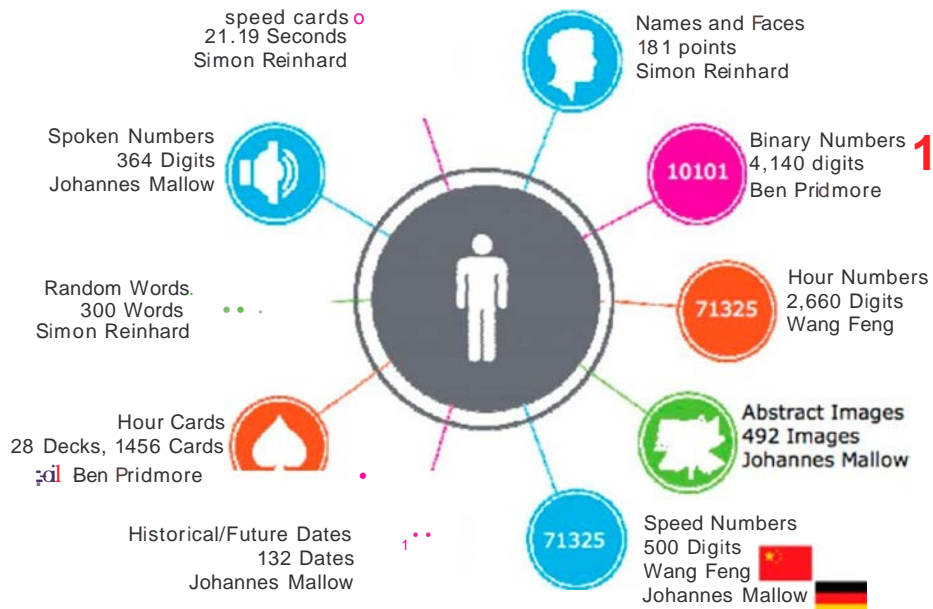


CURRENT WORLD MEMORY RECORDS



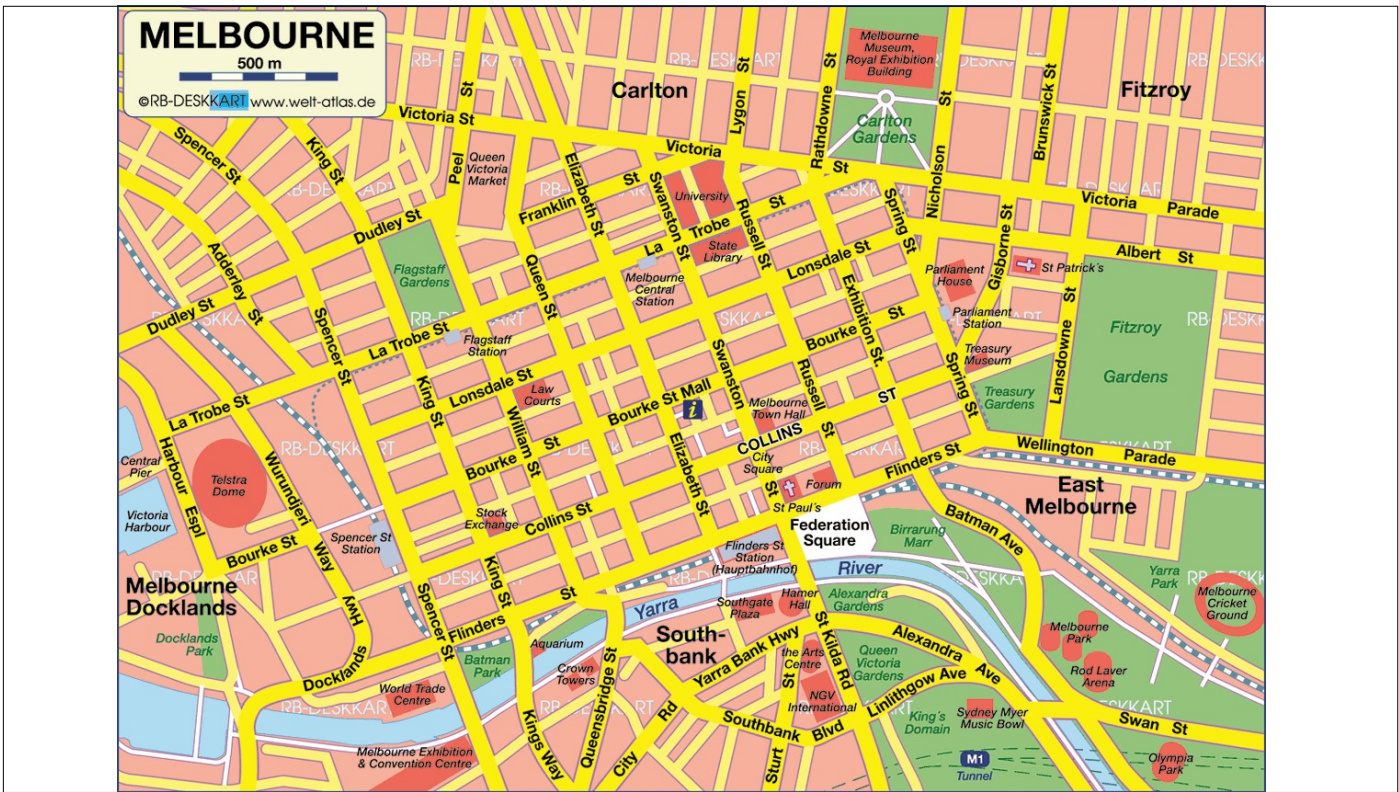
Changing your brain!



