

An optical primer

**This is a very clever optical illusion!
If you look long enough you'll see two
clowns looking at each other.**




VUCA WORLD

- 1.V = Volatility – this refers to the speed of change in an industry, market, or the world in general. It is associated with fluctuations in demand or turmoil. The more volatile the world is, the faster things change.
- 2.U = Uncertainty – this uncertainty is associated with people's inability to understand. Uncertain environments are those that do not allow for any predictions to be made. The more uncertain the world is, the harder it is to predict the future.
- 3.C = Complexity – this refers to the number of factors we need to consider to make more efficient decisions, their variety, and the relationships between them: the more factors, the greater their variety, and the more interconnected they are, the more complex the environment.
- 4.A = Ambiguity – this relates to the lack of clarity about how to interpret something. It's not about analyzing a large amount of data; it's about doing advanced analytics for the right KPIs. A situation is ambiguous, for example, when information is incomplete, contradictory, or too imprecise to draw clear conclusions



BANI WORLD -

CREATED BY AMERICAN ANTHROPOLOGIST, AUTHOR, AND FUTURIST JAMAIS CASCIO, THE TERM CONSIDERED THE CHANGES BROUGHT ABOUT BY THE PANDEMIC.

1. B = Brittle – the idea is that we are susceptible to catastrophe at any time, and all businesses that are built on fragile foundations can fall apart overnight.
 2. A = Anxious – anxiety is one of the most present symptoms today, not just in people's personal lives but in the job market as well. We are living on the edge, which creates a sense of urgency, which guides decision-making.
 3. N = Nonlinear – In this period, we live in a world whose events seem disconnected and disproportionate. Without a well-defined and standardized structure, it is not possible to make structured organizations. Therefore, detailed, long-term planning may no longer make sense.
 4. I = Incomprehensible – misunderstanding is generated when we find answers, but the answers don't make sense. So we need to understand that we don't have control over everything.
- 

I want a room



Sorry. No rooms
available



My name is
improvement



So what?



There is always a room
for improvement





SHANE PARRISH

**“THE HARDEST PART IS THE
DISCIPLINE REQUIRED TO DO
OTHERWISE ORDINARY THINGS FOR
AN EXTRAORDINARILY LONG PERIOD
OF TIME, EVEN WHEN THE RESULTS
ARE BARELY NOTICEABLE.”**

The point of reviewing your mistakes isn't to shame your past self.

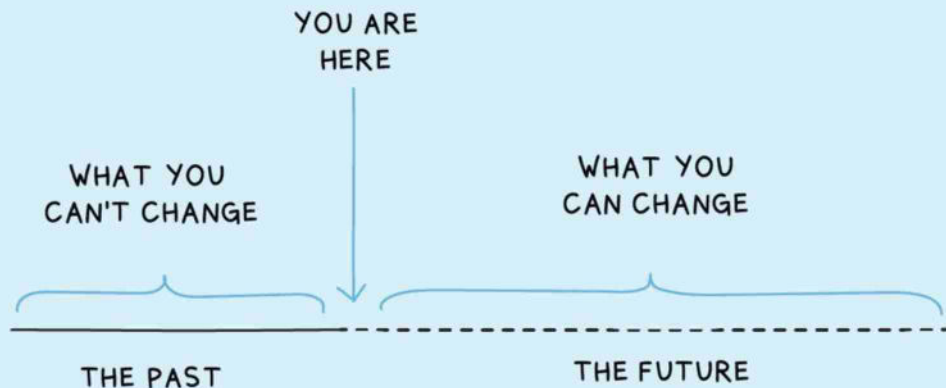
It's to educate your future self.

Rumination is recycling old thoughts about what went wrong.

Reflection is looking for new insights on how to do better.

You can't undo last year.

You can improve this one. - Adam Grant





Elliott | 📖 ✈️
@elliottaleksandr

...

Think you are only paying \$17.99 for that Netflix subscription?

Think again.

Hidden costs are far more expensive than the explicit price.

