

## CONTENTS

|                                                                     |    |
|---------------------------------------------------------------------|----|
| 1. A Manifesto for the Everyday Hero within You .....               | 3  |
| 2. Being Faithful to Your Ideals Is a Force-Multiplier .....        | 6  |
| 3. The Final Hours of Your Defeatable Self .....                    | 19 |
| 4. It's Okay Not to Be Okay .....                                   | 22 |
| 5. The Gold Miner's Paradox .....                                   | 24 |
| 6. The Victim-to-Hero Leap .....                                    | 27 |
| 7. That Time My Private Journals Were Taken .....                   | 34 |
| 8. Instruction from Heavyweight Mentors .....                       | 37 |
| 9. The Joy of Being Laughed At .....                                | 44 |
| 10. The Orson Welles Memo .....                                     | 45 |
| 11. Nothing's Perfect .....                                         | 47 |
| 12. The Chestnut Seller Doctrine .....                              | 49 |
| 13. The IPOP Principle for Accelerated Positivity .....             | 53 |
| 14. Stop Calling Your Genius Sh*t .....                             | 56 |
| 15. What J. K. Rowling Taught Me about Relentlessness .....         | 59 |
| 16. Guard Good Health like a Pro Athlete .....                      | 62 |
| 17. My Four Chocolate Croissant Evening .....                       | 73 |
| 18. A Contrarian Philosophy for Mastering Unexpected Change .....   | 77 |
| 19. You're Absolutely More than Enough .....                        | 80 |
| 20. The Starter's Activation Declaration .....                      | 83 |
| 21. The Very Good Bearded Man in the Really Cool Baseball Cap ..... | 86 |
| 22. Train with Stronger Teachers .....                              | 89 |
| 23. A Red Flag Is a Red Flag .....                                  | 92 |

|                                                                        |     |
|------------------------------------------------------------------------|-----|
| 24. The Shortest Chapter in the History of Creativity? .....           | 95  |
| 25. The Rule-Bender's Hypothesis.....                                  | 96  |
| 26. Have Bravery like Swifty.....                                      | 100 |
| 27. A Teacher Called Trauma.....                                       | 102 |
| 28. The People Builder's Mantra.....                                   | 107 |
| 29. The 7 Threats to World-Class.....                                  | 110 |
| 30. Expect Ungrateful.....                                             | 118 |
| 31. That Time I Was Left Alone at the Top of a Mountain .....          | 120 |
| 32. The Peak Productivity Strategies Pyramid .....                     | 125 |
| 33. Join the Hope Brigade.....                                         | 141 |
| 34. 40 Things I Wish I'd Known at 40 .....                             | 143 |
| 35. The Misty Copeland Confidence-Making Technique .....               | 147 |
| 36. The 40 Copies of a Single Book Habit .....                         | 149 |
| 37. The Meaning of Disgrace.....                                       | 152 |
| 38. A Basic Motto for Stunning Prosperity.....                         | 154 |
| 39. Hug the Monster.....                                               | 155 |
| 40. The 4-Figure Dessert Rule.....                                     | 159 |
| 41. Don't Be a Sloth .....                                             | 161 |
| 42. Ben Franklin's 13-Virtue Habit Installer .....                     | 163 |
| 43. The Peacock's Complaint.....                                       | 168 |
| 44. The Most Costly Conflict.....                                      | 169 |
| 45. Kill Your Darlings.....                                            | 171 |
| 46. Avoid the Third Reward .....                                       | 175 |
| 47. To Heal Your Once Wide-Open Heart Makes You a Great Master.....    | 177 |
| 48. What I Learned from Leonardo's Private Notebooks.....              | 187 |
| 49. The "You Won't Win If You Don't Even Try" Attitude.....            | 191 |
| 50. The Hard Worker Who Never Got Any Better.....                      | 194 |
| 51. The Dark Sides of Your Upsides.....                                | 197 |
| 52. The 3 Step Success Formula (and My Broccoli-Eating Behavior) ..... | 200 |
| 53. What I Think About When I Think About Difficulty .....             | 205 |
| 54. Why I Write to Heartbreak Country Music.....                       | 213 |
| 55. The Patient Who Blinked a Book.....                                | 215 |