London Taxi Drivers

Brains that change with learning!



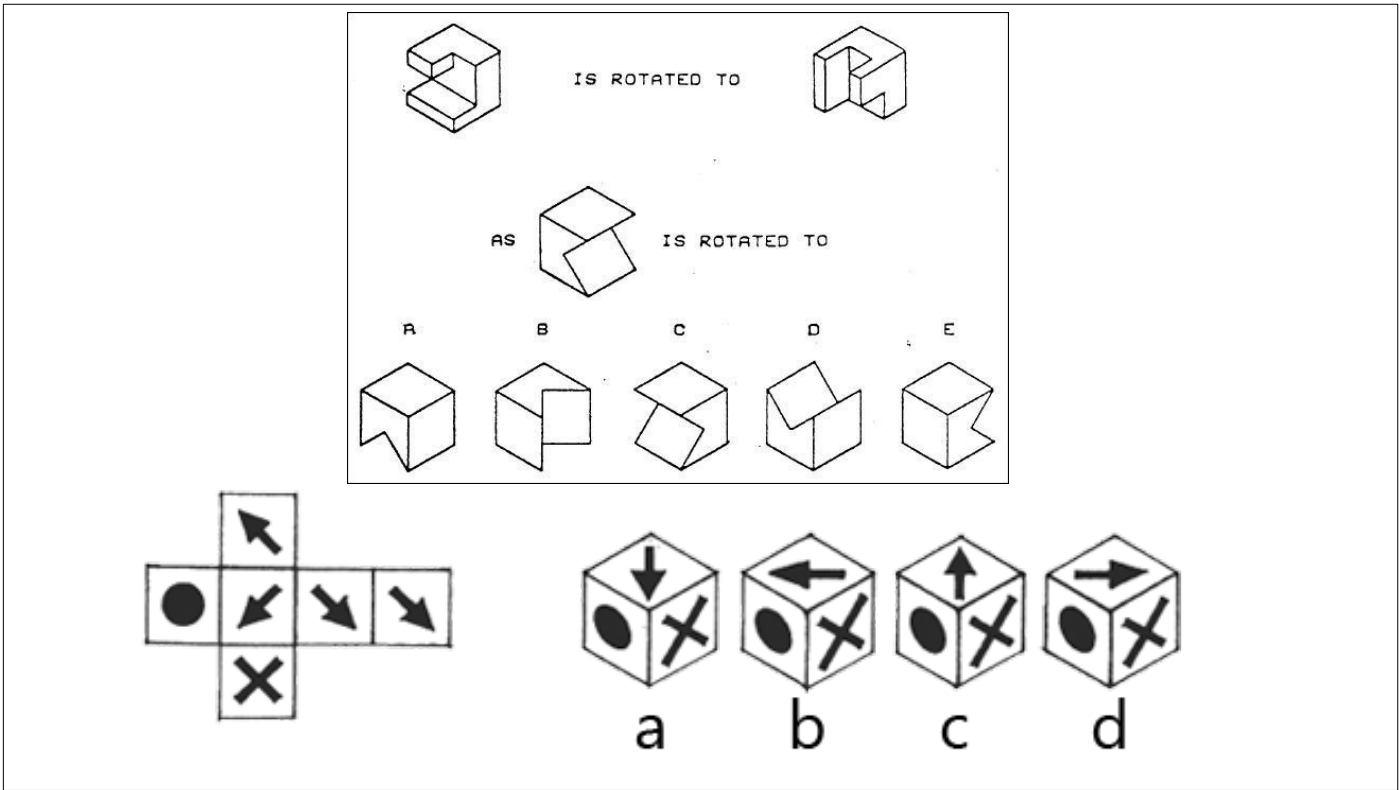


Street Map of London

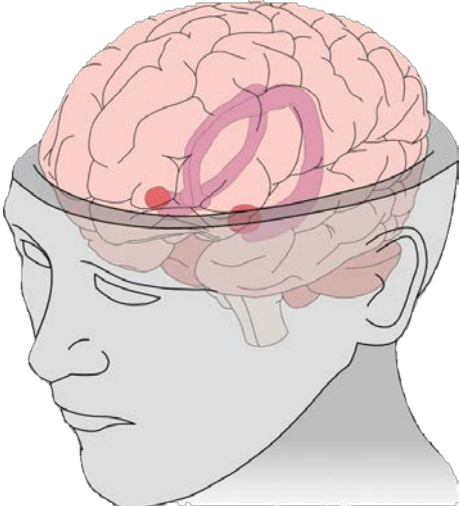


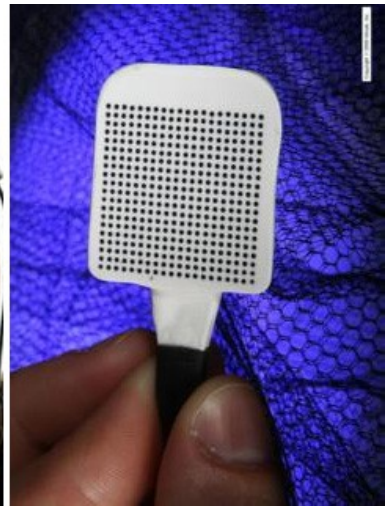
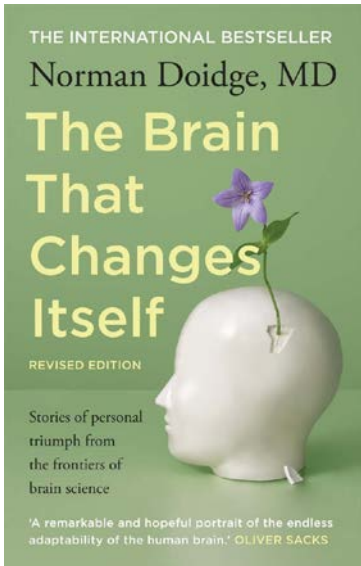
London's "Tube" Network



