WIN! A MANUAL FOR UNSTOPPABLE LEARNING & SUCCESS

PRESENTATION NOTES

QUOTES

"A child without education is like a bird without wings." (Tibetan Proverb)

"To teach a child the "what" is to teach a child for a day; to teach a child the "how" is to teach a child for a lifetime." "To teach a student the "what" is to teach a student for a day; to teach a student the "how" is to teach a student for a lifetime." (Thomas E. Rosensteel)

"It is in your moments of decision that your destiny is shaped." (Tony Robbins)

"We each live off the fruits of our decisions and indecisions . . . . The rabbit turns left and finds clover; he turns right and finds a hawk. Such is life and death. Still, it's important that we choose which way we turn" (Steve Ramirez)

"Choices are the hinges of destiny." (Pythagoras)

"China ranks number one in international tests of K-12 math, science and reading skills; the U.S. ranks twenty-fifth." (Heather MacDonald)

"You must play boldly to win." (Arnold Palmer)

"I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed." (Michael Jordan)

"We will fail when we fail to try." (Rosa Parks)

"You miss one hundred percent of the shots you don't take." (Wayne Gretsky)

"Repetition is the mother of learning, the father of action, which makes it the architect of accomplishment." (Zig Ziglar)

"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times." (Bruce Lee)

"In almost all studies on expert performance, the major thing that made the difference was not the person's innate talents, but the hours of exposure and deliberate practice. In the world of talent, expertise or sustained world-class performance, there is no longer a debate of nature versus nurture. The myth of the naturally superior human has been deconstructed and obliterated by research across dozens of fields." (Brendon Burchard)

"Excellence is an art won by training and habituation…. We are what we repeatedly do. Excellence, then, is not an act but a habit." (Aristotle)

"A lifetime of training for just ten seconds." (Jesse Owens)

"I never won a fight in the ring; I always won in preparation." (Mohammad Ali)

"There is no substitute for work." (Vince Lombardi)

"But in a very real sense, it will not be one man going to the moon - if we make this judgment affirmatively, it will

be an entire nation. For all of us must work to put him there." (President John F. Kennedy)

"Work is the engine that enables success; work is the engine that powers all learning; and work gives purpose and meaning to life - both are critical if you are to attain happiness." (Thomas E. Rosensteel)

"I'm very, very thirsty for knowledge. Just because I'm good at something and have found success doesn't mean I'm done. I'm not even close to being done. I don't know if I ever will be done learning." (Jennifer Lawrence)

"The world doesn't owe you anything. You have to work for everything you get, and you have to appreciate every bit of success the world gives you." (Taylor Swift)

"You have to fight to reach your dream. You have to sacrifice and work hard for it." (Lionel Messi)

"Luck has nothing to do with it, because I have spent many, many hours, countless hours, on the court working for my one moment in time, not knowing when it would come." (Serena Williams)

"Always work hard, never give up, and fight until the end because it's never really over until the whistle blows." (Alex Morgan)

"Whether people are in America or Africa, people want to work. They want to have purpose. They want to provide for themselves and their families. They don't want handouts. (Scarlett Johansson)

"No one else is going to do it for you, if you want it bad enough then go out and do it yourself." (Ed Sheeran)

SYSTEM OUTLINE

- **Reading for a Purpose**
  - Reading for COMPREHENSION - identify only the materials that qualify for test inclusion.
  - Developing focus and ability to identify qualified text is the most important skill.
  - Have absolute focus - force yourself to go back if you loose concentration.
- **Identifying the Subject Matter**
  - First reading - critical that you only select qualified text.
  - Identify qualified text by 45 degree single pencil marks.
  - Take careful notes of information from lectures and ancillary study materials.
  - Use same pencil-marking techniques on lecture notes and ancillary materials.
  - Timing is critical - avoid falling behind assignments.
- **Testing**
  - Immediately prior to test taking, re-read all marked text and notes five times.
  - Review Table of Contents
  - Refine and personalize the System
  - Honor the struggle - success requires hard work, new habits and discipline.
  - Great success results from your ability to focus relentlessly on your ambition and your acting decisively towards your goals.

Manage Your Time / Embrace Work / "Get Over the Fish" / Repetition (6) is Key
Enjoy the Journey / Celebrate Your Victories

TRUE/FALSE TEST PREPARATION GUIDELINES

- Every part of a true sentence must be "true."
- Look for negatives, qualifiers, absolutes and long strings of statements (e.g., if an absolute is present, statement is probably false).
- If a question contains negatives -"no", "not", "cannot" - drop the negative and read what remains - decide whether what remains is true or false. If true, its opposite is usually false.
- Words like - "sometimes", "often", "frequently", "ordinarily", "generally" - these modifiers typically result in true statements as modest claims often reflect reality.
- Words like - "no", "never", "none", "always", "every", "only" - these absolutes require the statement to be true 100% of the time and, thus, the statements are usually false.
- Long sentences with phrases set off by commas - evaluate the "truth" of each phase since, if anyone is false, the statement must be false.
- Most "standard" true/false tests contain more true answers if you have to guess, answer true as you will then have more than a 50% chance of being correct.

