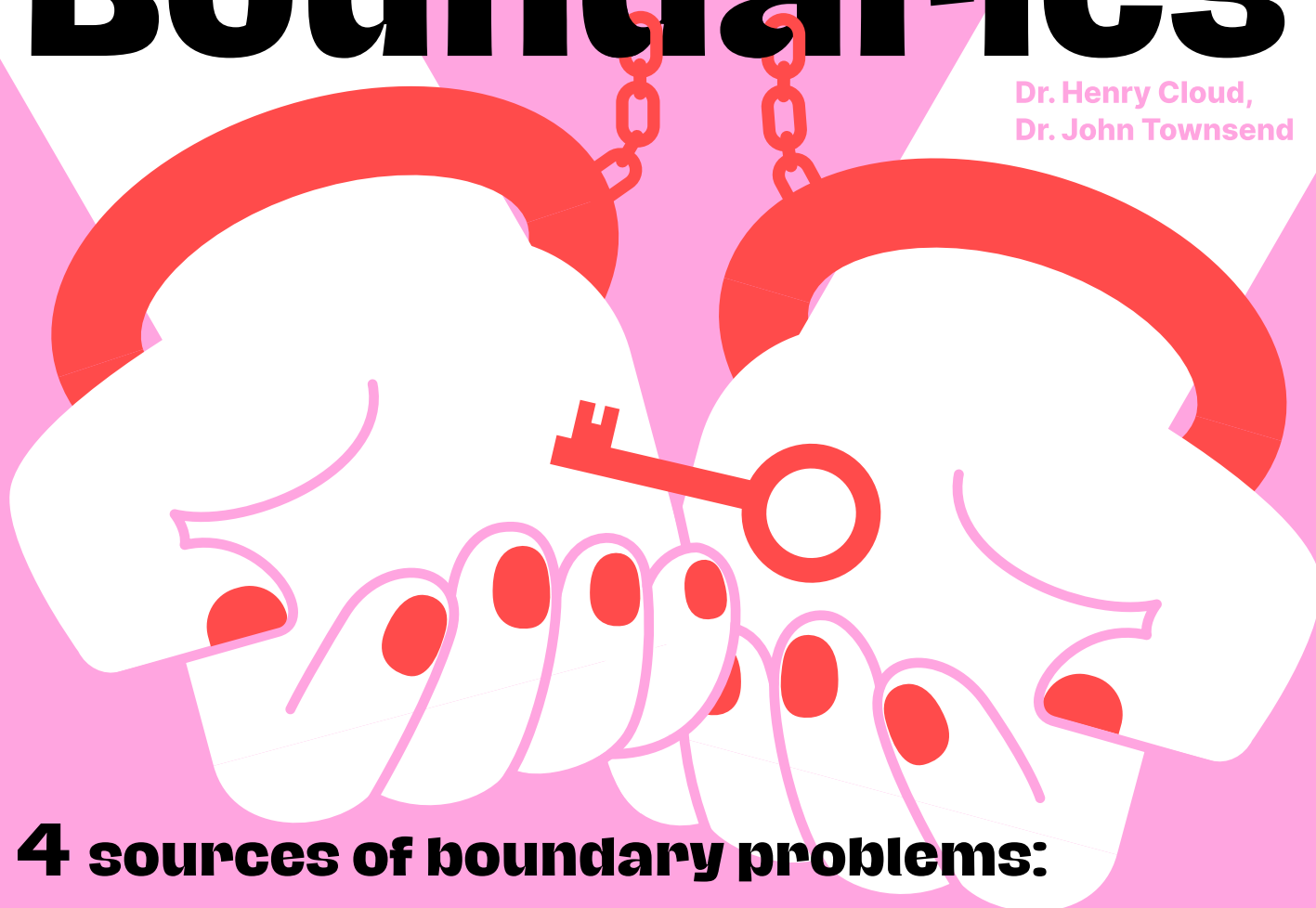
The habits that are appealing to us are determined by the culture in which we live. Because we have a strong desire to fit in and belong, we prefer to embrace habits appreciated and approved by our society.

### 8 Use rewards to develop good habits

When it comes to seeking rewards, your brain has significantly more neuronal circuitry. Every action is the result of expectation. The response is triggered by the desire to feel good.

# Boundaries

Dr. Henry Cloud,  
Dr. John Townsend



## 4 sources of boundary problems:

### Compliance:

Permitting guilt-tripping or getting controlled by others

### Avoidance:

Blocking people out and becoming unable to receive help

### Coolness:

Setting boundaries to avoid responsibility to love

### Harshness:

Aggressive or manipulative behavior toward others

## 6 ways to develop healthy boundaries:

### Practice:

Move from safety and warmth to excitement and exploration

### Responsibility:

Be responsible for meeting your needs and setting own limits

### Rapprochement:

Realize that you can't do everything or please everyone

### Individuality:

Discover yourself and express the occasional need for autonomy

### Hatching:

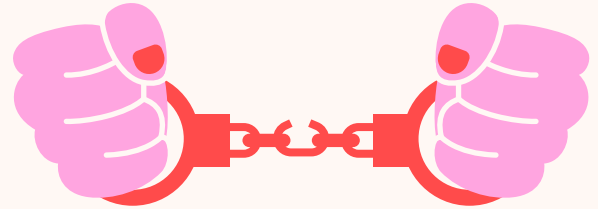
Explore new connections and possibilities, discover the world around you

### Bond:

Nurture relationships with people and learn how to set boundaries



# Key insights



## Boundaries

Dr. Henry Cloud, Dr. John Townsend

### 1 Why are boundaries necessary?

A healthy, balanced lifestyle necessitates the establishment of clear limits. Our inability to create proper boundaries at the right time and with the right people can be highly destructible.