#tweet100

CREDIT CARD STATEMENT		
TRANSACTION DATE	ACTIVITY DESCRIPTION	AMOUNT
12/1/2021	MCDONALDS	YOUR HEALTH
12/1/2021	NETFLIX	YOUR TIME
12/1/2021	SOCIAL MEDIA	YOUR FOCUS

LAO TZU'S FAMOUS TEACHING

*Nothing is weaker than water,
But when it attacks something hard
Or resistant, then nothing withstands it,
And nothing will alter its way.*

The above passages from the Tao Te Ching illustrate to us the nature of water: Water is so fine that it is impossible to grasp a handful of it; strike it, yet it does not suffer hurt; stab it, and it is not wounded; sever it, yet it is not divided. It has no shape of its own but molds itself to the receptacle that contains it. When heated to the state of steam it is invisible but has enough power to split the earth itself. When frozen it crystallizes into a mighty rock. First it is turbulent like Niagara Falls, and then calm like a still pond, fearful like a torrent, and refreshing like a spring on a hot summer's day.

Be Like a Water

INVESTMENT ADVICE

—*Jason Zweig*—

Another way to think about investment is that distinction between what's optimal and what's practical.

And we pretty much know how people should invest. Investing is as Warren Buffett likes to say

“It's simple, but it's not easy.”

And dieting is simple, but not easy. In fact, a lot of things in life are simple, but not easy.

And investing is a very good example. I mean, if all you do is diversify, keep your costs low, and minimize trading, that's pretty much it.

It's like eat less, exercise more. Investing is just about as simple, but it's not easy.



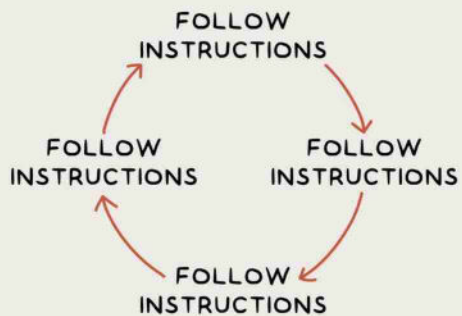
**"You have to make your own happiness,
wherever you are. Your job isn't going to
make you happy, your spouse isn't going
to make you happy, the weather isn't
going to make you happy..."**

**You have to decide what you want, and
you have to find that way of doing it,
whether or not the outside circumstances
are going to participate in your success.**

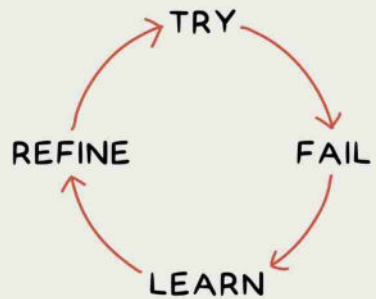
**You have to be able to create your own
happiness, period. And if you can't, then
you need to find a good shrink who can
help you figure out what it's going to
take."**

○ ————— Dabbie Millman ————— ○

SCHOOL



REAL WORLD





Rule 1

FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.

Rule 2

GENERAL DUTIES OF A STUDENT:
PULL EVERYTHING OUT OF YOUR TEACHER.
PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.

Rule 3

GENERAL DUTIES OF A TEACHER:
PULL EVERYTHING OUT OF YOUR STUDENTS.

Rule 4

CONSIDER EVERYTHING AN EXPERIMENT.

Rule 5

BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM.

TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.
TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.

Rule 6

NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.

Rule 7 The only rule is work.

IF YOU WORK IT WILL LEAD TO SOMETHING.
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8

DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.

Rule 9

BE HAPPY WHENEVER YOU CAN MANAGE IT.
ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.

Rule 10

"WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT?
BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN.
SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER.

THERE SHOULD BE NEW RULES NEXT WEEK.

BE BRIEF.
HAVE COURAGE TO SPEAK IN GRADE-SCHOOL
LANGUAGE.

Let's put this in perspective. Abraham Lincoln inspired generations in a speech that lasted two minutes. John F. Kennedy took 15 minutes to shoot for the moon. Martin Luther King Jr. articulated his dream of racial unity in 17 minutes. Steve Jobs gave one of the most famous college commencement speeches of our time at Stanford University in 15 minutes. If you can't sell your idea or your dream in 10 to 15 minutes, keep editing until you can.

Ideas don't sell themselves. Be selective about the words you use. If they don't advance the story, remove them. Condense, simplify, and speak as briefly as possible. Have the courage to speak in grade-school language. Far from weakening your argument, these tips will elevate your ideas, making it more likely you'll be heard.

