

**A personal exploration into the
habits of high-achievers.**

Bret Waters

Why do some people seem to be able to be high-achieving in everything they do, while most of us just struggle to keep up?

My favorite research tools:



Books.



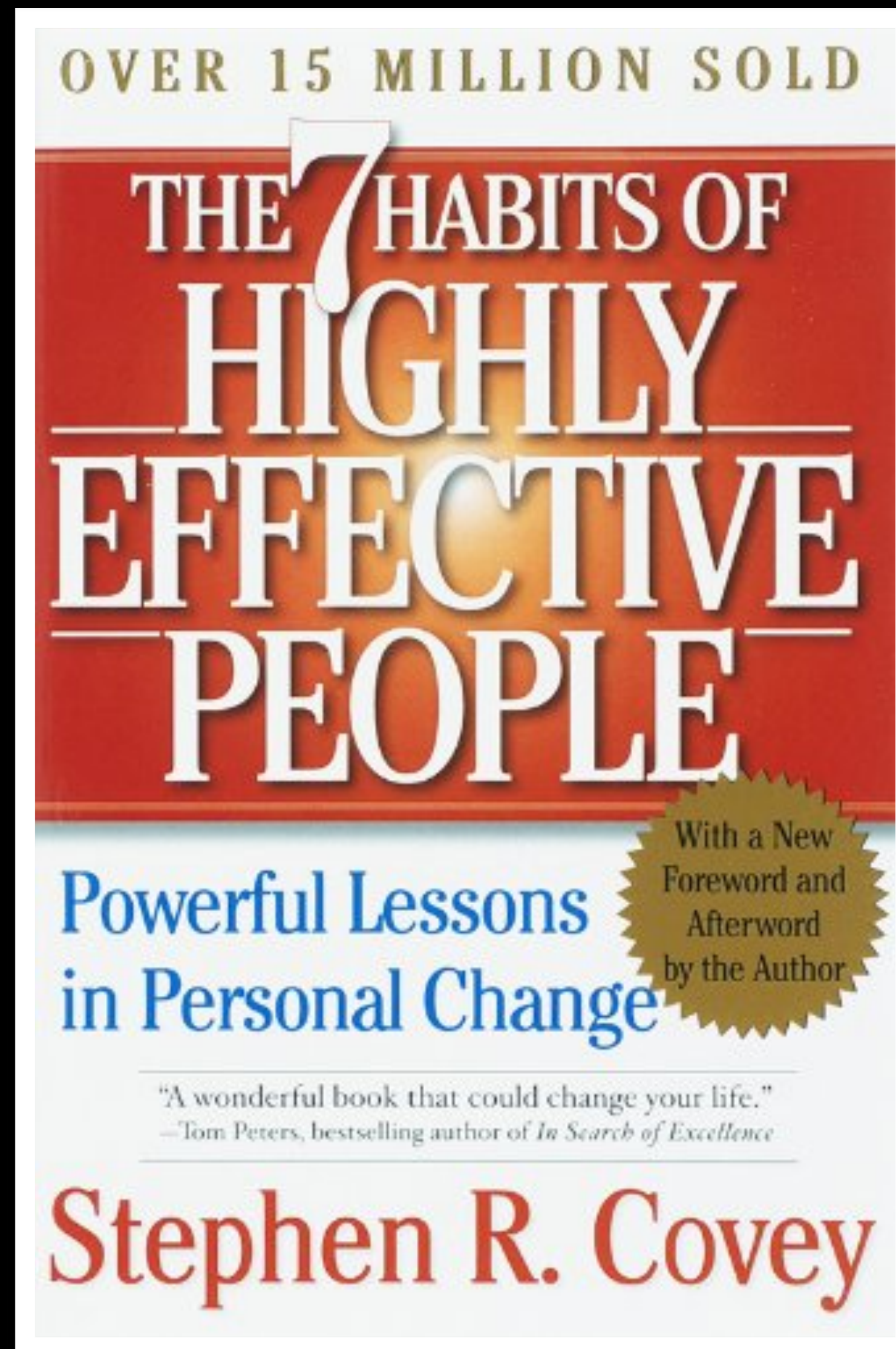
Wine.