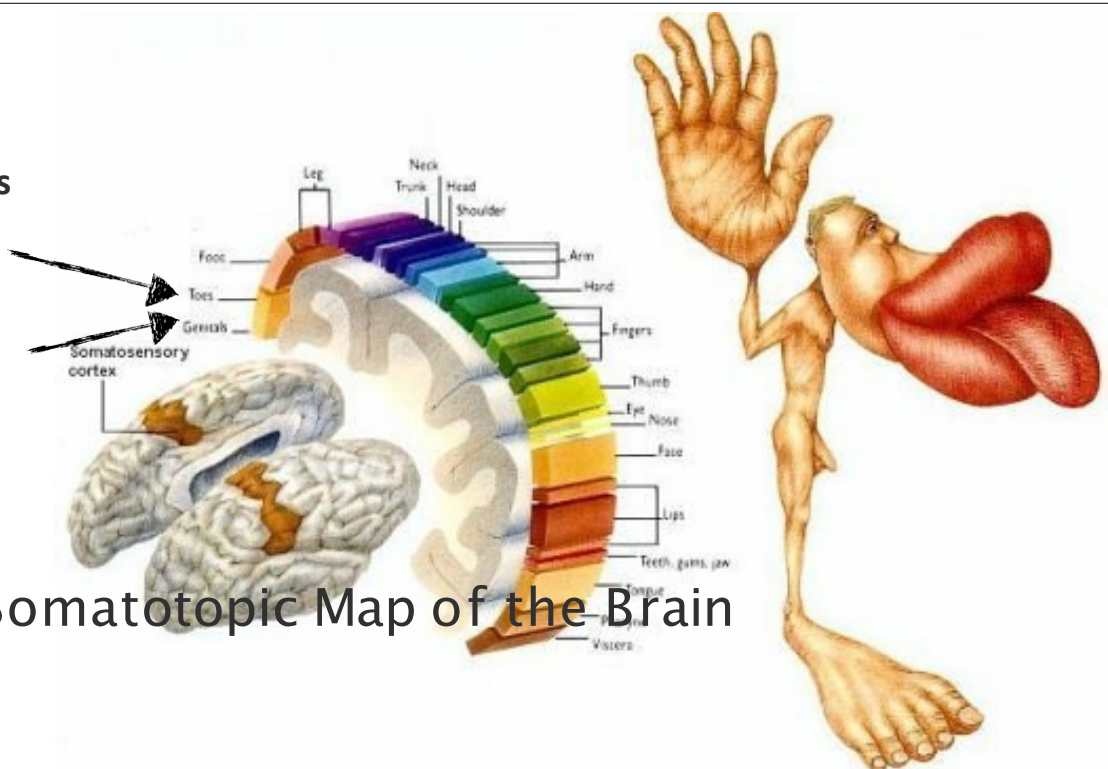


Hippocampus