MULTIPLE CHOICE TEST PREPARATION GUIDELINES

- Read directions carefully - does each question have one or more correct options, are you penalized for guessing and how much time is allowed?
- Read through the test quickly, answer easiest questions first and, upon second reading, answer the more difficult questions.
- Time permitting, review all questions and answers.
- Eliminate choices you know to be incorrect; give each choice a true/false analysis, question choices that are totally unfamiliar; question choices that contain negative or absolute terms; "all of the above" if two of three choices appear correct - "all of the above" is a strong possibility; in numbered answers, if in doubt eliminate the high and low and consider middle-range numbers; in double negatives, identify the equivalent positive statement; favor choices that contain qualifiers; always guess when there is no penalty and don't guess if there is a penalty and change your first answer only when you are sure of the correction.
- Remember, you are always looking for the best answer.

TAKEAWAY SUMMARY

- **Formula for success - You + Work + Repetition = Success**
- Create Sustained Focus
- Lifelong learning is a daily experience.
- **Formula for successful learning - Read with Purpose. /(Get over the fish) + Repetition (Power of Six) + Timing**
- Seek advice from experts/five key elements to achieve desired outcome.
- Gatekeeper – tabula rasa / reticular activating system / rumination loop
- Ambition without a schedule dies - calendar your goals or they simply won't be achieved.
- Create necessity in your life - tempus edax rerum - time devours all things.

RESOURCES

Jordan Nike Commercials - Michael Jordan, "Michael Jordan Maybe It's My Fault Commercial" (YouTube - shahtoosh April 19, 2008) ·https://www.youtube.com/watch?v=9zSVu76AX3I, April 19, 2008 (the "journey"). "Michael Jordan 'Maybe It's My Fault' Commercial," 2014, https://youtu.be/kLgOE3mg2RI (the "destination").

The Power of Beliefs: How Strengthening Seven Core Beliefs Predicts Greater Success and a Better Life by Shawn Achor

10,000 Hour Video - Eddie Pinero, YouTube, Google LLC, San Bruno, CA, "Ten Thousand Hours – Motivational Video" – YouTube, https://www.youtube.com/watch?v=wWEF5Ie89ug, 2015.

Liz Murray - *Breaking Night: A Memoir of Forgiveness, Survival and My Journey from Homeless to Harvard*, (Hyperion, 2010). My account of Liz Murray's story is based on this autobiography.

Longevity/Health span/Galleri Test/ Organ Clocks

Robbins, *Life Force,* 439, 444, 446.

Peter Attia, MD, *Outlive: The Science & Art of Longevity*, (Harmony Books/Random House 2023).
The Peter Attia Drive is hosted by Dr. Peter Attia, a Stanford/Johns Hopkins/NIH-trained physician focusing on the applied science of longevity, the extension of human life and well-being.
Peter Attia, *The Peter Attia Drive*, https://peterattiamd.om/podcast/.

Joe Rogan Experience #2210 – "Calley Means & Casey Means, M.D.,"
https://www.youtube.com/watch?v=G0lTyhvOeJs.

Super Agers: An Evidence-Based Approach to Longevity by Eric Topol (Author) /
https://www.youtube.com/watch?v=X2mLqCCMN4Q
https://www.youtube.com/watch?v=WsnghQxZ7z0

Surveillance Capitalism & AI ***"NOTHING VAST ENTERS THE LIFE OF MORTALS WITHOUT A CURSE."***

Excerpts from *WIN! A Manual For Unstoppable Learning & Success*

"In her 2019 groundbreaking book, *The Age of Surveillance Capitalism*, *The Fight for a Human Future at the New Frontier of Power*, Shoshana Zuboff (Professor, Harvard Business School) describes how the social media initiative employs predictive algorithms and mathematical equations, whose purpose is to anticipate and calculate human behavior. Her book describes how companies such as Google and Facebook motivate us to exchange our privacy and personal information for the benefit of convenience. This information or "data" is then sold and used by companies to predict our behavior and, more alarmingly, to influence and modify our behavior. Zuboff believes the unintended and unauthorized use of this data poses a disastrous threat and immeasurable consequences for our freedoms and democracy.

In her book, Zuboff identifies how every threat to human autonomy begins with an assault on awareness - a weakening of your capacity to regulate your thoughts, emotions and desires.[i] She describes how surveillance capitalists' goals are to capture your intentions, motives, needs, desires, preferences, moods, likes, dislikes, personality and vulnerabilities, as well as your conversations at meals, your activity in your bedroom and other rooms in your home, your conversations throughout the day (be they business or pleasure), your heartrate and other health markers, your email content, your location, your feelings, your beliefs and every other aspect of your life, all of which are to be converted into prediction products which serve the financial goals of others.