CARMINE GALLO ON BENEFITS OF BREVITY

"Strategy is not about
adding more and more
stuff.

Strategy is about taking
stuff away.

A DINNER PARTY TO
CELEBRATE 50 YEARS
Taking away everything,
until there's only one
thing left.

One single powerful
thought."

— Dave Trott

CURRENCY

“When she was young and starting out,
Patti Smith got this advice from William
Burroughs:

“Build a good name. Keep your
name clean. Don’t make
compromises. Don’t worry
about making a bunch of
money or being successful. Be
concerned with doing good
work . . . and if you can build a
good name, eventually that
name will be its own currency.”

1

make art.

Take the shopping trolley. If you go into any supermarket today, you'll see hundreds of people pushing a shopping trolley up and down the aisles and it feels like the most normal thing in the world.

However, it wasn't always that way.

A supermarket owner by the name of Sylvan Goldman invented the shopping trolley in 1937. He recognised that if people could carry more than they could currently hold in a basket, they would buy more from his store.

Objectively trolleys were easier to operate than a full basket, but at first nobody used them.

People felt that they would look ridiculous pushing one around the store, and because they hadn't done that before (habit) and didn't see anyone else doing it (social signals) they wouldn't do it.

So Goldman paid actors to push trolleys around his supermarket to give social signals that it was normal, and adoption increased rapidly. Interestingly he employed a mixture of male and female actors, as he didn't want to gender-stereotype the use of a trolley.

I don't think an economist would have come up with that solution.

2

Art is attitude.

Make a list of books

Develop a curiosity

Look at things as though for the first time

Think of things in relation to each other

Always think of the next larger thing

Avoid the 'pat' answer – the formula

Avoid the preconceived idea

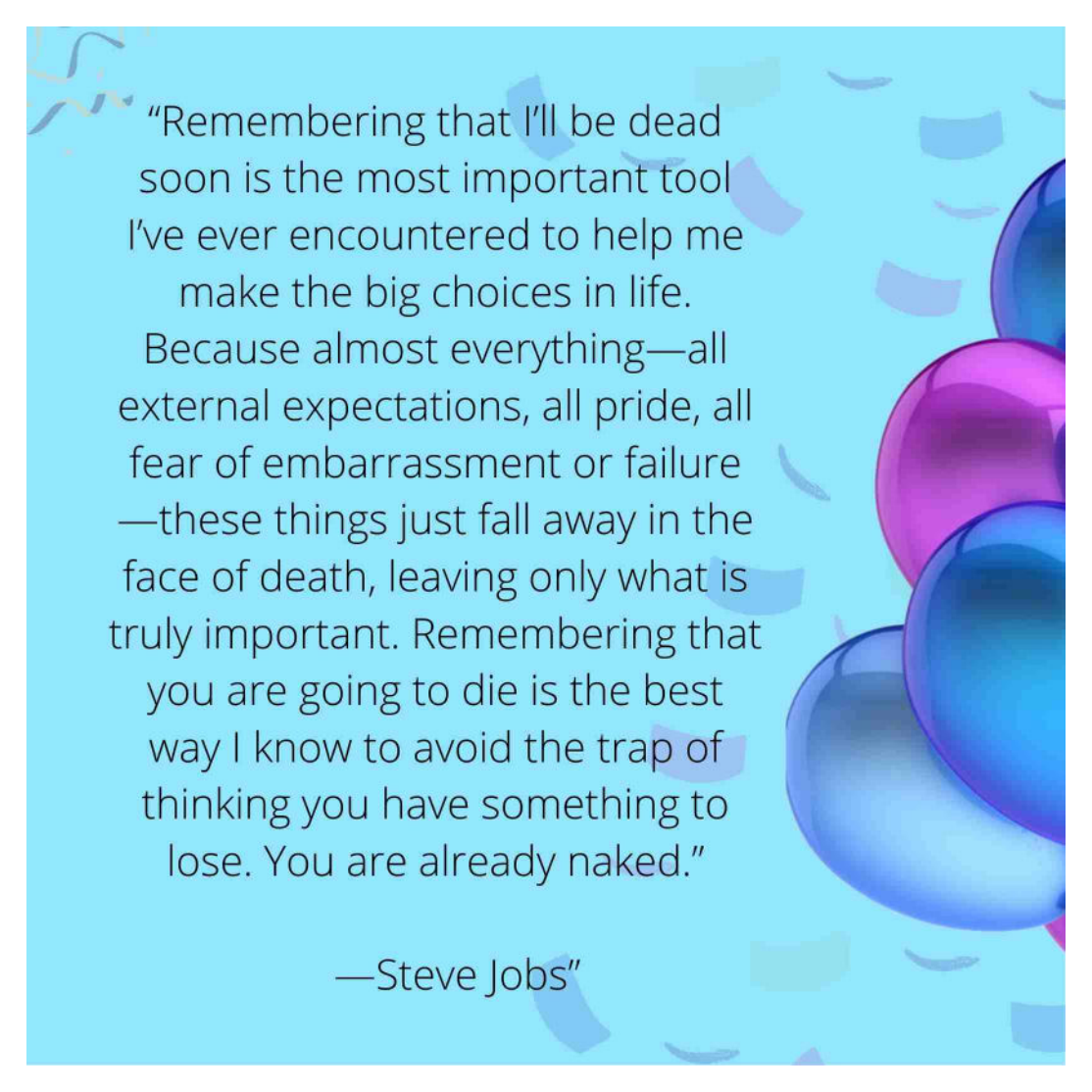
Study well objects made past recent and ancient but
never without the technological and social conditions
responsible

