

The Habits of High Achievers

Why do some people seem to be high-achieving in everything they do?

I used my two favorite research tools:



Books.



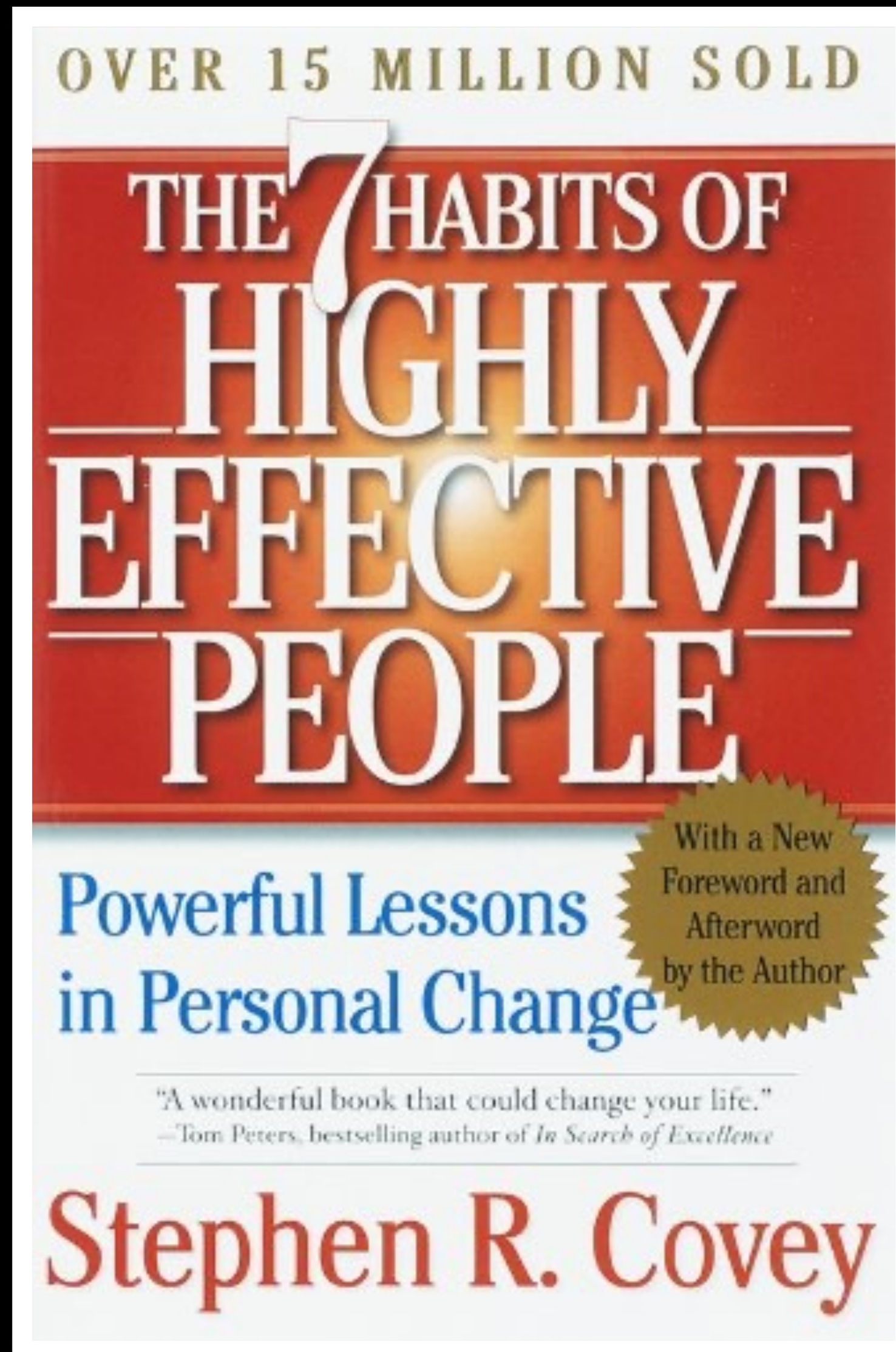
Wine.



Part I: Books.