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

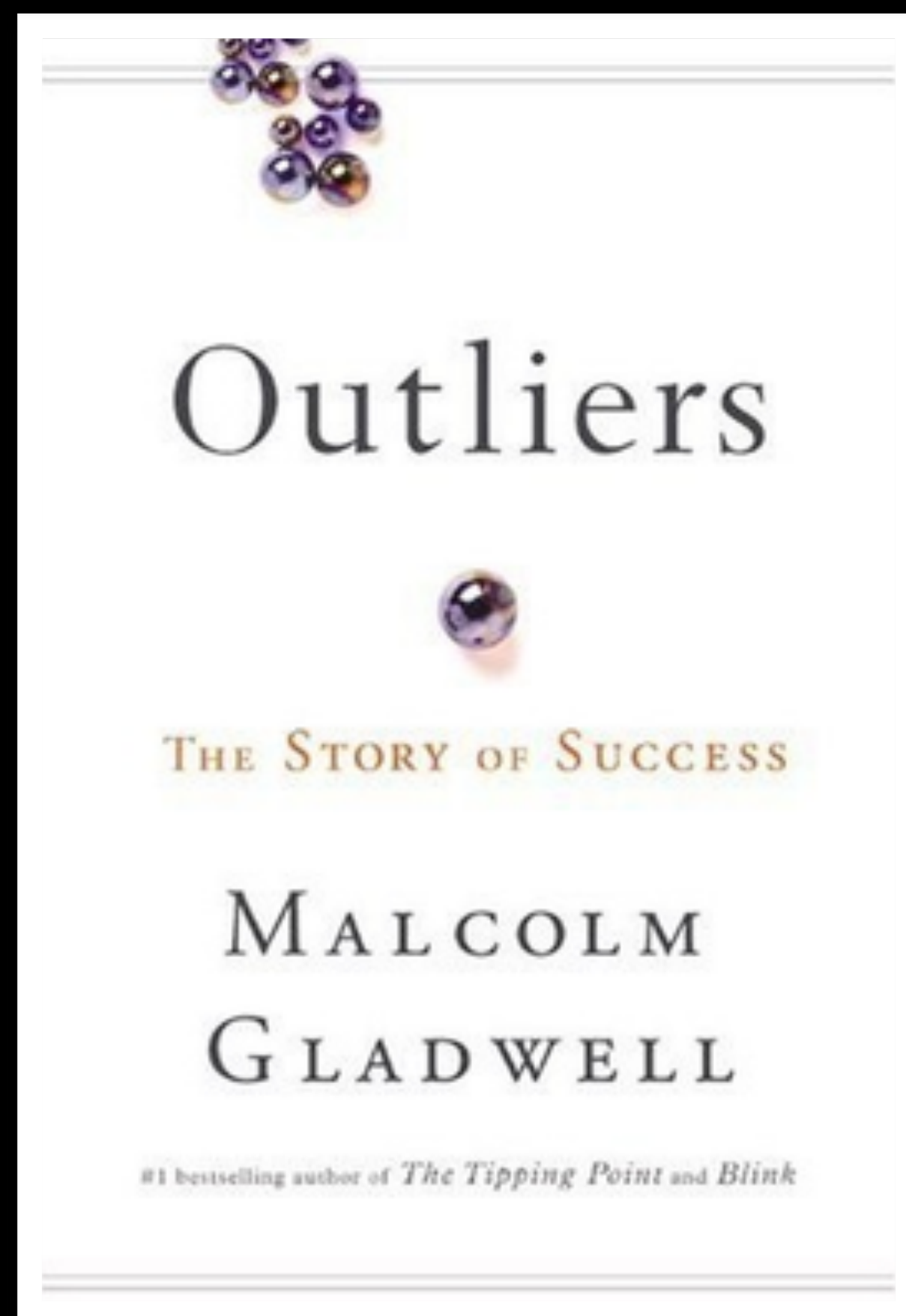




Malcom Gladwell

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.