Prepare yourself to search out the true need – physical,
psychological

Prepare yourself to intelligently fill that need

The art is not something you apply to your work

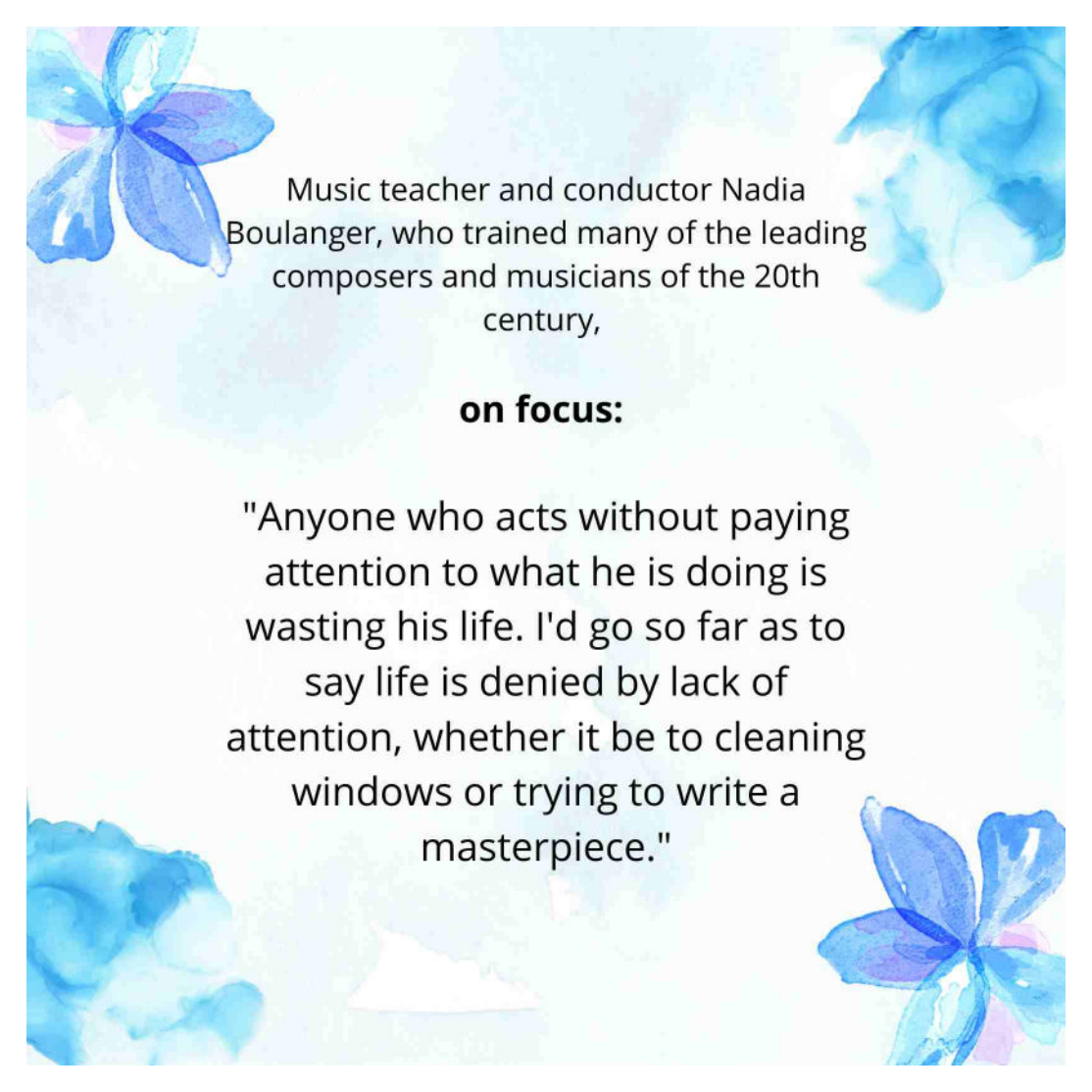
The art is the way you do your work, a result of your
attitude towards it

