

TWELVE
AND A HALF

A TASTE OF THE
INGREDIENTS

INTRO

In this deck, you'll see me combine the twelve and a half ingredients from my new book into a complete "meal" for life and business success!



INTRO

Developing these 12.5 ingredients individually is the starting point, but knowing how to cook the meal is the real takeaway. Even if you have all 12.5 in a solid place naturally or you were lucky enough to have learned some of them by experience, you still have to know how to use them together.



INTRO

You still have to be the
“chef” who “cooks” them.



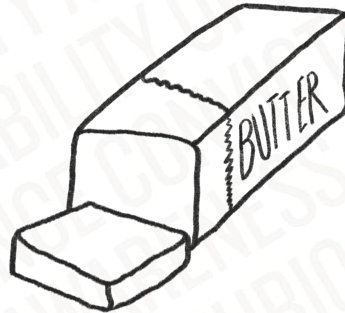
*So, without
further ado...*



GRATITUDE

Step 1:

Add *gratitude*

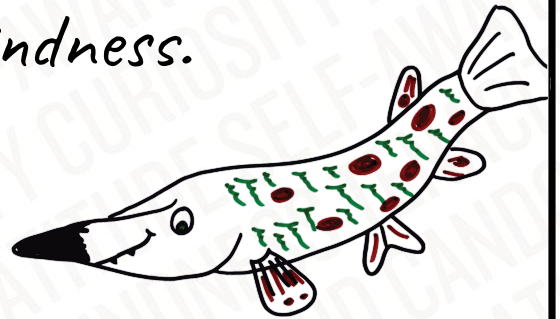




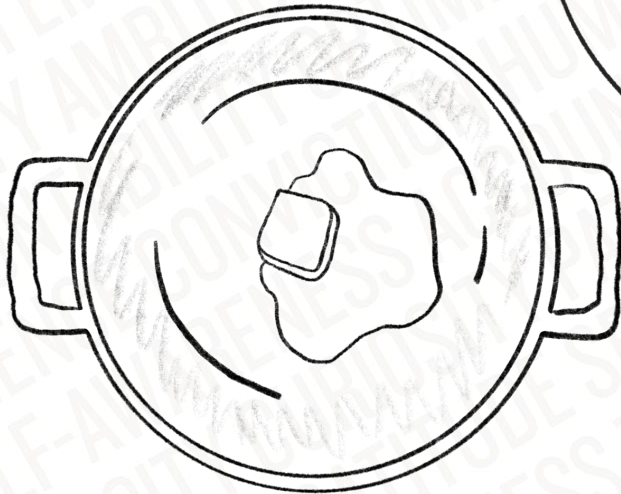
GRATITUDE

(noun)

The quality of being *thankful*; readiness to show appreciation for and to return kindness.



In the face of
disappointment, *gratitude*
is my chess move to limit
dwelling on it.



If there were a list that ranked everyone on Earth in terms of overall success and happiness (from 1 to 7.7 billion), where do you think you'd rank?

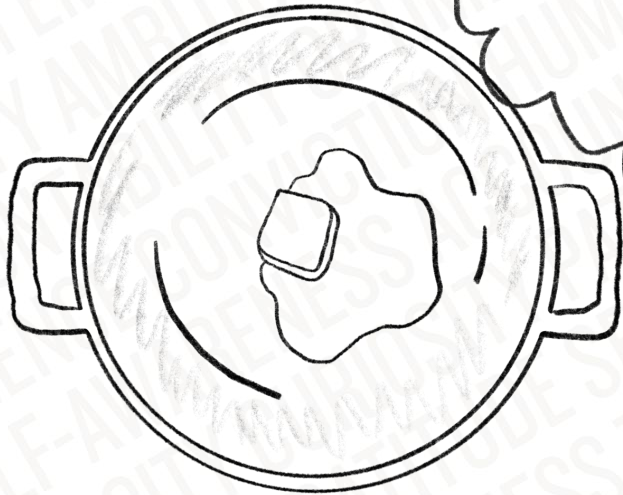


Got your
number?
Great.