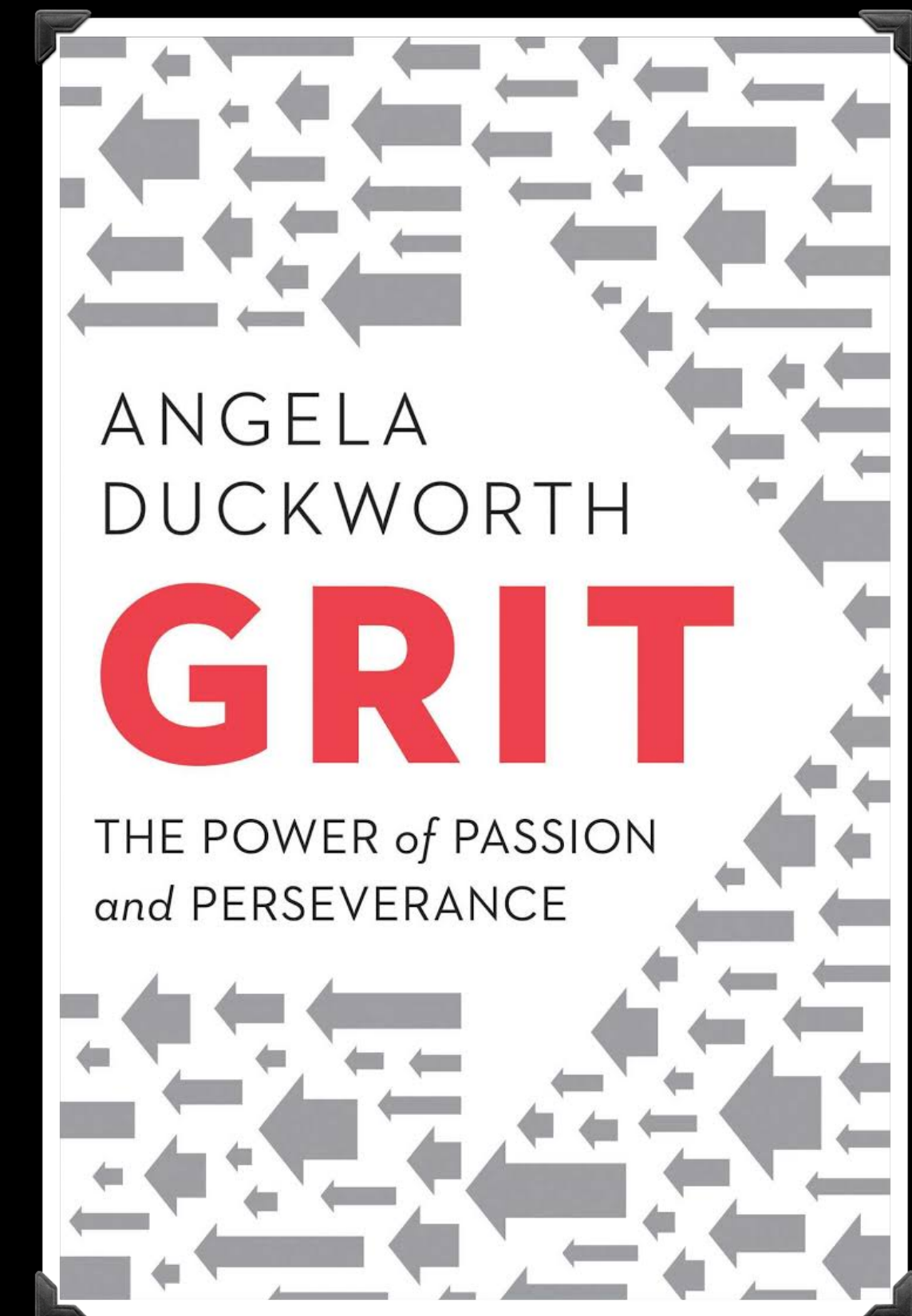
Angela Duckworth, Ph.D.