The background is a solid light blue. It is decorated with several elements: small, multi-colored confetti pieces (yellow, orange, and blue) scattered in the upper left; and a cluster of large, glossy balloons in shades of purple, magenta, and blue on the right side. The balloons have highlights and shadows, giving them a three-dimensional appearance.

“Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life.

Because almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked.”

—Steve Jobs”



Music teacher and conductor Nadia Boulanger, who trained many of the leading composers and musicians of the 20th century,

on focus:

"Anyone who acts without paying attention to what he is doing is wasting his life. I'd go so far as to say life is denied by lack of attention, whether it be to cleaning windows or trying to write a masterpiece."



SMALL

KINDNESSES

A poem by Danusha Laméris on the value of small kindnesses:

"I've been thinking about the way, when you walk
down a crowded aisle, people pull in their legs
to let you by. Or how strangers still say "bless you"
when someone sneezes, a leftover
from the Bubonic plague. "Don't die," we are saying.

And sometimes, when you spill lemons
from your grocery bag, someone else will help you
pick them up. Mostly, we don't want to harm each other.

We want to be handed our cup of coffee hot,
and to say thank you to the person handing it. To smile
at them and for them to smile back. For the waitress
to call us honey when she sets down the bowl of clam chowder,
and for the driver in the red pick-up truck to let us pass.

We have so little of each other, now. So far
from tribe and fire. Only these brief moments of exchange.

What if they are the true dwelling of the holy, these
fleeting temples we make together when we say, "Here,
have my seat," "Go ahead — you first," "I like your hat."



I'm not a robot



reCAPTCHA

[Privacy](#) - [Terms](#)

**THE BIGGEST JOKE
ON MANKIND IS
THAT COMPUTERS
HAVE STARTED
ASKING HUMANS
TO PROVE THAT
THEY AREN'T A ROBOT.**

9.

Wealth is What You Don't See

Spending money to show people how much money you have is the fastest way to have less money.

THE HIGHEST FORM of wealth is the ability to wake up every morning and say, "I can do whatever I want today."

People want to become wealthier to make them happier. Happiness is a complicated subject because everyone's different. But if there's a common denominator in happiness—a universal fuel of joy—it's that people want to control their lives.

The ability to do what you want, when you want, with who you want, for as long as you want, is priceless. It is the highest dividend money pays.

will only get a good rest if they're conservatively invested. To each his own. But the foundation of "does this help me sleep at night?" is the best universal guidepost for all financial decisions.

If you want to do better as an investor, the single most powerful thing you can do is increase your time horizon. Time is the most powerful force in investing. It makes little things grow big and big mistakes fade away. It can't neutralize luck and risk, but it pushes results closer towards what people deserve.

Become OK with a lot of things going wrong. You can be wrong half the time and still make a fortune, because a small

15.

Nothing's Free

Everything has a price, but not all prices appear on labels.

7.

Freedom

Controlling your time is the highest dividend money pays.

PSYCHOLOGY OF
MONEY

MORGAN HOUSEL

9.