### 2 Don't strike out intangible boundaries

In every relationship, each partner should recognize their freedom. Boundaries help determine what kind of choice we have. We can't intimidate people while expecting to be loved by them.

### 3 Endeavor to set up boundaries

Don't let yourself or work suffer for responsibilities not in your job description. Avoiding self-abuse and nurturing our boundaries with God enables us to be the best version of ourselves.

### 4 Scale the efficacy of your boundaries

You can assess the maturity and potency of your boundaries. When you start forming intimate and profound human connections with clear boundaries, you've graduated from muddled associations to more precisely articulated ones.

### 5 Operation test-your-relationships

Boundaries serve as a "litmus test" for the strength of our relationships. People who don't respect our limits are implying that they don't care for our noes. They are just interested in our yeses and compliance.

### 6 Learn to manage boundary conflicts

Resistance to boundaries is unavoidable. If others need to know our thoughts and limits, we must tell them. Being a responsible adult entails living within your means and accepting responsibility for your failures.

### 7 Remove roadblocks on your way

Running into opposition is a positive indicator that you're on the right track. It will be well worth the effort. Remember the Scriptures' plain message: if you persevere to the end, you will get significant compensation.

### 8 Teach your wards to build boundaries

Parents must be capable of setting and enforcing age-appropriate limits with their kids. True intimacy is built around the freedom to disagree; don't bend to their every whim.

The

5-Second

Rule

Mel Robbins



## What is the 5-Second Rule?

The 5-Second Rule is a metacognition tool that helps you achieve your goals and create instant and lasting behavior change

### 3 ways to use the 5-Second Rule



Change behavior: to stop destructive habits and create good ones



Build courage: to give you the push to do things that seem impossible



Self-control: to learn how to prevent negative thoughts and enjoy life

### Technique of the 5-Second Rule

#### Step 1

If you are afraid of or overwhelmed by a task, start counting backward: 5-4-3-2-1

#### Step 2

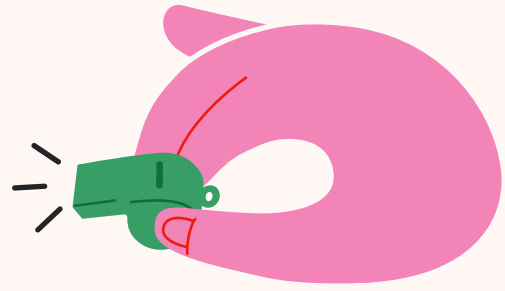
As soon as you reach 1, immediately do the task



# Key insights

## The 5-Second Rule

Mel Robbins



### 1 Count backward, not forward

When you count backward, 5-4-3-2-1, there is nowhere to go after 1, so you are prompted to move. This technique focuses your attention on what you need to do, provokes you to act, and distracts you from hesitating.

### 2 Improve your health

It's not enough just to think about your health. If you desire to be healthier, pick a plan to follow, and then 5-4-3-2-1-GO. After that, commit to it even when you don't feel like it.

### 3 Increase productivity

To be more productive, focus on important things. Identify the distractions, count 5-4-3-2-1, and remove them immediately. Afterward, focus on your priorities.

### 4 Pursue your passion

Use the 5-Second Rule to motivate yourself to start exploring and take advantage of opportunities as they arise; you'll be shocked where it leads.

### 5 Stop procrastinating

To avoid procrastination, replace the bad habit with a new positive one. The moment you become hesitant in doing easy tasks or avoiding hard work, count 5-4-3-2-1 and push yourself to start the things you need to do.

### 6 Build confidence

Small steps make big achievements. If you push yourself to count 5-4-3-2-1 when faced with minor things, you become confident to deal with major things.

### 7 Get used to the 5-Second Rule

Before going to bed, set your alarm 30 minutes earlier than usual and put it in another room. When the alarm rings, begin to count backward and on 1, get up, and leave the bedroom.

### 8 Stop worrying

As soon as you feel anxiety, take control and count 5-4-3-2-1. Then, say, "I'm so excited," and push yourself to move forward.

# The Healthy Mind Toolkit

Alice Boyes, PhD

## What Is the Healthy Mind Toolkit?

The Healthy Mind Toolkit contains different strategies for figuring out how you're impeding your success in life and how to change your thoughts and habits

### A healthy mind helps you understand the following:



Anger energizes and inspires you to take action



Anxiety alerts you and makes you do the right thing



Boredom signals that you need more variety and challenge

### Strategies to build a healthy mind:



#### Overcome bad habits

By becoming aware of your negative behaviors, you'll start looking for ways to avoid them



#### Self-belief

When you believe in yourself, you'll find it easier to confront your problems



#### Accept your efforts

Remind yourself you're doing your best. Accepting your efforts will motivate you to do even more



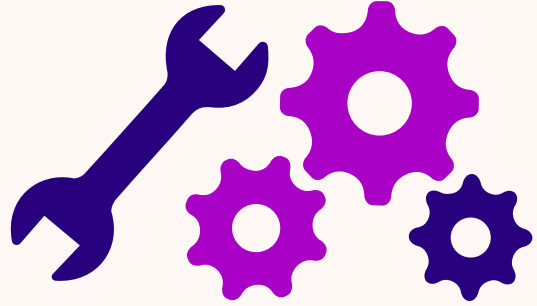
#### Take a break

Learn the warning signs of your tiredness. When you notice them, take a short break and change your activity

# Key insights

## The Healthy Mind Toolkit

Alice Boyes, PhD



### 1 Define your life goals

Focus on understanding what to do to get more of what you want. However, you should also pay more attention to what you already know so that you can put your insights and skills to good use.