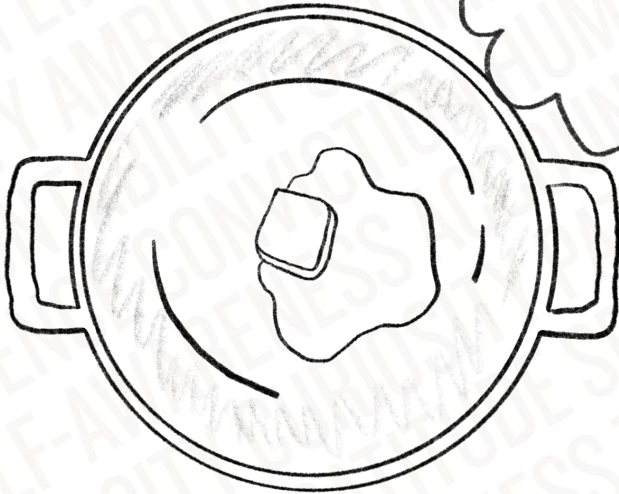
*Do you have enough food
to eat every day?*

*More than 820 million
people in the world were
undernourished in 2018.*



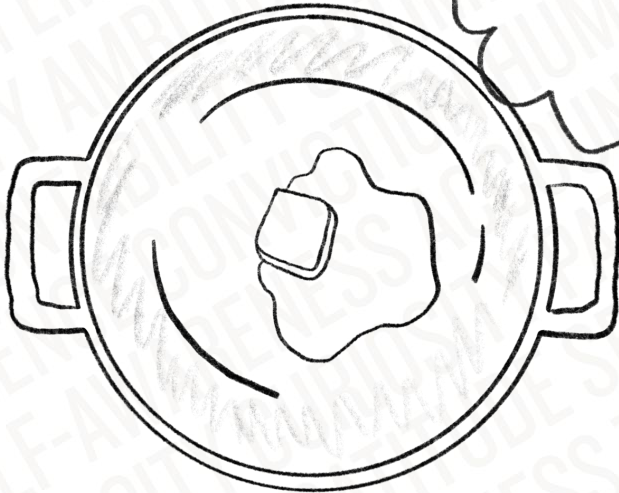
Do you have a proper toilet at home?

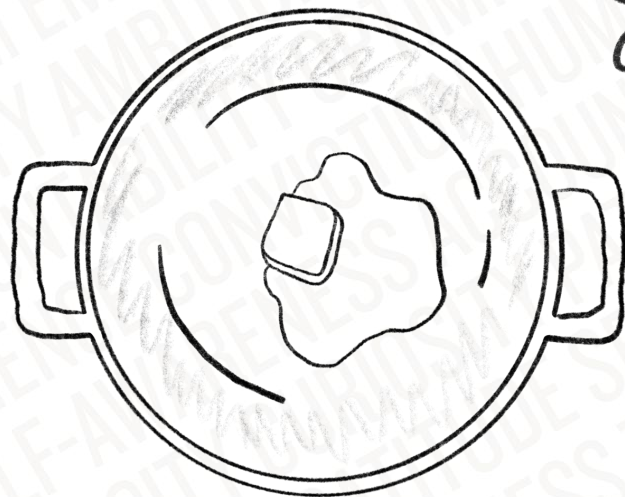
*Around 60 percent of the world's
people (4.5 billion of them) don't
have a toilet that properly manages
human waste.*



*Do you have high-speed Internet
at home?*

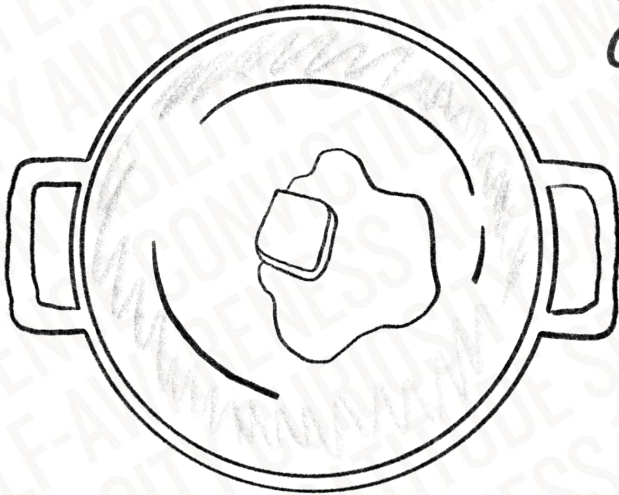
*About three billion people aren't
even on the Internet. Even 21
million Americans lack broadband
access.*





People don't understand the
reality of what's happening in
the world because their
communities are so insular...





*People look upward at those
who rank higher, but they don't
look downward at the billions
ranked lower.*



GRATITUDE

Take an in-depth look into gratitude [here](#). As you bring in the new year, think about gratitude and how you're implementing it in your life.