Wealth is What You Don't See

Spending money to show people how much money you have is the fastest way to have less money.

THE HIGHEST FORM of wealth is the ability to wake up every morning and say, "I can do whatever I want today."

People want to become wealthier to make them happier. Happiness is a complicated subject because everyone's different. But if there's a common denominator in happiness—a universal fuel of joy—it's that people want to control their lives.

The ability to do what you want, when you want, with who you want, for as long as you want, is priceless. It is the highest dividend money pays.

will only get a good rest if they're conservatively invested. To each his own. But the foundation of "does this help me sleep at night?" is the best universal guidepost for all financial decisions.

If you want to do better as an investor, the single most powerful thing you can do is increase your time horizon. Time is the most powerful force in investing. It makes little things grow big and big mistakes fade away. It can't neutralize luck and risk, but it pushes results closer towards what people deserve.

Become OK with a lot of things going wrong. You can be wrong half the time and still make a fortune, because a small

15.

Nothing's Free

Everything has a price, but not all prices appear on labels.

7.

Freedom

Controlling your time is the highest dividend money pays.

PSYCHOLOGY OF
MONEY

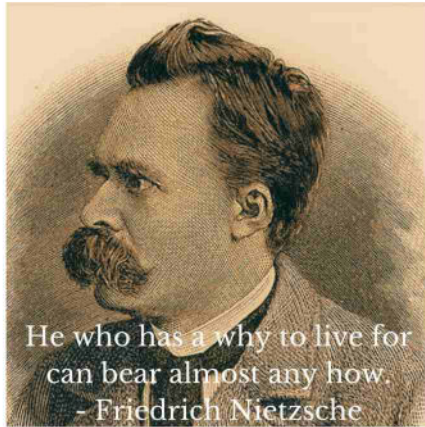
MORGAN HOUSEL

we're all looking
for something,
not knowing
exactly what it is.

then one day
your driving toward
sunset with
your window down,
and wind running
through your hair,
as you think,
"this is it,
this is everything."

and all you had to do,
is open the window
and let it in.

--jose chaves



He who has a why to live for
can bear almost any how.
- Friedrich Nietzsche

READ/WRITE

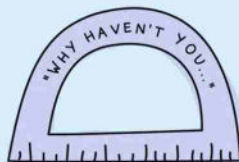
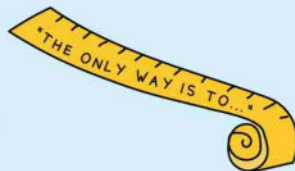
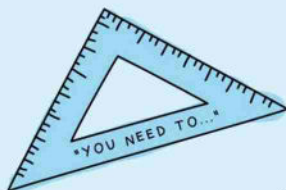


If you are
overthinking, write.



If you are
underthinking, read.

DON'T MEASURE YOUR LIFE WITH
SOMEONE ELSE'S RULER



@LIZ AND MOLLIE



We all hope for a fairytale ending. Here's how mine went:

Lost 😞 my last singles
Lost 😞 my last doubles
Lost 😞 my last team event
Lost 😞 my voice during the week
Lost 😞 my job

But still, my retirement could not have been more perFect and I'm so happy with how everything went. 😊

So don't overthink that perfect ending, yours will always be amazing in your own way...☐☐



No Enemies

by Charles Mackay

You have no enemies, you say?
Alas! my friend, the boast is poor;
He who has mingled in the fray
Of duty, that the brave endure,
Must have made foes! If you have none,
Small is the work that you have done.
You've hit no traitor on the hip,
You've dashed no cup from perjured lip,
You've never turned the wrong to right,
You've been a coward in the fight.

WRITER, ARTIST, AND PODCAST
HOST DEBBIE MILLMAN ON
BUSYNESS:

"BUSY IS A DECISION. WE DO
THE THINGS WE WANT TO DO,
PERIOD. IF WE SAY WE ARE TOO
BUSY, IT IS JUST SHORTHAND
FOR THE THING BEING "NOT
IMPORTANT ENOUGH" OR "NOT
A PRIORITY." BUSY IS NOT A
BADGE. YOU DON'T FIND THE
TIME TO MAKE THINGS, YOU
MAKE THE TIME TO DO THINGS."