### 2 Label your emotions accurately

Identifying your emotions reduces their intensity and allows you to manage them better. For example, you should be able to tell the difference between anxiety, anger, and humiliation.

### 3 Surround yourself with the right people

When you're among intelligent people with different ideologies, you'll expose yourself to learning more from their success and failure stories. Surround yourself with clever individuals who believe differently than you do.

### 4 Breathe slowly to calm down

Your mind interprets physiological information from your body via your emotions. When you can't think properly, try to focus on slow and steady breathing. You'll decrease your physiological anxiety and calm down.

### 5 Avoid bias and judgment

To keep your options open, you should recognize when you may have reached a premature decision. Policies and procedures, particularly at work, may help to avoid confirmation bias.

### 6 Think large and out of the box

Thinking large may help you look beyond whatever limitations you may be experiencing due to traditional beliefs. As a result, thinking large may often be less dangerous than thinking small.

### 7 Change behavior to change mindset

Healthy habits are the foundation for a healthy mind. To thoroughly declutter your thoughts, you'll need to simplify your actions and replace troublesome behaviors with more intentional decisions.

### 8 Remove self-destructive habits

Emphasize patterns with the most serious potential repercussions to remove the bulk of the destructive effects of self-sabotage in your life.

# The Miracle Morning

Hal Elrod

## 3 steps to become an achiever

Understand that you're as worthy, deserving, and capable as others

Dedicate time each day to becoming the person you want to be

Change how you wake up in the morning to achieve your goals



## 4 simple steps for snooze-proof mornings

Set your intention to wake early

Move your alarm clock across the room

Brush your teeth and drink a glass of water

Get dressed in your workout clothes

## Follow motto S.A.V.E.R.S.

**Silence:** Pray, meditate, focus, or engage in deep thought

**Affirmation:** Program your mind with supporting thoughts

**Visualization:** Create a Vision Board, and fulfill its action

**Exercise:** Maintain good health through activity

**Reading:** Commit to reading a minimum of 10 pages per day

**Scribing:** Use your miracle mornings to write

# Key insights

## The Miracle Morning

Hal Elrod



### 1 What makes a morning “miraculous”?

Miracle morning is a massive makeover that revolutionizes almost every aspect of your life thanks to a straightforward but visionary process of waking an hour earlier every morning.

### 2 Upgrade your life to "Level 10"

Dedicating purposeful time each day for creating, attracting, achieving, and sustaining success in every area of life is the hallmark of a level 10 life. How you wake in the morning is the first principle.

### 3 Key into success and prosperity

Until you dedicate time each day to develop yourself into the person you want to be and create a top-notch life, attaining success will be a struggle. Continue making small steps, and you'll gain desired outcomes

### 4 Think positive and thankworthy thoughts

Thoughts precede action. Your affirmations transform how you think and feel, overcoming limiting beliefs and behaviors and replacing them with those you need to succeed.

### 5 Fly high, and bid mediocrity goodbye

95% of people will never be capable of creating and living the dream they desire. But you have the option of deciding mediocrity is no longer a choice for you.

### 6 Spend your time with right people

Spend quality time with happy, high achievers, and their personality characteristics will ultimately rub off on you. You'll start to resemble them and grow.

### 7 Force life to yield positive results

Don't let life happen to you; how you react to it matters! Be proactive and take a cue from people who have already gone from living on the wrong side of their potential gap to completely transforming their lives.

### 8 Appropriate the miracle of visualization

When you visualize, you align your thoughts and feelings with your vision, making it easier to maintain the motivation needed to take necessary action. Continuity is key.



# Influence

Robert B. Cialdini, PhD

## Persuasion is a subtle form of manipulation:

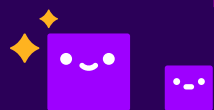
Marketers use persuasive tactics to make you buy their products

People can be persuaded to think their decisions are their ideas

Persuasion can make you do things you don't want to do

Persuasion can be used as a weapon, both offensive and defensive

## Examples of subtle persuasion include:



Showcasing two items with one of them downplayed



Showing the expensive item first to make the other seem inferior



Using a celebrity to explain why you need the item

## Learn to avoid persuasive tactics:

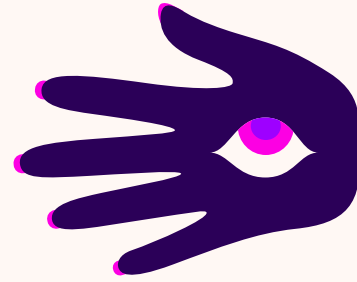
- Question whether you really need the item
- Don't let a deficit influence your choice
- Don't feel obliged to return favors
- Remember that companies want your money



# Key insights

## Influence

Robert B. Cialdini, PhD



### 1 Three elements of persuasion

The first element is a subtle mechanism that kick starts persuasion. The second is knowing how to trigger the power persuasion gives. The third is understanding the power of persuasion.

### 2 Favor should have a reason

People want to know why they're doing something. Everyone loves a purpose, so make sure you give them one. You're more likely to get a positive response to the favor you've asked if you provide a reason.