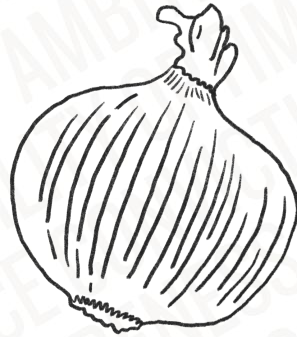


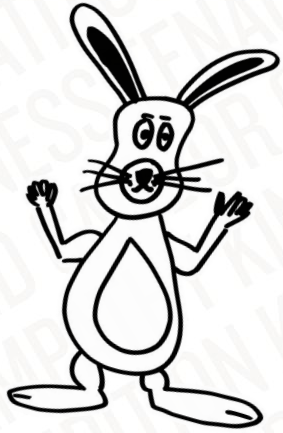
SELF-AWARENESS

Step 2:

Add

SELF-AWARENESS





SELF-AWARENESS

(noun)

Conscious knowledge of one's own character,
feelings, motives, and desires.



*The value of self-awareness first
hit my radar in 2011 to 2013
during the explosion of interest in
entrepreneurship in popular culture.*



When I saw some students and executives become startup founders, it struck me – *how do they not realize that they have no chance?...*



Do they not realize that
they're making this jump
because they think it's cool,
*instead of doing it because
it's their calling?*





Self-awareness has a close relationship with *self-love* and *self-acceptance*.



I'm realizing right now
that it's one thing to
be *self-aware*...



It's another thing to look
in the mirror and say,
'Hey, you're not good at
X.'



That doesn't mean telling
yourself you're a piece of shit.

It just means *acknowledging*
a weakness.



SELF-AWARENESS

How well do you really know yourself? Your strengths and weaknesses? I've covered it all on my [self-awareness blog](#).



ACCOUNTABILITY

Step 3:

Add **ACCOUNTABILITY**

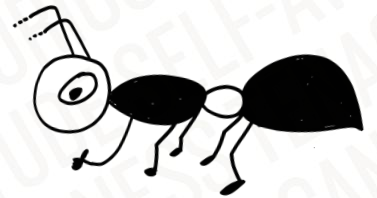




ACCOUNTABILITY

(noun)

The fact or condition of being accountable;
responsibility.



People love to deflect
blame from
themselves onto
other people.



*The greatest misconception
is that avoiding
accountability will lead to
happiness, when in reality
the reverse is true.*



*When you blame others,
you're admitting to
yourself that you're no
longer in control.*



You give leverage to the person(s) you're pointing your finger at, and you become a *victim* of the situation you're in.





Instead of pointing a
finger, *consider*
pointing a thumb back
at yourself.



*No matter what challenge
I'm facing, I have to accept
that in some way I made a
decision that put me in that
situation.*





*It excites me to know that
nobody else is in control. If
I created the issue, then I
have **the power to fix it.***





If I didn't create the issue
and it's bigger than me or
purely circumstantial, I
can still **decide** how I
absorb it.



ACCOUNTABILITY

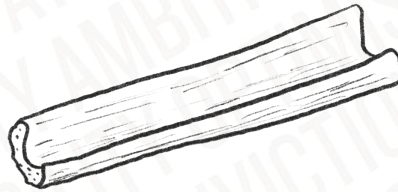
Accountability is a trait I think is more powerful than most people realize - [here's a blog post](#) on why I consider it foundational to my happiness.



OPTIMISM

Step 4:

Add **OPTIMISM**



OPTIMISM



(noun)

Hopefulness and confidence about the future or the successful outcome of something.



Optimism is a word that
has become *controversial* in
some ways. There's a
misconception that it
means the same thing as
delusion.