A.B. in neurobiology at Harvard College

M.Sc. University of Oxford

Ph.D. University of Pennsylvania

MacArthur Genius Fellowship in 2013



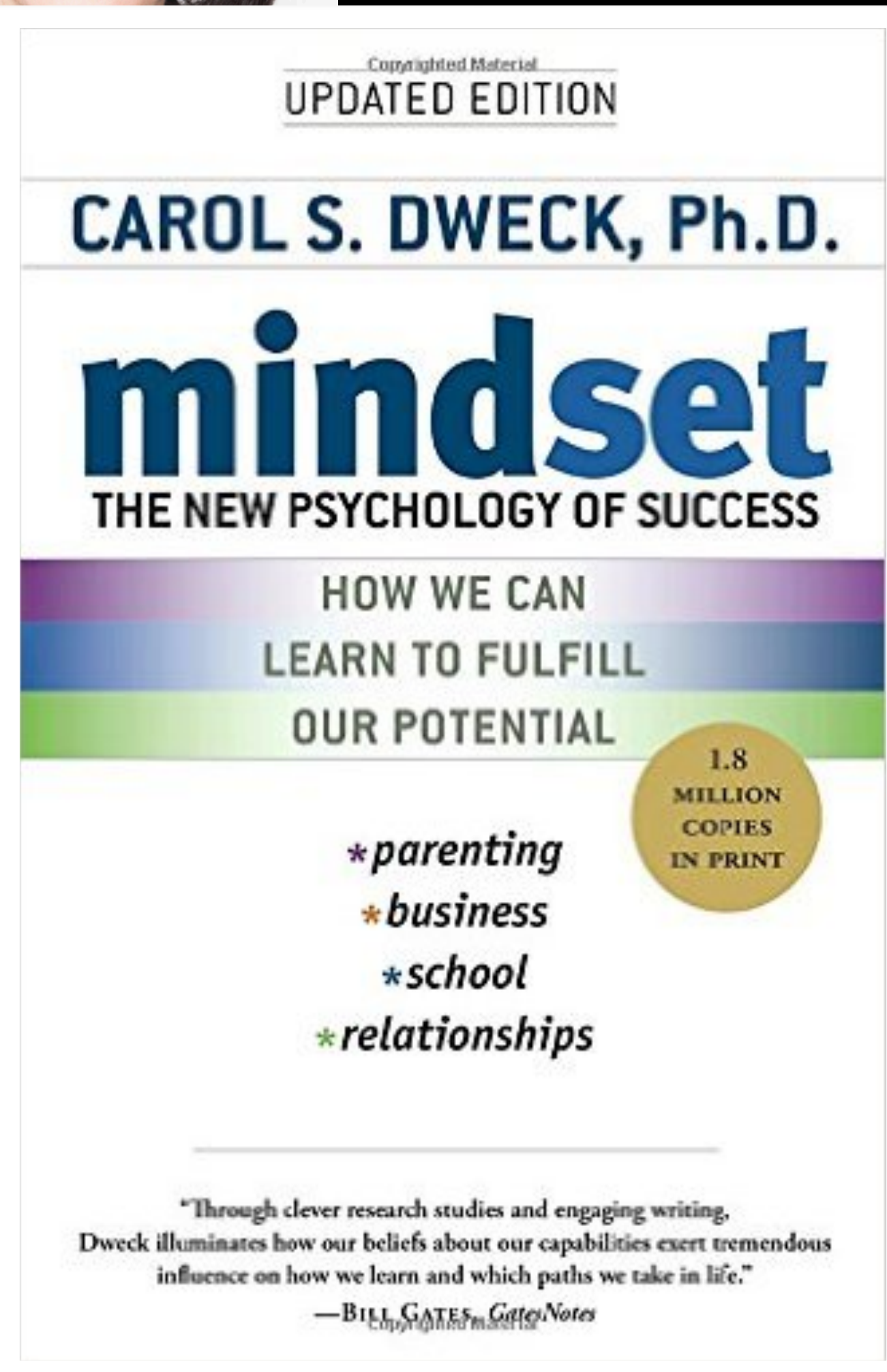


Carol Dweck, Ph.D.