### 3 Celebrities are in on it too

The 'liking concept' means that we're more likely to agree to or buy something if it's presented to us by someone we like. Your favorite celebrity is working for the company—they don't really have your best interests at heart!

### 4 Fear makes us irrational

Limited edition screams, 'This is going to run out! When it's gone, it's gone.' That's a persuasion tactic to make you buy it. We think if something is short in supply, we need it. Ask yourself, do you really?

### 5 Moral standards as a tool

If you want someone to agree to whatever you're asking, appeal to their moral standards. People like to live up to their standards as often as they can. It makes them feel good.

### 6 Reciprocation isn't obligatory

The rule of reciprocation is a common persuasion tactic. If someone does something for you, you feel obliged to repay them. That's why marketers give you free gifts. Be aware and sidestep the guilt.

### 7 Authority influence our choices

If someone you perceive to be in authority tells you to do something or buy something, you're likely to do it. Ask yourself whether they're really an authority figure or using it as a persuasive tactic.

### 8 In search of profit

We tend to act if we're worried that we will lose something because we're more concerned with losing than gaining. Only act when you know you're going to gain.

# THE SUBTLE ART OF NOT GIVING A F\*CK

MARK MANSON

“THE MORE YOU SEEK HAPPINESS, THE LESS CONTENT YOU BECOME.”

## DIFFERENCE BETWEEN GOOD AND BAD VALUES



- Good values are socially beneficial, immediate, controllable, and founded on truth
- Bad values are superstitious, socially harmful, and difficult to regulate or change

## 2 FACTS ABOUT THE BACKWARDS LAW



- Pursuing good experiences can be a bad experience in itself
- Acceptance of bad experiences is a good experience

## 3 NUANCES

### THAT DEFINE THE ART OF NOT GIVING A F\*CK

1

Not giving a f\*ck does not imply indifference; it just means being at ease with being unconventional

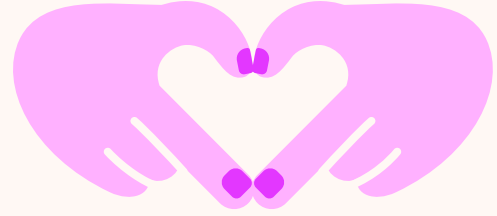
2

You have to initially give a f\*ck about something essential in order to not give a f\*ck about adversity

3

Whether you are aware or not, you are constantly deciding what to give a f\*ck about

# Key insights



## The Subtle Art of Not Giving a F\*ck

Mark Manson

### 1 Worry less about your problems

Giving a f\*ck about more problems isn't the secret to a happy life. But giving a f\*ck about less, and about what is real, urgent, and essential is. Cutting down your anxiety is the key to a peaceful life.

### 2 Turn failure into success

The setbacks we encounter in life aids in fine-tuning our growth via continual development. Fear of failure leads to stagnation. Instead of giving up when we fail, we should try again.

### 3 Manage your reaction to reality

Although we can't control what goes on around us, we have full power over our emotional reactions. We can better cope with difficulties in our lives if we take responsibility for our responses to unfavorable situations.

### 4 Embrace your fears to overcome them

Surprisingly, being honest about your anxieties makes you more confident and charming in front of others. Indifference has nothing to do with admiration or confidence. Moreover, unconcerned people seem clumsy and afraid.

### 5 Be open to new experiences

Assuming we are perfect encourages us to avoid accountability. The only way to solve our issues is to acknowledge that our previous behaviors and ideas could be incorrect and ineffective.

### 6 Do something rather than nothing

By evaluating issues, your mind can figure out the next step. If you're stuck, simply do something; you'll be amazed at how frequently you surprise yourself; activity leads to motivation.

### 7 Don't try to be exceptional

Re-define your objectives in both practical and broad terms. Choose not to think of yourself as a rising star or a dreadful failure. Instead, see yourself as a learner, a collaborator, a friend, or a creator.

### 8 Live within your means to save money

If you live above your means, you'll cause additional challenges for yourself. When you spend more than you earn, it will be difficult for you to be happy.

# CREATIVE CONFIDENCE

Tom Kelley,  
David Kelley

## The innovation flywheel:

### TECHNICAL FACTORS

Where most innovations usually start. What technology can you create?

### BUSINESS FACTORS

Is there an existing market, or can one be created? How will the business be funded?

### HUMAN FACTORS

Does this appeal to human psychology and design to meet people's needs?

**TECHNICAL**  
(feasible)

**BUSINESS**  
(viable)

**PEOPLE**  
(desirable)

## IDEO's approach to innovation:

### ♥ INSPIRATION

Go out there and observe ways you can make the world better

### \* SYNTHESIS

Bring your research together and try to make sense of it

### \* IDEATION

Spend time developing different ideas and various options

### \* EXPERIMENTATION

Get feedback and improve your ideas to get better results

### \* IMPLEMENTATION

Prepare your roadmap for rollout and follow through with it

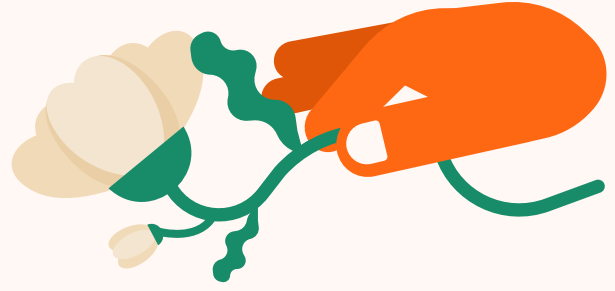
### \* INNOVATION

Understand and emphasize your customers' needs

# Key insights

## Creative Confidence

Tom Kelley, David Kelley



### 1 Everyone is a creative

Don't mistake creativity with artistry like painting and drawing. Not everyone can be an artist, but we all have creativity in our genes waiting for expression.