Best selling book has sold more than 25 million copies worldwide since its first publication in 1989.

- 1 - Be Proactive
- 2 - Begin with the End in Mind
- 3 - Put First Things First
- 4 - Think Win-Win
- 5 - Seek First to Understand
- 6 - Synergize
- 7 - Sharpen the Saw

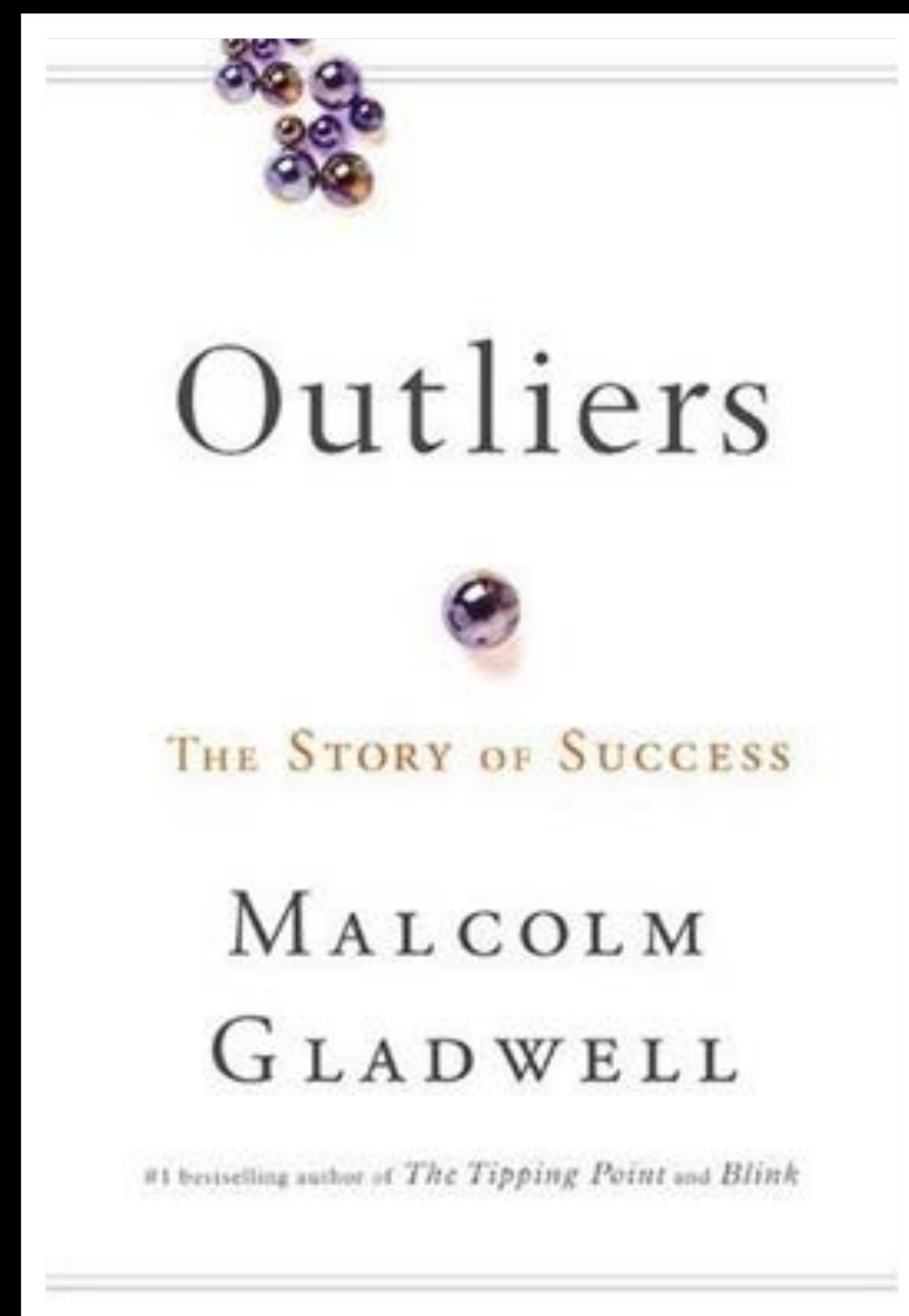




Malcom Gladwell

Key takeaway:

“Practice, practice, practice”



Gladwell develops the "10,000-Hour Rule", claiming that the key to achieving world-class expertise in any skill, is, to a large extent, a matter of practicing for a total of around 10,000 hours.