All that is asked is that the surveillance capitalists know more about you than you know about yourself. This and other data is rapaciously captured from your Alexa, Echo, home thermostats, security cameras, speakers, light switches, phones, credit cards, computers, cars, streets, modes of transportation, buildings, parks and everywhere where there is digital interconnectivity. Google's access to behavioral data is such that it has the ability to know what

we are thinking, feeling and doing in a particular place and time. New and established companies from every sector - e.g., AT&T, Verizon and Comcast, retail, finance, fitness, insurance, travel, health and even education - are pursuing revenues generated by surveillance capitalism.

Ubiquitous digital apparatuses do not care what you think, feel or do so long as their trillions of digital eyes and ears can capture your behavioral data which results from all of your connections and communications. Information regarding your entire life's experiences will become searchable and subject to being "hacked." Of more concern is the fact that machine processes are designed to nudge, tune, manipulate and modify your behavior, all of which results in predictable outcomes for you. The more that is known about you, the easier it is to predict your actions and thus control you.

Researchers have concluded that the use of social media does not promote your well-being. When you engage with social media you are being, in some measure, controlled by the world's most sophisticated data scientists, programmers and technology experts. These individuals have one simple objective - to keep you engaged and on-line so that you and all that constitutes your unique and singular life can be captured and monetized. Particularly with our youth, the focus on social comparison, social pressure and social influence is magnified to the extreme. While you may feel as though you will lose a part of yourself if you were to curtail or suspend your use of social media, there is an upside. Exiting social media may allow you the opportunity for peace and solitude and provide you with sanctuary from the often-extreme social pressure from peers and others. [ii]

An interesting interview with Zuboff can be found at *Hidden Forces* podcast episode seventy-nine with Demetri Kofinas. [iii]

Zuboff's book presents a comprehensive analysis of its subject matter, which is most alarming. Some actions which can be taken to protect your privacy are to avoid: (i) "smart" devices; (ii) putting unnecessary and unproven apps on your phone; (iii) surfing the net and not limiting your screen time; (iv) "click through" terms of agreements and contracts, as they provide you with no privacy or rights to the content or control over its distribution and use; and (v) sites that use "cookies." To further protect your privacy: (i) turn off the location finder on your phone except when using GPS (geolocation is the most sought-after commercial data); (ii) engage available services which promote encrypted content such as Signal, Proton Mail, TOTALVPN (note, these may have limited efficacy); and (iii) pay, when appropriate, the cost for encrypted internet services and content.

While there is an abundance of information describing the positive potential of AI, [iv] no one should dismiss its destructive potential, as it will constitute a transformative force in the twenty-first century. It is imperative that mankind identify a means for harnessing this force for mankind's benefit and not for its undoing. Many of the concerns addressed by Zuboff in her book were portrayed in a recent movie starring Tom Hanks, *The Circle.*[v] These concerns are further explained and addressed in the 2020 Netflix documentary, *The Social Dilemma*.[vi] In a YouTube presentation titled *The AI Dilemma, March 24, 2023,* Aza Raskin and Tristan Harris address more recent concerns involving the ongoing and fast-paced development of AI and its potentially adverse impact on national security issues."

[ii] Shoshana Zuboff, *The Age of Surveillance Capitalism The Fight for a Human Future at the New Frontier of Power*, 308, with permission from Bill Loveridge, Assistant to Professor Zuboff.

[ii] Zuboff, 182, 201, 202, 247, 249, 255, 259, 263, 271, 284, 78, 172, 377, 96, 98, 100, 202, 297, 300, 304, 438, 191, 462, 463, 465-468, 474, 475, 477.

[iii] Demetri Kofinas , *Hidden Forces,* "Surveillance Capitalism in the Age of the Unprecedented | Shoshana Zuboff," episode no. 79, https://hiddenforces.io/podcasts/surveillance-capitalism-shoshana-zuboff/.

[iv] Jerri Ledford, "10 Positive Impacts of Artificial Intelligence," lifewire.com, June 1, 2023, https://www.lifewire.com/positive-impacts-of-ai-7514777; Q.ai, "The Pros and Cons of Artificial Intelligence," Forbes, December 1, 2022, https://www.forbes.com/sites/qai/2022/12/01/the-pros-and-cons-of-artificial-intelligence/?sh=6a6c9e2b4703; Bernard Marr, "10 Wonderful Examples of Using Artificial Intelligence (AI) for Good," Forbes, June 22, 2020, https://www.forbes.com/sites/bernardmarr/2020/06/22/10-wonderful-examples-of-using-artificial-intelligence-ai-for-good/?sh=d8d5e8c2f95e.

[v] James Ponsoldt, director. *The Circle*. Tom Hanks. 2017. 1hr 50min.

[vi] Netflix, Jeff Orlowski, director, *The Social Dilemma,*" 2020, https://www.netflix.com/title/81254224.