### 2 Good ideas are not enough

Ideas are powerful, but alone they are not enough. Anyone can get a good idea. But the people who create useful innovations are those who act on their ideas.

### 3 Balance your heart and money

Many of us have to choose between work we love and work that brings us money. If you find yourself stuck in an unsatisfying job or career, leave, or start a side project that makes you feel alive.

### 4 Constraint is an advantage

A lack of resources forces creativity. Many innovations were born out of constraints. Take advantage of your limitations rather than complain about them.

### 5 Embrace failure

There's a widespread myth that creative geniuses don't fail. The reason their work appears so perfect is that they fail numerous times.

### 6 Experiment more

Experimentation is an important part of the creative process. Most of your creative ideas will be novel, so there's no way to know if they'll work without testing.

### 7 Success depends on leadership

You can't achieve innovation on any scale without a team of awesome people. But when there's no good leadership, even the most creative team will be forced to fall short.

### 8 How to create spark

The best way to get mind-blowing ideas is to pursue them. Observe your environment and study innovations for inspiration.

# Why We Sleep

Matthew Walker

## 3 Phases of Sleep:



### Deep Sleep:

During this cycle vital information is recalled



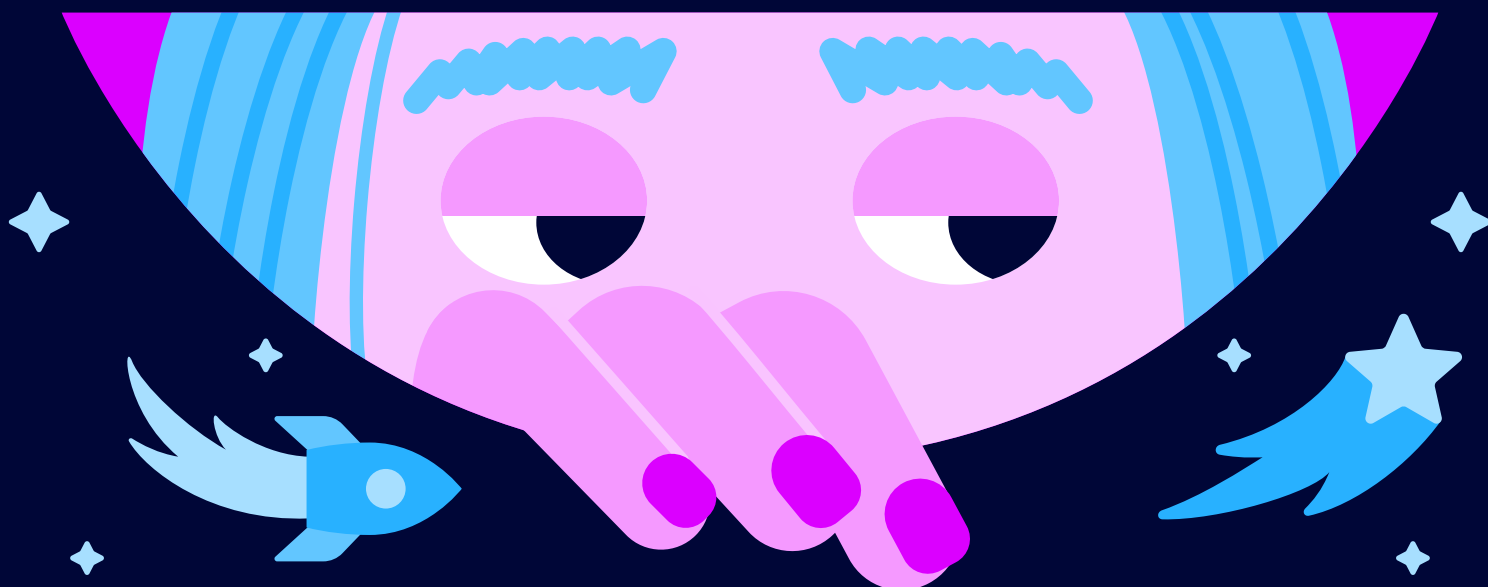
### Light Sleep:

The brain deletes unnecessary information



### REM Sleep:

The generation of meaning from stored information and emotion



## Better Sleep = Better Health:

Good sleep improves the functioning of the brain and other organs

Better sleep results in sharper attention, and a stronger immune system

Experiencing all 3 cycles of sleep improves complex problem solving

## 6 Tips to Sleep Better: z z

Avoid exercise in the afternoon and stick to a sleep routine

Don't remain in bed if you don't fall asleep after a few minutes

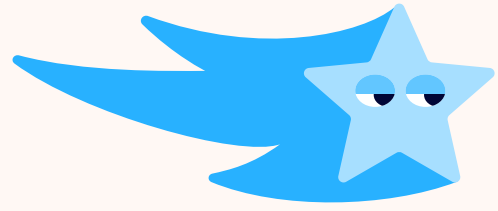
Eat only what you need and don't drink alcohol before sleep

Don't take naps after 3 p.m. It will be harder to fall asleep at night

Get rid of caffeine and other substances that keep you awake

Get a shower, turn off the lights, and relax your mind

# Key insights



## Why We Sleep

Matthew Walker

### 1 How NREM sleep works

During Non-Rapid Eye Movement (NREM) sleep, the logical part of the human brain is relaxed and vital information is transferred to the long-term memory. As a result, brainwaves are ten times slower, allowing the brain to absorb raw data.