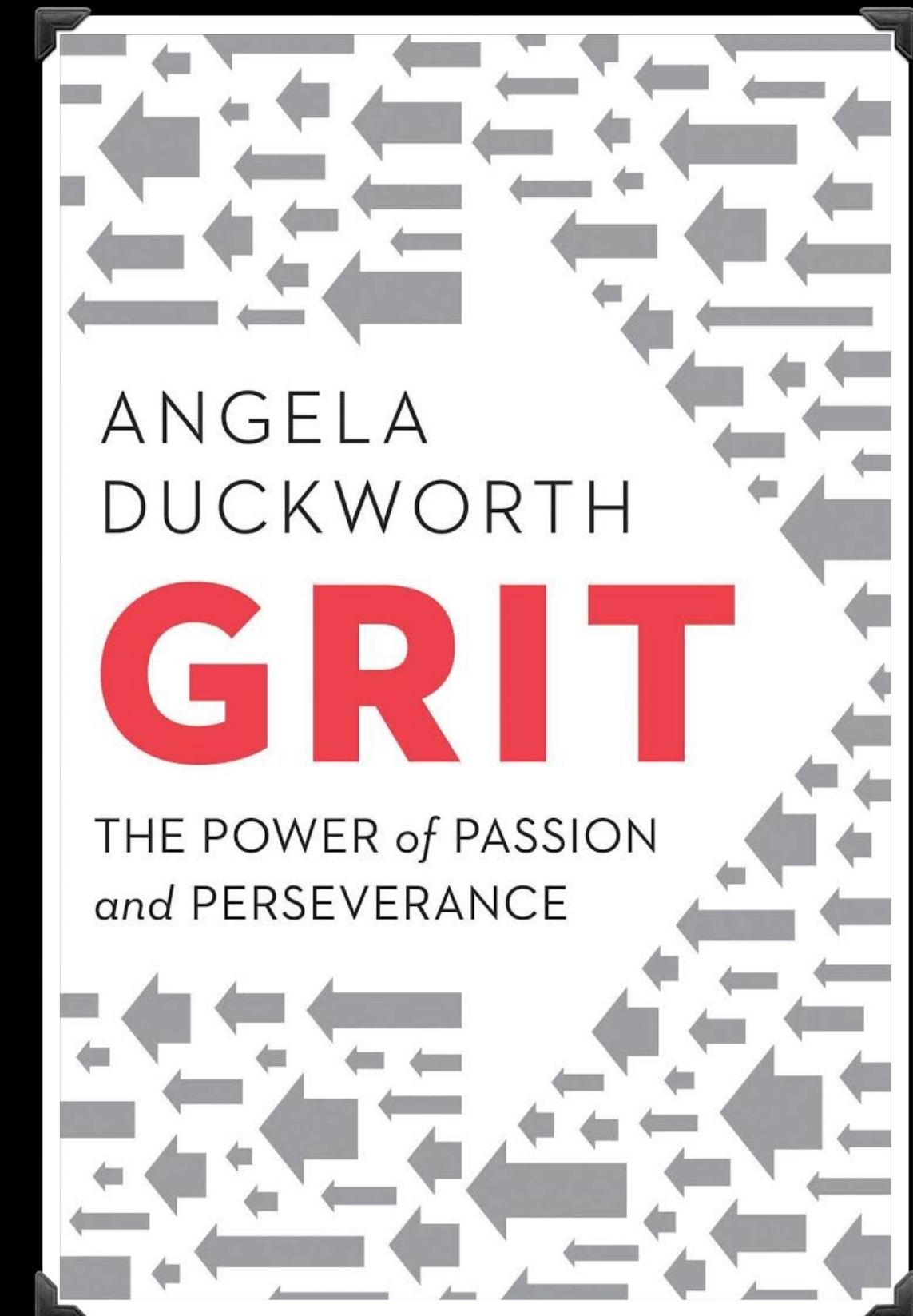
Key takeaway:

“Perseverance” is what matters.