SOURCE: IN THE COMPANY OF
WOMEN



100

YOUR SKILLS

GOOD SLEEP



ARE YOU
SHARP ENOUGH?

Good Bones

Maggie Smith

Life is short, though I keep this from my children.
Life is short, and I've shortened mine
in a thousand delicious, ill-advised ways,
a thousand deliciously ill-advised ways
I'll keep from my children. The world is at least
fifty percent terrible, and that's a conservative
estimate, though I keep this from my children.
For every bird there is a stone thrown at a bird.
For every loved child, a child broken, bagged,
sunk in a lake. Life is short and the world
is at least half terrible, and for every kind
stranger, there is one who would break you,
though I keep this from my children. I am trying
to sell them the world. Any decent realtor,
walking you through a real shithole, chirps on
about good bones: This place could be beautiful,
right? You could make this place beautiful.

NO pills - NO exercise
In only ONE Month
You Can do it too

Register
Now!!!



Photoshop Courses
The best tool to change your body



Leadership

Interviewer : do you have any experience in a leadership role?

Me : well, I am the admin for a Whatsapp group



Dear Parents

The exams of your children are to start soon. I know you are all really anxious for your child to do well.

But, please do remember, amongst the students who will be sitting for the exams there is an artist, who doesn't need to understand Math... There is an entrepreneur, who doesn't care about History or English literature... There is a musician, whose Chemistry marks won't matter... There's an athlete... whose physical fitness is more important than Physics... If your child does get top marks, that's great! But if he or she doesn't... please don't take away their self-confidence and dignity from them. Tell them it's OK, it's just an exam! They are cut out for much bigger things in life. Tell them, no matter what they score... you love them and will not judge them.

**DESIGN IS
ART PEOPLE USE**

- DECORATIVE ART
- FUNCTIONAL ART
- GRAPHIC ART
- ORNAMENT
- IDENTITY

**DESIGN IS
A VERB**

- THINKING
- MAKING
- SKETCHING

**DESIGN IS
A WAY OF THINKING**

- LATERAL THINKING → THINKING WRONG
- CRITICAL THINKING → ASKING WHY
- LOOKING FOR RELATIONSHIPS

**DESIGN IS
SYSTEMS**

SOCIETY
ECONOMY
ECOLOGY

**DESIGN IS
COMMUNICATION**



**DESIGN IS
THE STUFF AROUND US**

- SIGNAGE
- ICONS
- BRANDS
- LOGOS
- MEDIA

design

**DESIGN IS
PROBLEM-SOLVING**

- DEFINE THE PROBLEM
- GENERATE CONCEPTS
- VISUALIZE AND PROTOTYPE



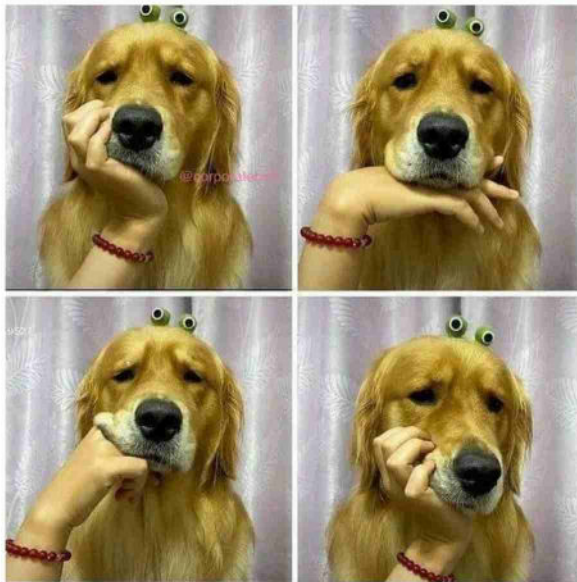
Smithsonian
Cooper-Hewitt, National Design Museum

cooperhewitt.org

Personal qualities not measured by tests



When you're in a meeting trying to pretend you're listening and paying attention:



Religions, which condemn the
pleasures of sense, drive men to
seek the pleasures of power.
Throughout history power has
been the vice of the ascetic.

internetpoem.com



Bertrand Russell

My mind is more talkative at night



LINESTOCONNECT



WHAT'S YOUR SECRET TO
FINDING A WORK/LIFE BALANCE?