### 2 The consequences of sleep loss

The most common sleep deprivation triggers are psychological: worry, anxiety, emotional concerns. They lead to health issues and brain function deterioration.

### 3 Dreams offer benefits to our brain

Dreams make traumatic experiences less painful, boost creativity and problem-solving skills, and enhance our capacity for facial recognition.

### 4 Danger of sleep deprivation

There are more drowsy driving accidents than those from alcohol and drug consumption combined. Sleeping for only 7 hours daily for 10 days is equivalent to 24 hours' worth of sleep deprivation.

### 5 How REM sleep works

Dreams occur during Rapid Eye Movement (REM) sleep because it mimics our waking time. Unlike NREM, this stage of sleep processes data to generate meaning and stimulates the areas of the brain that help with learning.

### 6 Adenosine is the sleep chemical

When you've been awake for an average of 15 hours, Adenosine builds up and it will take about 8 hours of sleep for the body to release it. The Circadian Rhythm measures this cycle.

### 7 Sleep an average of 8 hours a day

Getting little sleep means you will get tired more easily, experience reduced strength, and cause a build of lactic acid in your body.

### 8 Alcohol causes sleep disorders

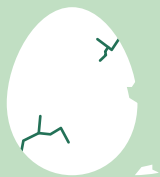
Alcohol is a form of depressant. It leads to memory loss and makes it impossible to experience the phases of good sleep.

# Mini Habits

Stephen Guise

## Mini Habits Strategy

Key Step



### Make Yourself Start

Starting with a small victory will motivate you to leave your comfort zone and achieve more

Key Factor



### Keep Balance

Willpower is stronger than motivation, but remember: "More haste, more waste"

Key Rule



### Focus on Result

We form habits by regular repetition. Be proud of small results and count them as big wins

## The 8 Steps for Effective Change

1



### Create a Plan

Make a list of habits you want to develop, but no more than four at once

2



### Realize Value

Define a habit and ask yourself whether or not you really want it

3



### Use Stimuli

External stimuli act like hooks, but try not to overload yourself and keep your reserves

4



### Set a Reward

The brain associates an action with a reward, and soon it won't need to at all

8



### Just Do It

When action becomes habit, you won't think about the reason

7



### Keep Balance

Discard large goals in daily practice and stop blaming yourself for small steps

6



### Don't Overdo It

Try not to exhaust yourself. The challenge really needs to be very small

5



### Honor Your Wins

After accomplishing your actions, take a moment to celebrate your achievements



# Key insights

## Mini Habits

Stephen Guise



### 1 Positivity hurts productivity

While it is good to set goals, exaggerated and unrealistic ones are mostly unachievable. Though it may be necessary to dream big to maximize your goals, breaking them into smaller units makes it less intimidating and easy to start.

### 2 The art of tricking your brain

Train your brain into conforming with the good things you'll love to do. The neural pathways of the brain are like trails in the countryside. Take joy walks there regularly, get rewarded and refreshed by interfacing with nature.

### 3 Key value of consistency

Mini habits — starting small — might help you get forward when your willpower is weak. Mini habits need such a modest amount of commitment that they become nearly inconsequential.

### 4 Not more than 4 at once

It's not a good idea to have more than four little habits going at once. More mini habits will cause you to lose attention.

### 5 Mini habits are dynamic

Mini habits are a basic brain trick at their essence, but they're also a life philosophy that emphasizes getting started, allows action to take precedence over motivation, and the belief that tiny efforts may add up to big gains.

### 6 Mini habits give you power

Mini habits are low-willpower Trojan horses that can take advantage of their simple access to the brain's command center to produce enormous outcomes. If you take incredibly little steps, you can get yourself to do almost anything.

### 7 Motivation isn't enough

Motivation is a useful source of inertia for beginning a project, but never rely on it to get you through long-term work. Rather, create the willpower to do the required on a continuous basis.

### 8 Being content, not satisfied

Being content with tiny steps forward is not the same as having low standards. Be content, but never satisfied.

# The Life-Changing Magic of Tidying Up

Marie Kondō

Store your things by categories



CLOTHES



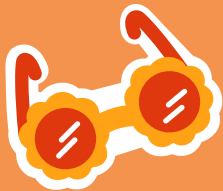
PHOTOS



BOOKS



DOCUMENTS



RANDOM THINGS



SOUVENIRS



BEAUTY PRODUCTS

Ask yourself the following questions about your things:

DOES IT SPARK JOY?

DOES IT WORK?

IS IT NECESSARY?

DOES IT HAVE A DESIGNATED PLACE TO LIVE?

If the answer is

YES

Keep and put these things in a designated place. As a result, your space will contain only things that you enjoy

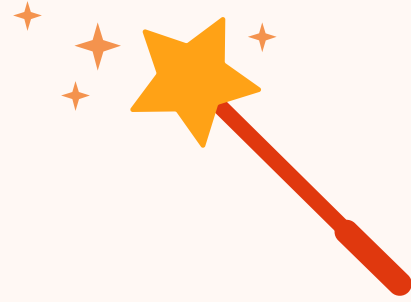
NO

Thank your item for all it's done for you, and let it go. In the end, all that is left is what you really treasure

# Key insights

## The Life-Changing Magic of Tidying Up

Marie Kondō



### 1 Discarding things come first

Effective decluttering requires two steps: eliminating unnecessary items and determining what to retain with you. Discarding must come first of the two.