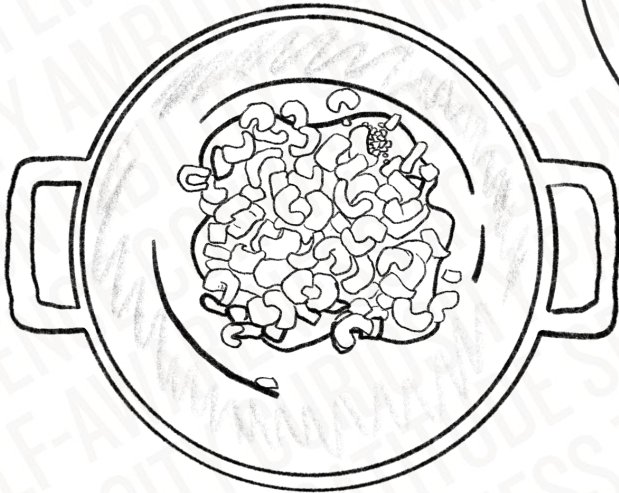




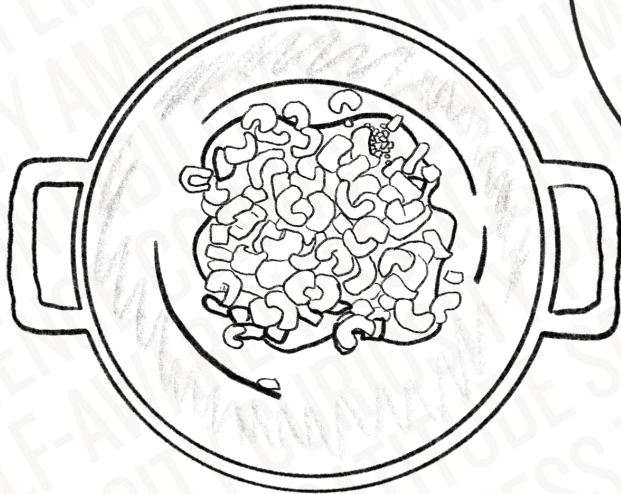
Those who are *scared*
and hurt are afraid of
optimism because they
don't want to be let
down...



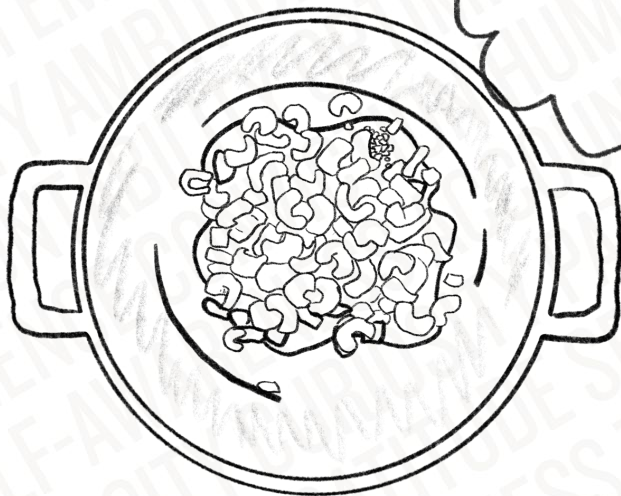
So they
confuse it with
naïveté.



Does it make sense that *with hope and confidence* about the future, *you have a higher chance* of reaching your desired outcome? *I think so.*



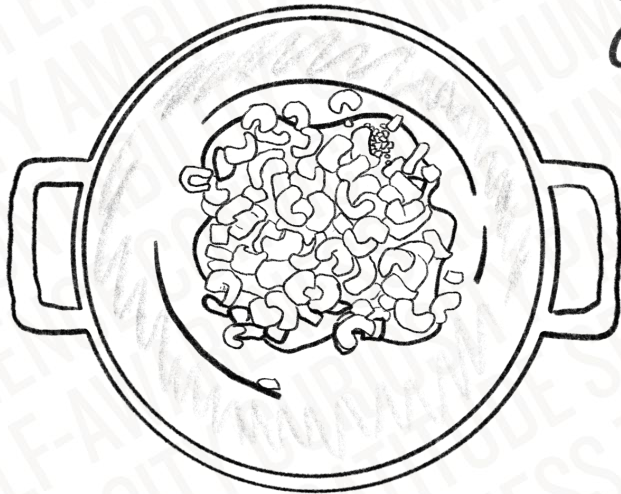
*Choosing optimism
over pessimism is, at
the end of the day,
wildly practical.*





*Optimism is being
thrilled about your
next at-bat...*





While acknowledging
that *you're not*
guaranteed to hit a
home run.



OPTIMISM

Optimism is often mistaken for delusion or naïveté.

[This blog](#) dives into why practical optimism is actually the key to happiness and success many are missing!



EMPATHY

Step 5:

Add **EMPATHY**





EMPATHY

(noun)

The ability to *understand* and *share* the feelings of another.