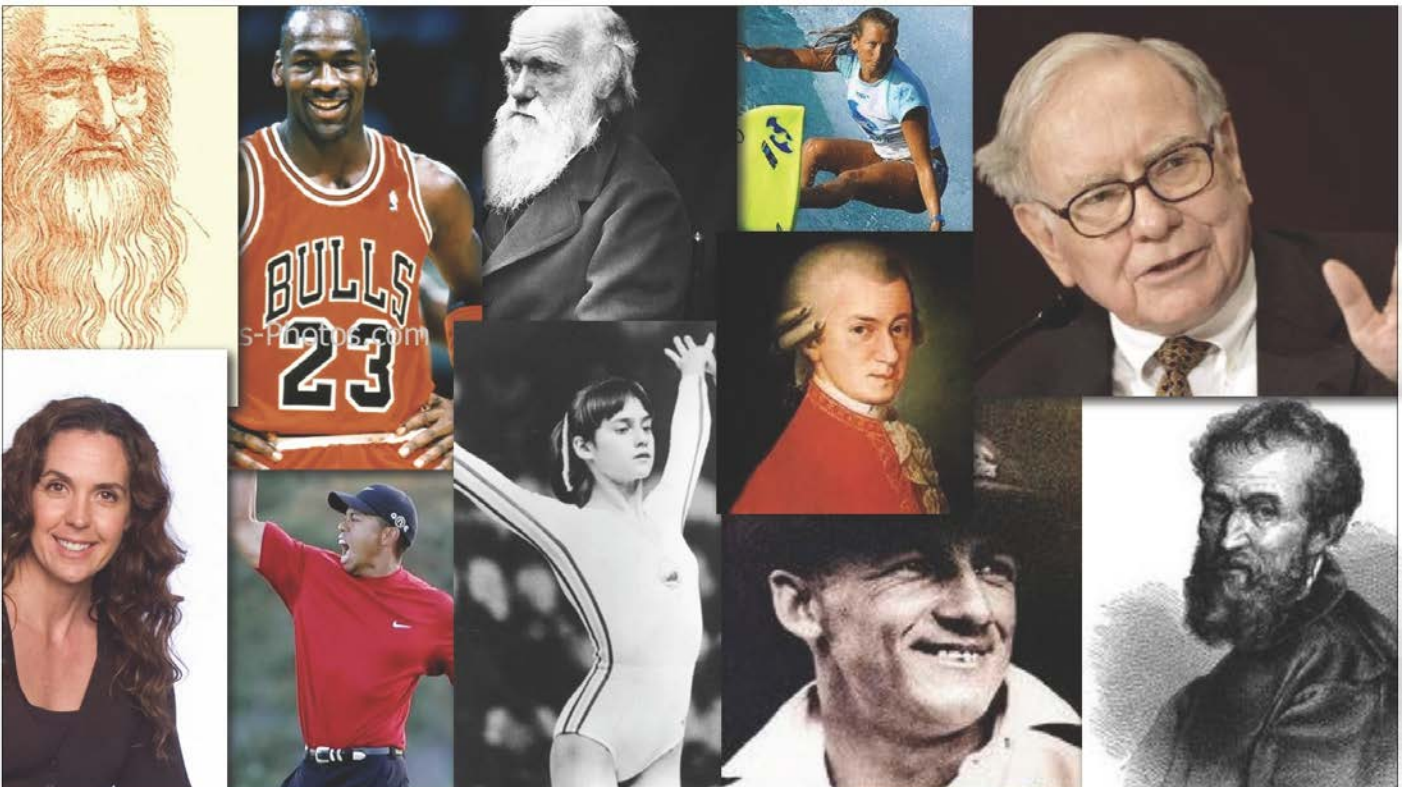
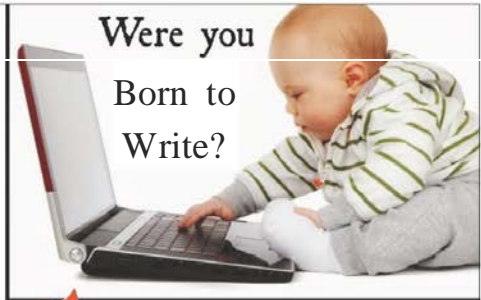