### 2 Gather your things together

Before you start throwing things away, gather all of your belongings in one location. Gathering your belongings allows you to see how much you possess.

### 3 Distinguish tidying and sorting

Sorting is not the same as tidying. Sorting does not inherently remove clusters; rather, it organizes them.

### 4 Organize by category

Don't organize your belongings by location. Instead, organize your belongings by category so you know how much you have and what you can discard.

### 5 Mementos should come last

Starting with items that bring back memories can distract you from the work at hand and make it difficult to carry out your choices.

### 6 Make sound judgments

Tidying up allows you to make better judgments. When you tidy on a regular basis, you develop an understanding of what to discard and what to preserve. It enables you to make better judgments.

### 7 Avoid using clusters

Arranging clusters does not result in efficient tidying. Before you organize, discard first.

### 8 Organize your clothing

Foldable clothing should be folded rather than hung. Folding your garments extends their durability and improves their appearance.

# 10X RULE

Grant Cardone

## 4 easy steps to gain success

1

### Visualize your success

Define what you want to accomplish

2

### Tick the mindset checklist

Achieve results despite circumstances

3

### Take massive action

Success is achieved when you do your best

4

### Use each second

Turn your efforts into your best outcomes

## 4 types of people



### Do Nothings:

"I Want To Be Successful, But I Won't Do Anything About It"



### Retreaters:

"Since I've Failed Once, I'm Going To Stay Away From Anything Risky"



### Normal Action Takers:

"Average Life, Average Goals, Average Outcomes"



### Massive Action Takers:

"I Dream Big And Struggle To Achieve My Goals"

## Ninja codes for crushing 10X goals



- Be sure your ambitions are big and audacious
- Align your goals to important parts of your life
- Wake up and go to bed with writing down your goals



# Key insights

## 10X Rule

Grant Cardone



### 1 Obsession is a gift

Being obsessed about the most important aspects of your life is a good thing. It means you will do anything to preserve those areas in parts of your life that you're emotionally invested in.

### 2 Take massive action

Many things contribute to success. But most often vision and action are the key differentiating factors between success and failure. Set lofty goals and be committed to taking massive action towards those goals.

### 3 Create omnipresence

If you have a personal or corporate brand, make it a point to always stay on your customer's mind. Show up everyday, or at least regularly. It helps you to stand out from the crowd and get people's engagement.

### 4 Invest in customer acquisition

Many business people focus too much on customer satisfaction. However, when you're building a business, your primary target it's the referral and loyalty of customers. To get it, create massive customer acquisition strategies.

### 5 Increase your appetite for risks

If you want the big life, then you have to stop playing it safe. You won't always know how things will turn out, so your journey to success will involve taking calculated risks.

### 6 Stay consistent

Success breeds more success. Failure acts in the same way too. Therefore, create small wins daily that will motivate you to achieve bigger things. As a result, you accomplish your mindset checklist and get success.

### 7 Don't market bad products

When you create a product, test it with a small group of customers. Then work on the feedback you get first before trying to sell it to the world. In this way, you prevent negative experiences and retain the customers.

### 8 Refuse the average life

Most people in our world have an average mindset. They just want to be "good enough." But the problem is that average gets knocked out when the going gets tough. True freedom is attained by rising above average.

# Creativity, **i** **n** **c**

Ed Catmull, Amy Wallace

## To encourage creative thinking and problem solving:

### Candor

Give people the freedom to share ideas, opinions, and criticism

### Braintrust

Support the team of smart, passionate, and well-informed people

### Empathy

Discuss the idea of working together to achieve a common goal

## Criticism technique “Good Note”

- 1 A feedback system includes timing, content, and open-endedness
- 2 Feedback is specific and includes what is wrong, missing, and unclear

## Get the team right



The right team comes before the right ideas



A good idea gets destroyed by a mediocre team



A good team replaces a mediocre idea with something better



Team performance is more important than the talents of the team

# Key insights

## Creativity, Inc.

Ed Catmull, Amy Wallace



### 1 Ideas don't come fully formed

Every successful venture is a combination of thousands of ideas. Find, develop, and support good people, and in turn, they will find, develop, and hone good ideas.

### 2 Fast response to changes

Watch for areas where balance has been lost. Hold lightly to goals but firmly to intentions. Stay open to goals that change with new information. Be surprised and let go of your assumptions.

### 3 Trust shows in support

Trusting means if someone makes a mistake, you believe that they will act to help solve it. Leaders reward those who lift our aspirations and not just the bottom line.

### 4 Creativity encourages candor

Lack of candor, if unchecked, ultimately leads to dysfunctional environments. Candor makes creative collaboration possible because teammates trust one another. But if left unchecked, lack of candor ultimately leads to dysfunctional environments.

### 5 Fear stifles creative solutions

In a fear-based, risk-averse culture, people will stick to what has worked and will not create new ideas. When experimentation is seen as necessary and productive, people enjoy their work.

### 6 Creativity develops in excellence

Good leadership helps all types of creative people stay on the path of excellence. Commit to a sustainable creative culture that is rooted in genuine excellence. Make creativity a practice and not just an abstract concept.