WHEN AT
WORK, I WORRY
ABOUT THE
FAMILY & WHEN
I'M AT HOME,
I WORRY
ABOUT WORK.



॥ न मातुः परदैवतम् ॥



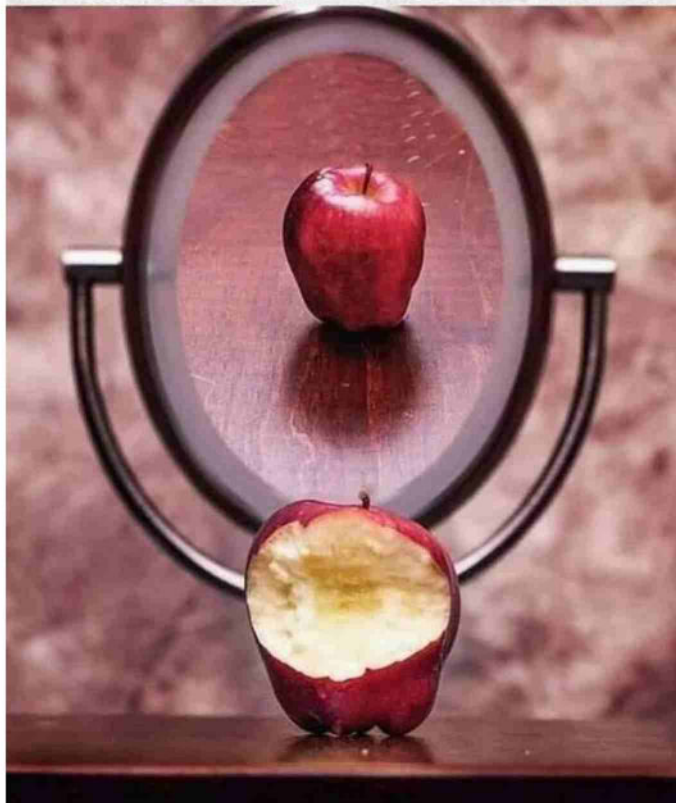
माँ से बढ़कर कोई देव नहीं है।

www.virtualsanskrit.com

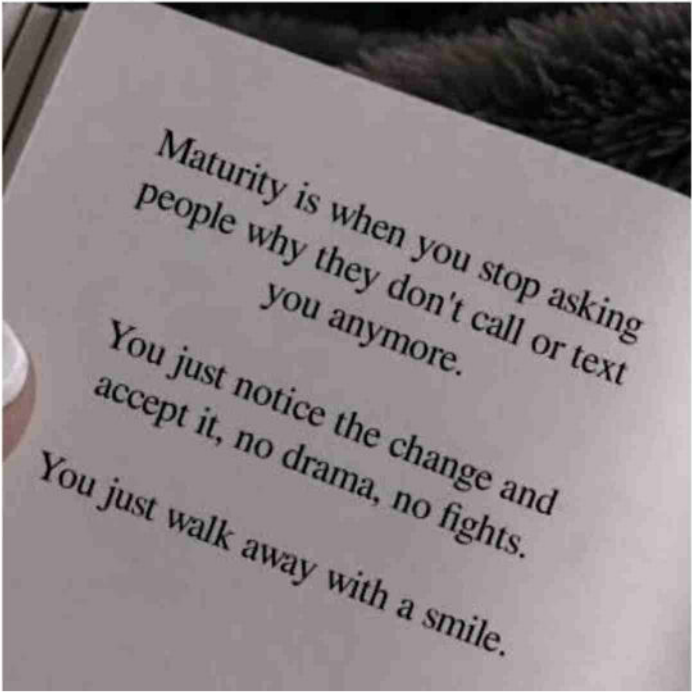
Offline is the new peace of mind



Life on Social Media



**You are totally
replaceable at work.
You're not replaceable
at home.
Home is your real life.
Keep that perspective.
Always.**

A photograph of a book page, tilted slightly to the right. The page is white with black text. The text is a quote about maturity. The background behind the book is dark and out of focus.

Maturity is when you stop asking
people why they don't call or text
you anymore.

You just notice the change and
accept it, no drama, no fights.

You just walk away with a smile.

WE'RE
BEATING
EXPECTATIONS.

B. Rich
HEDGEYE