Toes
 Genitals







Where does Talent
come from?

PrAcTice
PRACTICE
practice

I WORKED HALF MY LIFE TO BE AN OVERNIGHT SUCCESS
Jessica Savitch

“ IF YOU REALLY LOOK CLOSELY, MOST OVERNIGHT SUCCESSES TOOK A LONG TIME. ”
STEVE JOBS
empireflippers.com

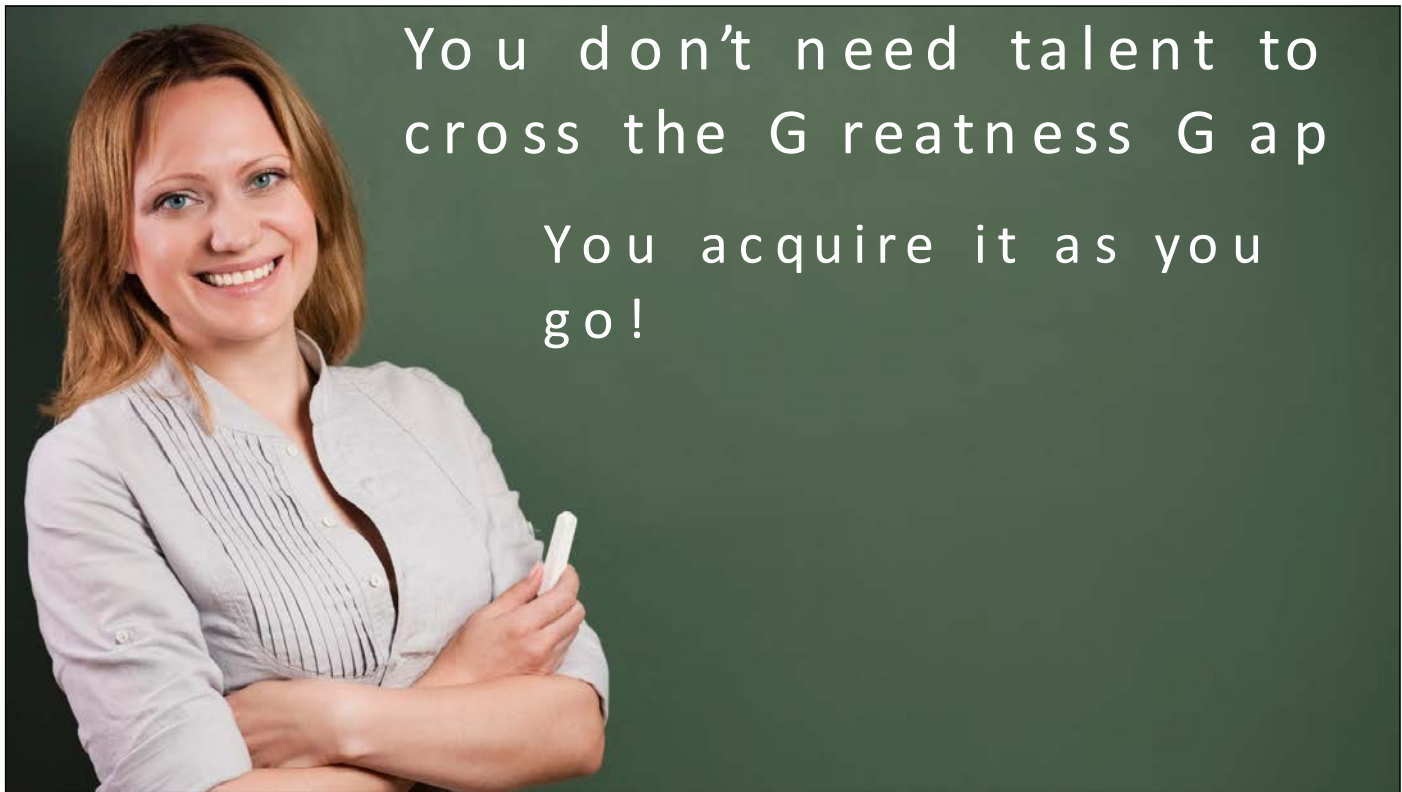
“ Timing, perseverance, and ten years of trying will eventually make you look like an overnight success. ”
- Biz Stone, Co-Founder Twitter
Moments of Marketing Genius brought to you by **Marketo**