*Empathy is the
ingredient that provides
the answers to the test.*

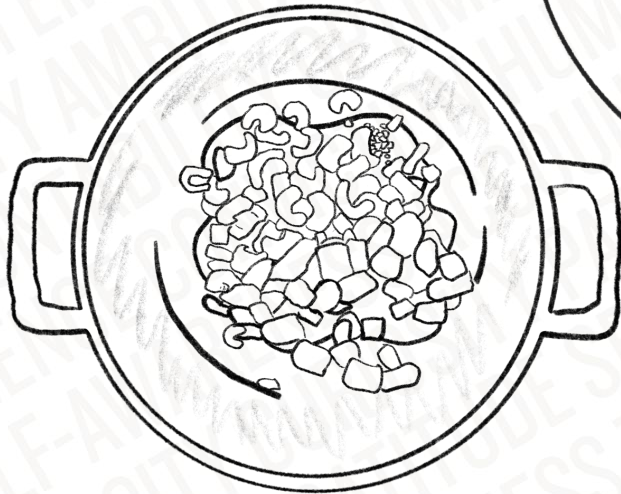


When you can feel what another is feeling, you develop an extraordinary ability to manipulate human beings.

I believe *it's the ultimate superpower.*



You can create carnage
with it, *or* you can use it
to *uplift the world...*



*Empathy is like a cheat
code in business and life. I
actually think it makes the
other eleven and a half
ingredients easier to use.*



You can handle any
situation if you can *feel*
the feelings of others
involved.



EMPATHY

Empathy is one of the most central ingredients of who I am and how I operate. It's what helps me communicate contextually and it's a foundational trait to my life and business. Learn more in my [empathy blog post](#).



KINDNESS

Step 6:

Add **KINDNESS**

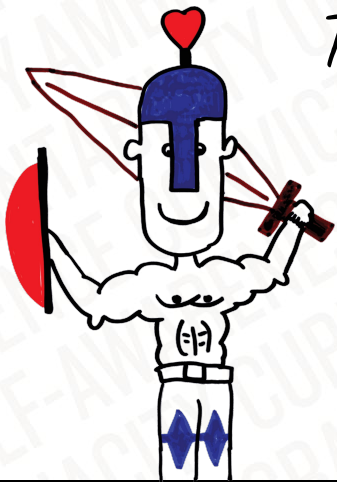


KINDNESS



(noun)

The quality of being *friendly, generous, and considerate.*



People think of kindness as an ingredient to deploy toward people they've disappointed, hurt, upset, or put in a precarious spot.



*For me, it's about being kind
to those who have put me in a
difficult position.*



I often tell my friends
with big potential that
*being kind is easy when
it's easy.*



Being kind *when you're*
under pressure is
tough.





Those who *judge*
themselves harshly tend
to judge others harshly
too.



Those who are *kind to themselves* tend to be *kind to others*.



People confuse the definition of
kindness with the definition of
pushover – ‘a person who is easy to
overcome or influence.’



They're not the same at all.



You can be kind, be candid,
and hold your ground *all at*
the same time.



*I intend to push the narrative of
kindness as a strength and see what
kind of impact I can have.*



It genuinely, genuinely works.



KINDNESS

Too many think being kind = being a pushover, and that's just not true. [This blog](#) makes it clear why kindness is cool (and the ultimate business strength)!

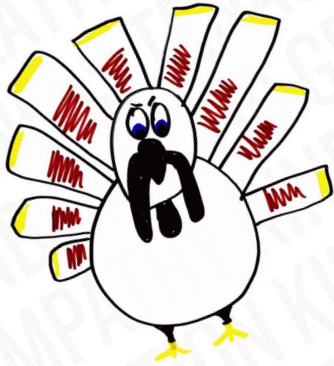


TENACITY

Step 7:

Add **TENACITY**

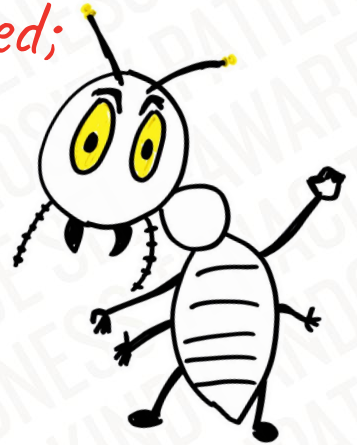




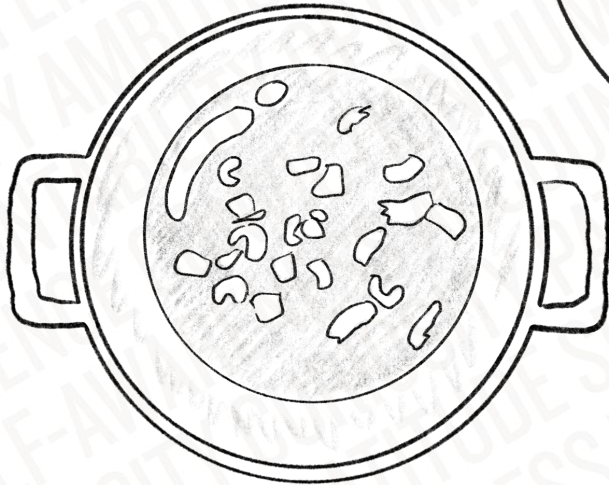
TENACITY

(noun)

The quality or fact of being very *determined*;
determination.