Angela Duckworth, Ph.D.

A.B. in neurobiology at Harvard College
M.Sc. University of Oxford
Ph.D. University of Pennsylvania
MacArthur Genius Fellowship in 2013



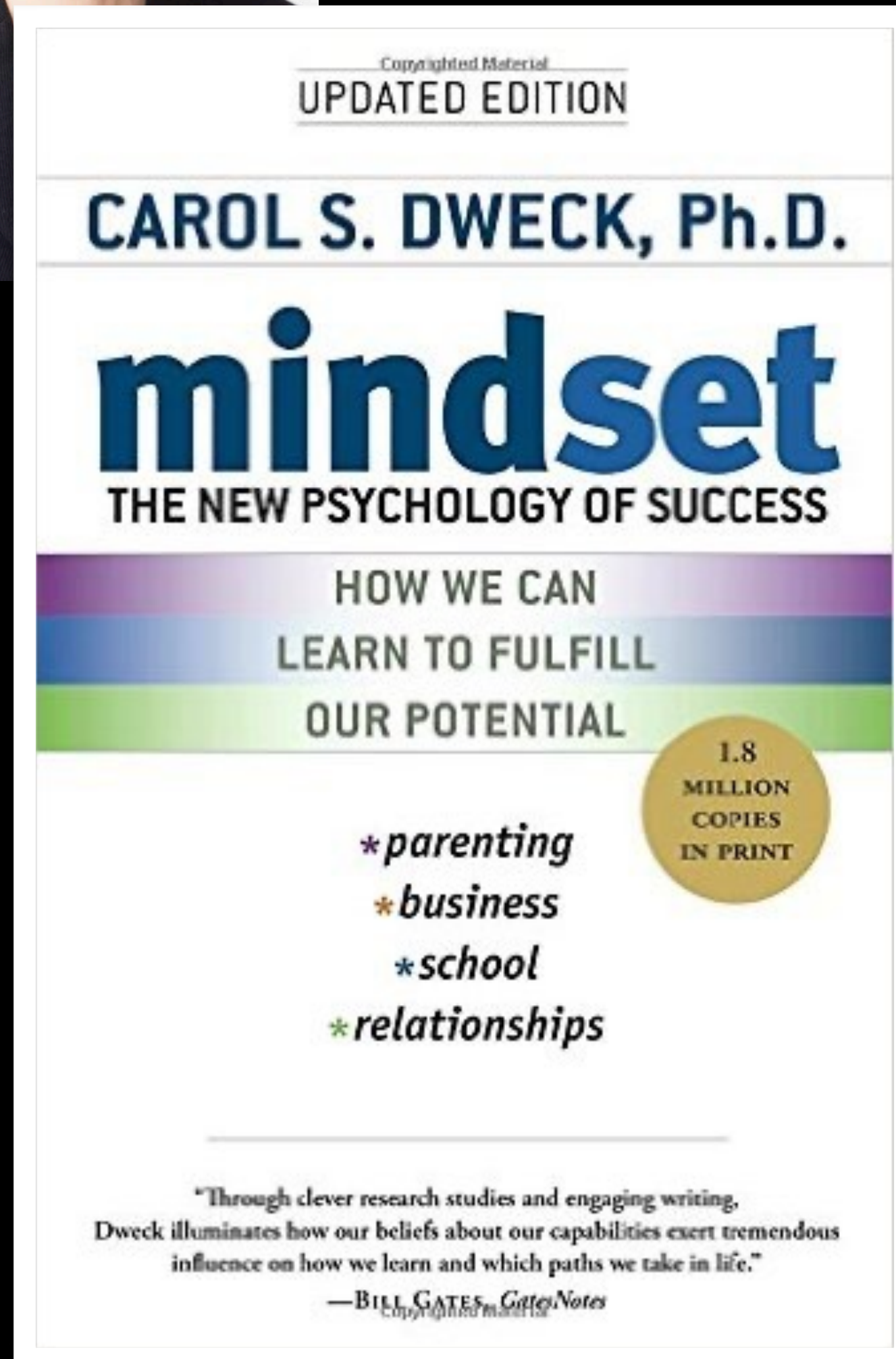


Carol Dweck, Ph.D.