Purposeful Practice

- Rehearsal is not the same as purposeful practice
- Focus on improvement - working in “Goldilocks zone”
- 10 000 hour rule*
 - In virtually every field of endeavour it takes a out 10 000 hours of deliberate practice to achieve expert performance.
 - Only do approx. 3 hours a day
- Often not enjoyable



How to acquire talent



*Talent is not the cause of something, but the
result.*

*It doesn't create a process but is the end result of
that process.*

Anders Ericsson

A new Conception of Talent

**If you want your children to be
talented....**

**You have to teach them how to be
talented!**

James Anderson

Teaching Talent

The Process of Success

★ *Stage of Dependence*

- 1 Habit 1: Be Proactive
- 2 Habit 2: Begin with the End in Mind
- 3 Habit 3: Put First Things First

➡ *Stage of Independence*

- 4 Habit 4: Think Win/Win
- 5 Habit 5: Seek First to Understand, Then to Be Understood
- 6 Habit 6: Synergize

➡ *Stage of Interdependence*

- 7 Habit 7: Sharpen the Saw

- Purposeful Practice
- Growth Mindsets
- 7 Habits of Highly Effective People
- All of these are attempts to describe the process of becoming successful
- Why is excellence / success / achievement still so elusive for so many?

Why is success still so illusive for many people?

*Knowing the direction
of success is not
enough.*



*You also need to know
how to make the
journey effectively*

PLUS

Process

Success

Ability

Two Requirements of Success

Habits of Mind - Being Effective

Habits of Mind




Art Costa



Bena Kallick

Dispositions that are skilfully and mindfully employed by characteristically successful people when confronted by problems, the solution to which are not immediately apparent

<p>Thinking and communicating with clarity and precision</p> 	<p>Thinking about your thinking (Metacognition)</p> 	<p>Thinking Interdependently</p> 	<p>Taking Responsible Risks</p> 
<p>Striving for Accuracy</p> 	<p>Applying Past Knowledge to New Situations</p> 	<p>Responding with Wonderment and Awe</p> 	<p>Thinking Flexibly</p> 
<p>Remain open to Continuous Learning</p> 	<p>Questioning and Problem Posing</p> 	<p>Persisting</p> 	<p>Managing Impulsivity</p> 
<p>Listening with Understanding and Empathy</p> 	<p>Gather Data Through All Senses</p> 	<p>Finding Humour</p> 	<p>Creating, Imagining and innovating</p> 

Art Costa describes the derivation of the Habits of Mind

Putting It all together

*Successful people
have a growth
mindset – the
believe they can
improve*

**FIXED OR
GROWTH
MINDSET?**



*To improve we
engage in
deliberate practice*

*(about 10 000 hours to reach
the peak of your field)*

**Deliberate
Practice occurs in
the “Goldilocks
Zone”**

(not too hard, not too easy)



To meet these challenges, and therefor grow, you must skilfully and Mindfully engage your Habits of Mind