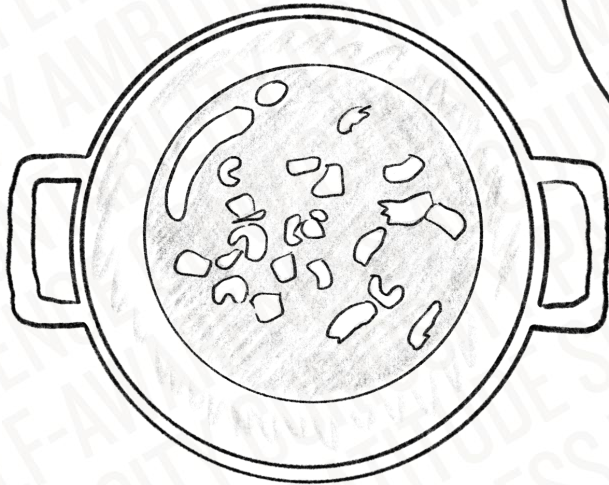
*If you want to be successful
in anything, I do believe that
tenacity is essential.*



However, it should never
come at the expense of your
peace of mind and happiness.



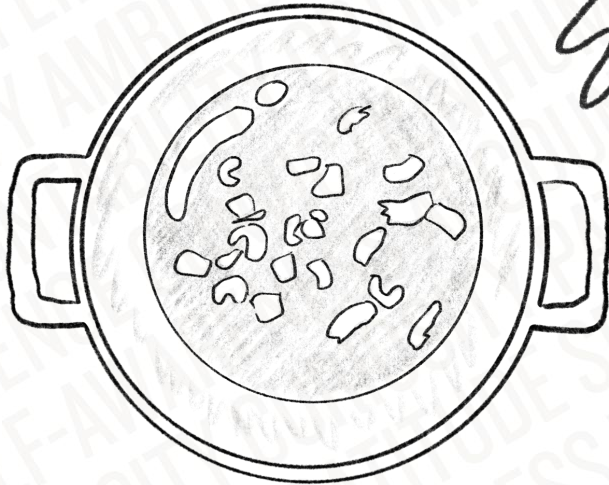
Tenacity should
never equal burnout.



Being *tenacious* is
about telling yourself,
'I *enjoy my process* so
much...



...that I am able to *push*
through what others
normally view as
obstacles along the way.”



TENACITY

It breaks my heart that so many people think tenacity equals burnout. Here's why they're not the same at all.



CURIOSITY

Step 8:

Add *CURIOSITY*



CURIOSITY

(noun)

A strong desire to *know* or *learn* something.



*In the early days of social media, many experts dismissed it as a **fad**.*



*They said the same thing
about Web 2.0.*



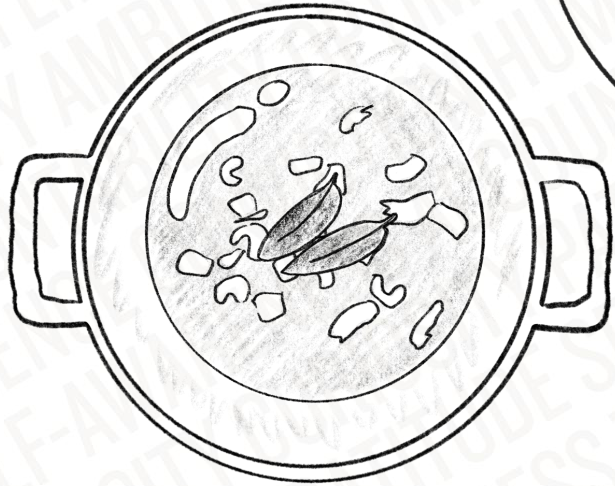
*Now, in early 2021, we're at
the dawn of an era when
artists will be able to generate
livable income through **NFTs**.*



When people lack *curiosity*,
they dismiss new
opportunities instead of
taking the time to *explore*
them.