Professor of Psychology,
Stanford University

Key takeaway:

“Growth mindset” matters.



When children are in a fixed mindset, they believe that their intelligence and talents are just fixed traits. They have a certain amount and that's that.

However, when they're in a growth mindset, they believe that their intelligence or talents can be developed – through hard work, good strategies and help from others. They don't necessarily believe that everyone's equally smart or talented, but they believe that everyone can grow.

Key takeaway:

“Delayed gratification” matters.

‘Your view of human nature will change profoundly as you read this brilliant book.’
DANIEL KAHNEMAN
Author of Thinking, Fast and Slow

THE MARSHMALLOW TEST

Understanding self-control and
how to master it



WALTER MISCHEL

The researchers found that children who were able to wait longer for the preferred rewards tended to have better life outcomes, as measured by SAT scores, educational attainment, body mass index (BMI), and other life measures.

**The famous Stanford
marshmallow experiment.**



Part II: Wine.



Jason Seed
Startup CEO
Bret's drinking buddy.

“Everything I read was public. Anyone could buy the same books and magazines. The same information was available to anyone who wanted it. Turns out most people didn't want it. Most people won't put in the time to get a knowledge advantage.” -Mark Cuban

“Habits of a lifelong learner.”



Jessica Lessin
Founder & CEO
The Information

“Focus on your 10x”



"The trick in investing is just to sit there and watch pitch after pitch go by and wait for the one right in your sweet spot, and if people are yelling, 'Swing, you bum!' ignore them."