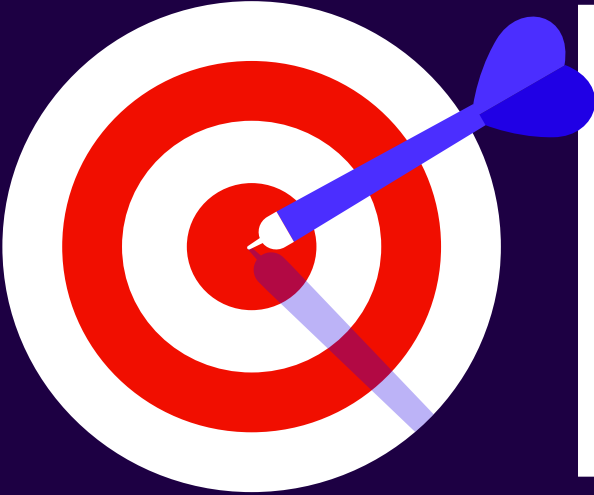
### 7 Failures should be discussed

Leaders can talk about their mistakes in a creative culture and make it safe for others to do the same. When failures occur, ask how you should get the most out of it.

### 8 Everyone can make mistake

Assume people's intentions are good and that they want to solve problems. Build the ability to recover from failure rather than prevent risk.

# THE ONE THING



The ONE thing approach teaches you to ignore distractions by doing one thing at a time

Gary Keller, Jay Papasan

## 3 Steps of Simple Path to Productivity



### The focusing question:

Identify ONE Thing you can do to make everything else easier or unnecessary



### The success habit:

Surround yourself with people who motivate you to practice ONE Thing daily



### The path to great answers:

Most times, the answer lies beyond your comfort zone. Make efforts to discover it

## 4 Thieves of Productivity

### Poor health habits:

Sacrificing your health and letting your energy run amok

### No support:

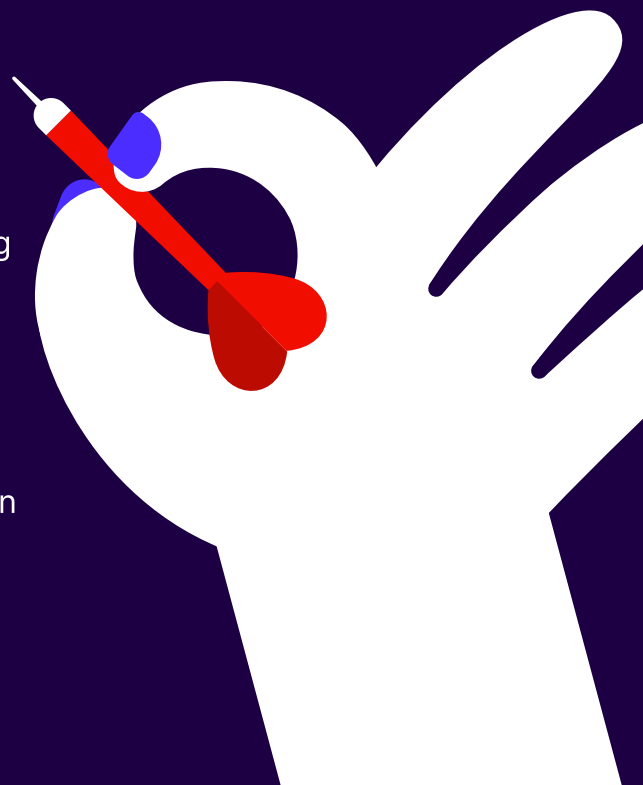
Surrounding yourself with the wrong people and energy

### Constant "Yes":

Saying Yes to everything while ignoring your ONE Thing

### Chaos in your life:

Allowing chaos to block your way and stick you in hesitation

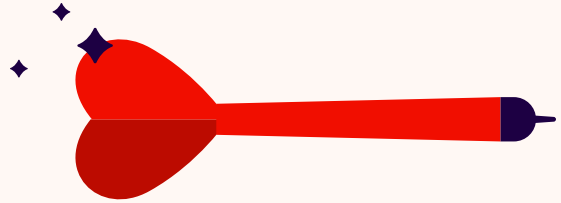




# Key insights

## The One Thing

Gary Keller, Jay Papasan



### 1 Extraordinary results

Purpose, priority, and productivity are needed to implement the ONE Thing. Productive people allow purpose to be the guiding force in determining the priority that drives their actions.

### 2 Live by priority

Your most important priority is the One Thing you can do right now that will help you achieve what matters most. This thing will show you the way to extraordinary results.

### 3 Live for productivity

Those who achieve amazing results don't achieve them by working more hours. They achieve them by getting more done in the hours they work. To be more productive, only focus on One Thing until it is done.

### 4 Live the "Accountability Cycle"

We tend to see something that needs to be done and race off to do it with enthusiasm, energy, and our natural abilities. You must be willing to be held accountable to do everything you can to achieve your ONE Thing.

### 5 Focus on your purpose

Lasting happiness happens when you bring meaning and purpose to your everyday actions. Your purpose should be focused on the One Thing you want your life to be about.

### 6 Going small

It's impossible for everything you do to matter equally; therefore, you must focus on the things that mean the most. Determine your One Thing and concentrate all efforts on fulfilling it.

### 7 Move from "E" to "P"

Move from entrepreneurial to purposeful. The purposeful approach focuses on One Thing, such that no matter the limitations you face, you look for better ways to achieve that One Thing.

### 8 Follow the "Path of Mastery"

Learn to adopt the practice of seeking mastery because it helps you to be committed to becoming your best. Gaining mastery is about doing the best you can do in the best way possible.

# Yay! You have boosted:

#

happiness

leadership

mindfulness

negotiation



emotional intelligence

stress-resilience

focus


productivity

confidence

creativity

time-management

relationships|



**Congrats on getting  
closer to becoming  
the best version of  
yourself!**