The word *curiosity* is
underrated in our
society.





*It feels fluffy,
academic, and
childish...*





...but I believe it's one
of the *most important*
characteristics for
success in business.



CURIOSITY

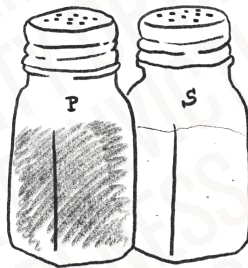
Curiosity is an underrated trait that I believe always leads to opportunity. I hope [this blog](#) inspires just one person to do one new thing they've been thinking about!



PATIENCE

Step 9:

Add **PATIENCE**



PATIENCE



(noun)

The capacity to *accept* or *tolerate* delay, trouble, or suffering without getting angry or upset.



When you have a *good relationship with time*, the pressure is lifted and you can do *so much more*.



When you're *desperate*
to prove something to
other people in the
short term...



...you don't give yourself
a chance to *enjoy the*
process.



*Those who are patient
aren't any less
ambitious or tenacious.*



In fact, patience can
give you permission to
dream bigger.



*At forty-six years old
as this book comes
out, I'm still patient.*





*I'm not in a rush to
realize my dreams in
the next few years –*



*I'm excited about the
next forty-six.*



PATIENCE

I talk a lot about speed and execution, but macro patience is another huge key to a successful framework. In [this blog](#), I talk all about what many misunderstand about patience and time as they relate to ambition.



CONVICTION

Step 10:

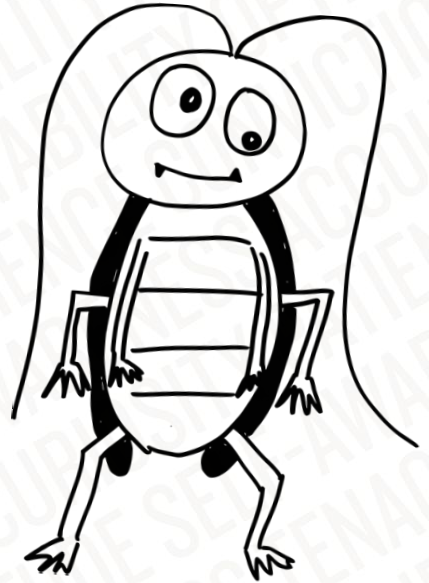
Add **CONVICTION**



CONVICTION

(noun)

A firmly held *belief* or *opinion*.



Conviction is the
north star that keeps
you on track,...



*...helping you be tenacious
throughout your journey,
despite the inevitable
difficulties.*



*Without conviction, you'll
miss big opportunities and
lose because of other
people's opinions...*



...which is the most
devastating of all.