Professor of Psychology,
Stanford University

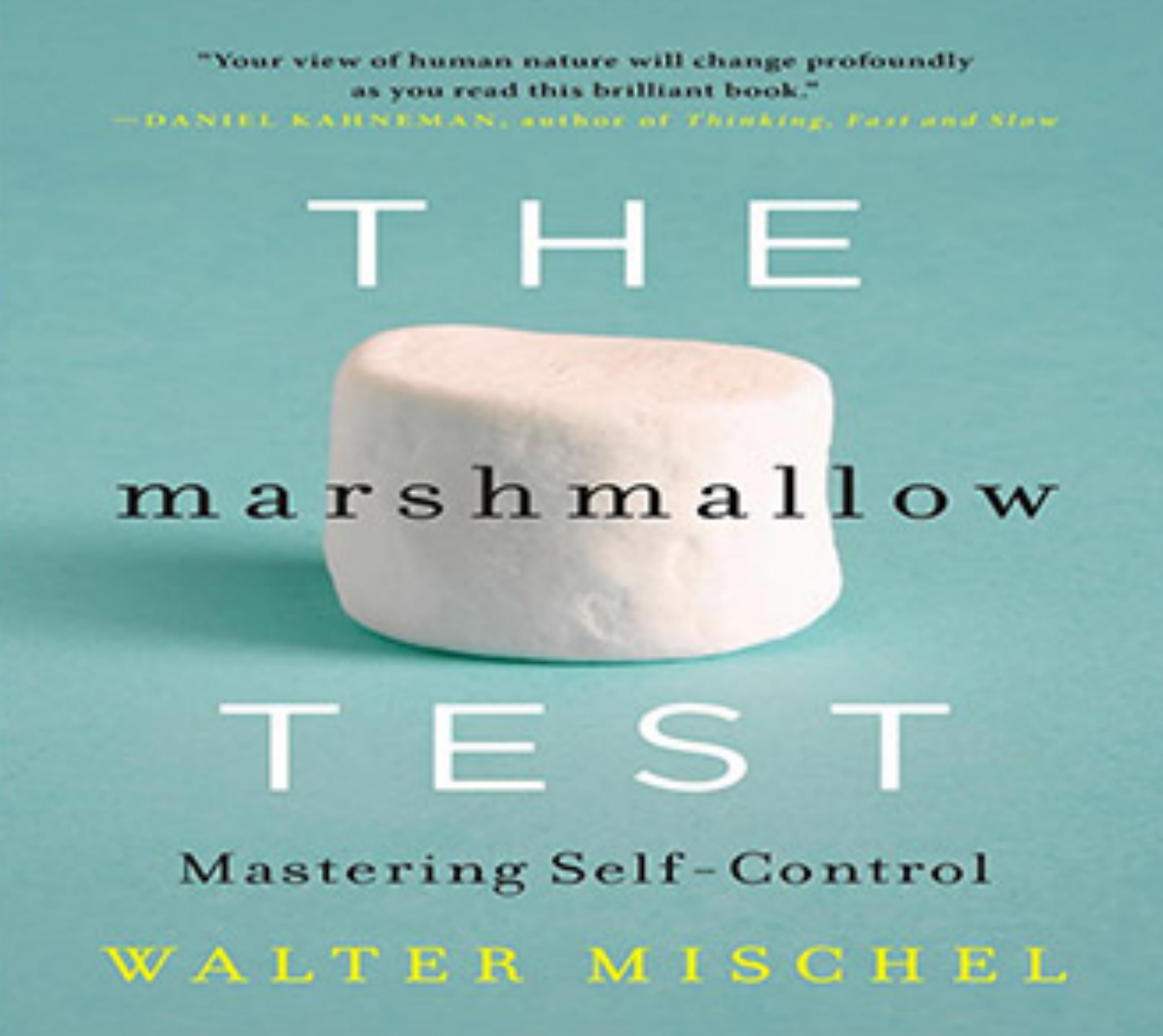
Key takeaway:

“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.



The famous Stanford marshmallow experiment.

Key takeaway:

“Delayed gratification” matters.

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.



Part II: Wine.



Jason Seed
Startup CEO
Bret's drinking buddy.

“Habits of a lifelong learner.”



“Focus on your 10x”

**Jessica Lessin
Founder & CEO
The Information**



“Intellectual Curiosity”

Liz Magil

**Dean, Stanford Law School
Clerked for Ruth Bader Ginsburg**



***“Be selective about
which pitches you swing at.”***

"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

Ted Williams
The last MLB
player to hit over
.400, 1941





“Empathy, smarts, and tenacity”

Fred Reid
President, Lufthansa Airlines
CEO, Virgin America
CEO, Cora Airworks

“Growth mindset”

“Practice, Practice, Practice”

“Delayed Gratification”

“Empathy, smarts, and tenacity”

“The strength of character to get along with others.”

“The ability to see where things are going”

“Be selective about which pitches you swing at.”

“Focus on your 10x”

**I think honestly think I was an
underachiever until about 20 years ago.**

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

Give up looking for shortcuts.

Success is just a whole bunch of
hard work. There are no shortcuts.

Prioritize every day.

Always be asking yourself:
“What is the most important thing I could
be working on right now?”.

Give up being stuck. Action beats inaction.

The company that consistently makes and implements decisions rapidly gains a tremendous, often decisive, competitive advantage.

-Steve Blank

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

- Reid Hoffman, Greylock Ventures.

Give up perfectionism.

“Don't aim for perfection.
Aim for better than yesterday.”

—Izey Victoria Odiase

Design large, implement small.

Create the big-picture vision for your life
and then do things every day that align
with that vision.

Avoid stupid. Avoid toxicity.

You are the average of the people you
surround yourself with.

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

— Ben Horowitz

Give up thinking about yesterday.

“Stop worrying about yesterday and focus on inventing tomorrow”

—Steve Jobs

Shorten “Oh, shit” to just “Oh.”

Mindfulness.

Mindfulness is paying attention to the present moment, non-judgmentally.

“Almost everything will work again if you unplug it for a few minutes - including you”.

- Anne Lamott

Self Care.

Taking care of yourself makes you more able to take care of others.

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



Do something great.