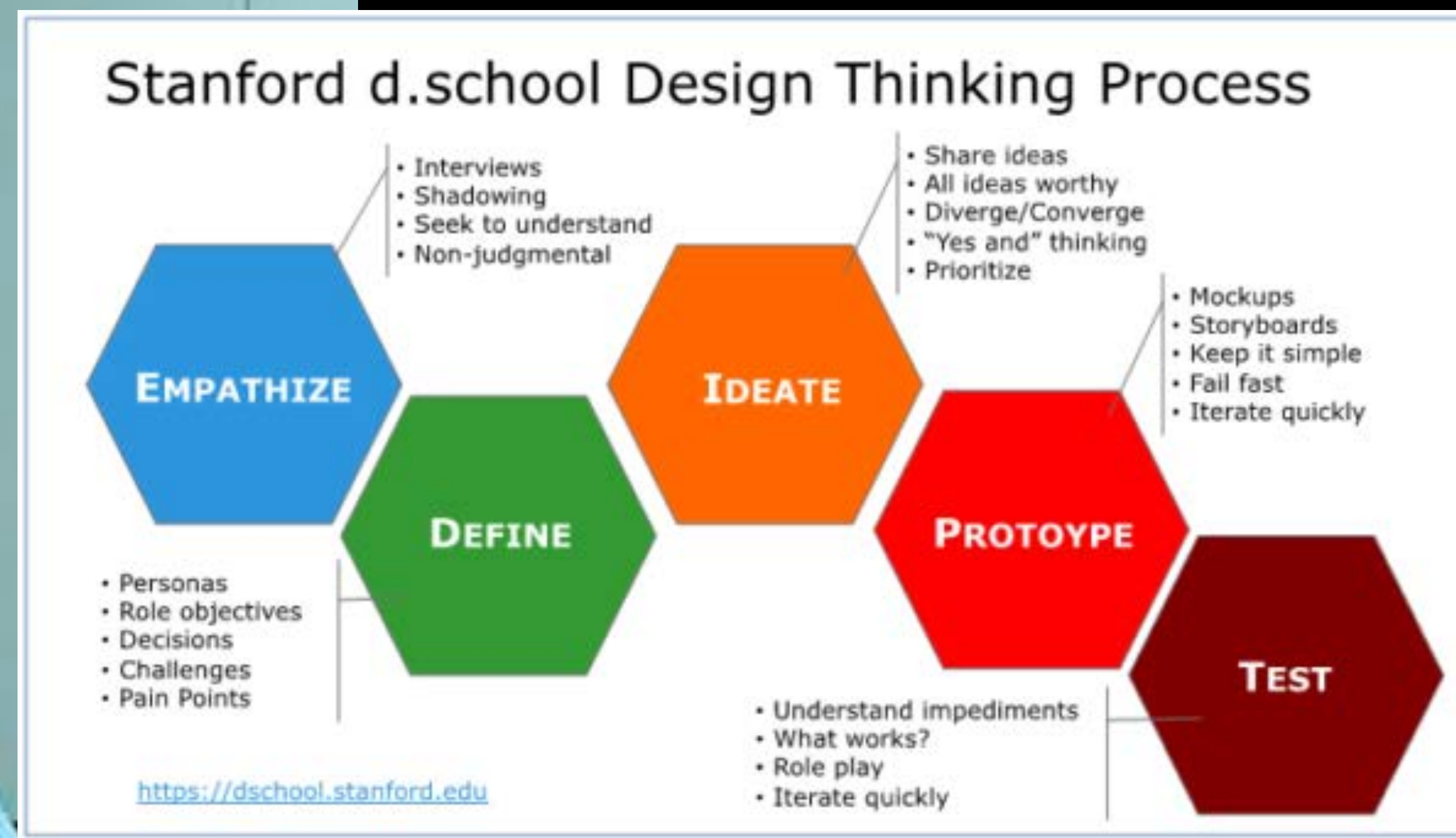
- Warren Buffett

"Be selective about what you swing at."

Ted Williams

The last MLB player to hit over .400, he did it in 1941





“Empathy, smarts, and tenacity”

Fred Reid

President, Lufthansa Airlines

CEO, Virgin America



Kent Hawryluk
Founder & CEO, MBX Biosciences
Venture Capitalist

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them”.

John F. Kennedy

“Gratitude”

“Growth mindset”

“Delayed Gratification”

“Practice, Practice, Practice”

“Be selective about which pitches you swing at.”

“Empathy, smarts, and tenacity”

“Lifelong learning”

**I think honestly think I was an
underachiever as a young person.**

**So what advice would I give today to my
younger self?**

**Give up looking for shortcuts.
Success is mostly just a whole bunch of hard work.**

Focus on Deep Work

Multitasking makes you feel busy but reduces output quality.

“Focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple.” — Steve Jobs

Prioritize relentlessly.

“What is the most important thing I could be working on right now?”

Invest in yourself.

Reading. Taking classes. Exercise. Nutrition. Self care.

“The most difficult thing is the decision to act, the rest is merely tenacity.” - *Amelia Earhart*

Have a bias toward action.
Over-thinking everything tends to just get you stuck.

“The company that consistently makes and implements decisions rapidly gains a tremendous, often decisive, competitive advantage”. - *Steve Blank*

Invest in relationships intentionally.

Surround yourself with people who challenge and inspire you.

“You are the average of who you surround yourself with. So choose well.” -My mom

“On the other side of a storm is the strength that comes from having navigated through it.” — Gregory S. Williams

Embrace discomfort deliberately.

Difficult conversations, challenging goals, unfamiliar skills — growth lives outside comfort zones.

Reflect consistently.

Regularly examine what's working and what isn't.

“Every night I keep time on my calendar to reflect on the day and consider whether I would’ve have done anything differently” - Eric Yuan, CEO of Zoom

“If you are not embarrassed by the first version of your product, you've launched too late”. - Reid Hoffman, Greylock Ventures.

Beware perfectionism.

“Don't aim for perfection.
Aim for better than yesterday.” —Izey Victoria Odiase

“To win, you have to think in the future.
But to survive, you have to think in the present” — Me

Design large, implement small.

Align daily deeds with the big picture vision.

“Spend zero time on what you could have done, and devote all of your time on what you might do.” — Ben Horowitz, a16z

Give up thinking about yesterday.

“Stop worrying about yesterday and focus on inventing tomorrow” —Steve Jobs

Shorten “Oh, shit” to just “Oh.”

Mindfulness.

Paying attention to the present moment, non-judgmentally.



**Get the big
rocks on your
calendar first.**