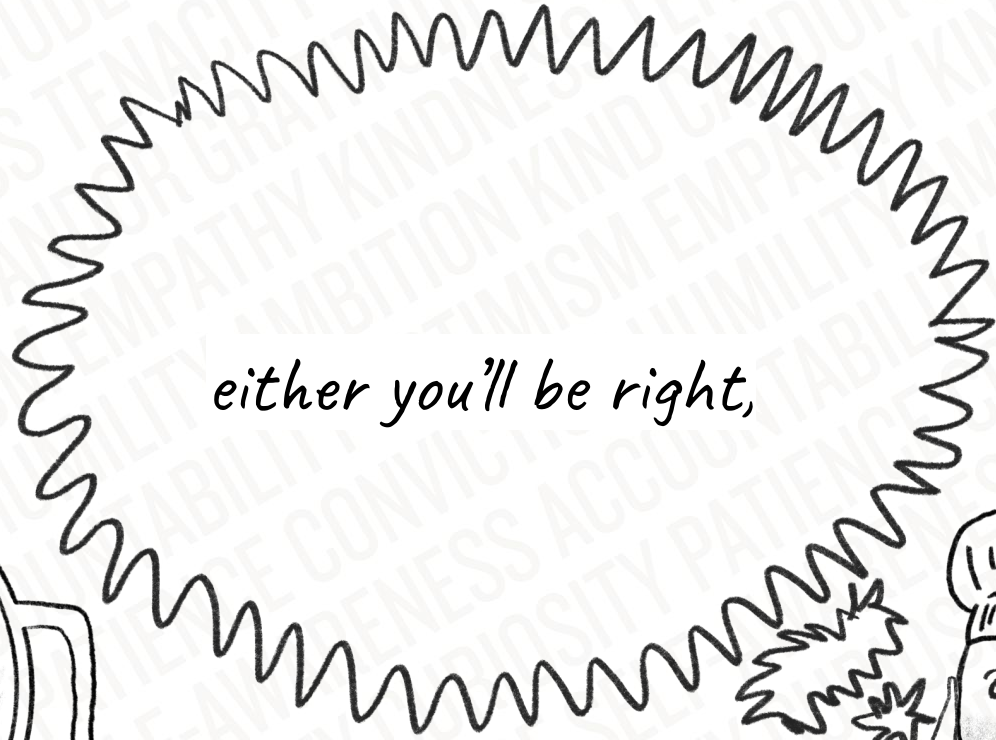


When you follow your
convictions against
society's pushback,



*one of two things will
happen:*





either you'll be right,



*or you'll be happy you
saw it through.*



CONVICTION

When you have conviction, you never have to convince others. Check out [this blog](#) to see how conviction goes hand in hand with other traits like tenacity and humility.



HUMILITY

Step 11:

Add **HUMILITY**



HUMILITY



(noun)

A modest or low view of one's *own importance*;
humbleness.



I actually *hate* this
definition.



*Why is humility
considered a low view?*

Fuck that.



My definition of *humility* would be 'a *comfort in one's own understanding* of one's position in the world.'



I feel that's more accurate.



When you have a *fair*,
modest view of yourself,
you have a *significant*
advantage over others...



*...because you're willing to
do what they aren't.*



HUMILITY

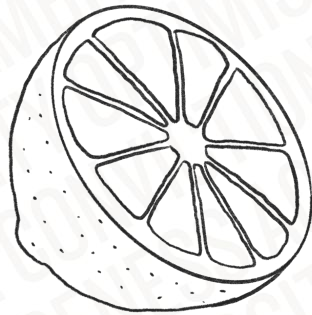
Traits like tenacity and conviction naturally come to mind when people think of what it takes to be successful, but what about humility? [This blog](#) explains why I think humility is key for building long term legacy and success.



AMBITION

Step 12:

Add **AMBITION**





AMBITION

(noun)

*A strong desire to do or achieve something,
typically requiring **determination** and **hard work**.*



People tend to have an
*unhealthy relationship with
ambition* partly because they
use it as a *cover-up for their
insecurities.*



Life is a joy when you
have *good relationships*
with your ambitions.



I wake up every morning and chase my dream,...



*yet I'm so not in need
of achieving it.*



*I fully believe I'll make
it,...*



*yet I don't need to
make it.*



Ambition is like a
healthy "carrot."



AMBITION

Having ambition is great, but it can potentially become a double-edged sword if it's not balanced out with other ingredients. [This blog](#) explores how you can rethink ambition for ultimate happiness!



KIND CANDOR

Step 12/2:

Add **KIND CANDOR**



CANDOR

(noun)

The quality of being *open and honest* in expression; *frankness*.



There's a reason why I
added the word *kind* in
front of candor...





*How you deliver the
medicine matters.*



I have a *visceral reaction* to confrontation, and so I was *very bad* at giving critical feedback for most of my career.



After twenty-four years as a business operator, I'm *heartbroken* that there are people out there who don't feel great toward me because *I wasn't able to be candid* with them.



I didn't see the *beauty* of
candor, the *humanity* in it.



I didn't realize that candor
actually *is* kindness.



*All my unhappiness in life and
business has resulted from my
inability to deploy kind candor
when necessary.*



That's why I'm calling it my
half.



I say "half" because *nobody's*
a zero on anything.



KIND CANDOR

Check out [this blog](#) to learn more about my own personal journey with my “half,” kind candor.



NOTE

No matter how bad you think you are, the fact that you're even aware of a weakness or a gap has already started your process of becoming better at the underdeveloped skill.



NOTE

*As you go through this book, I don't want you to be depressed when you find out what your halves are. I want you to be thrilled because, as you improve on those halves, **more good things** will happen for you.*

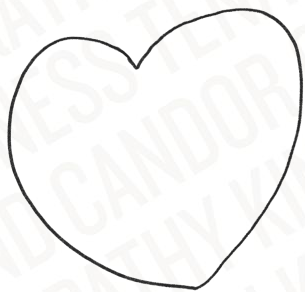


REMEMBER...



The *quality* of your dish depends on
the quality of your ingredients and
the way you use them in
combination.





HAPPY NEW YEAR!