|                                                                        |     |
|------------------------------------------------------------------------|-----|
| 56. The Possibilitarian's Secret.....                                  | 217 |
| 57. The Big Lie of Positive Thinking .....                             | 223 |
| 58. That Time I Went Camping.....                                      | 228 |
| 59. The 13 Hidden Traits of the Billionaires I've Advised .....        | 231 |
| 60. The 8 Forms of Wealth .....                                        | 239 |
| 61. The Algorithm for a Beautifully Balanced Life.....                 | 246 |
| 62. The "Just Because" Code for Everyday Heroes.....                   | 254 |
| 63. Death's Just a Hotel Room Upgrade .....                            | 257 |
| 64. Why Aristotle Slept on the Floor.....                              | 260 |
| 65. Shatter Your Winning Formula like Miles Davis .....                | 264 |
| 66. The Antifragile Artist in the Shiny Purple Suit.....               | 266 |
| 67. The Keep Your Fire Blazing Theory for a Lifetime of Audacity ..... | 270 |
| 68. How Heavyweights Work.....                                         | 272 |
| 69. The Little Things Are the Big Things .....                         | 275 |
| 70. Become a Creative Athlete.....                                     | 277 |
| 71. How SuperProducers Do It .....                                     | 279 |
| 72. Escape Post-Moonwalk Astronaut Affliction .....                    | 284 |
| 73. Resilience Lessons from the Human Who Lost His Face .....          | 286 |
| 74. Charles Darwin and the Extreme Agility Advantage .....             | 290 |
| 75. The Free Money Model for Advanced Prosperity.....                  | 293 |
| 76. Put Down Your Phone and Talk to a Person .....                     | 299 |
| 77. The Shortest Chapter in the History of Productivity.....           | 301 |
| 78. Business Is a Beautiful War.....                                   | 302 |
| 79. Be Serious When You're Serious .....                               | 304 |
| 80. The 4 Major Communication Practices of Movement-Makers.....        | 306 |
| 81. That Time I Learned How to Surrender.....                          | 311 |
| 82. You Never Know Who Is Standing in Front of You.....                | 314 |
| 83. The GCA Index for A-Lister Performance.....                        | 316 |
| 84. Steve Jobs's Last 6 Words .....                                    | 321 |
| 85. When Things Seem Hard, Trust Your Strength .....                   | 323 |
| 86. You Can't Inspire If You're De-inspired .....                      | 326 |
| 87. The Six Months Left to Live Question.....                          | 332 |

|                                                             |     |
|-------------------------------------------------------------|-----|
| 88. Fame and Fortune for a Line on Your Tombstone?.....     | 335 |
| 89. Resist the Titan's Decline .....                        | 337 |
| 90. The Necessity of Artistic Unpopularity .....            | 342 |
| 91. The Troll Deconstruction .....                          | 344 |
| 92. That Time I Met Muhammad Ali.....                       | 349 |
| 93. Don't Worry about Your Legacy.....                      | 353 |
| 94. A Hero Named Desmond Tutu .....                         | 355 |
| 95. The Life Regrets of People on Their Deathbeds .....     | 357 |
| 96. The Good You Do Lasts a Lifetime .....                  | 362 |
| 97. Be Happy to See Live People.....                        | 365 |
| 98. Verses of the Everyday Hero Who Can't Be Defeated ..... | 366 |
| 99. Windows of Opportunity and Your Second Chances.....     | 368 |
| 100. Be Not a Dream Postponer .....                         | 373 |
| 101. A Philosophy for Returning to Human. ....              | 375 |
|                                                             |     |
| What's Next on Your Heroic Adventure? .....                 | 377 |
| Fuel Your Rise by Reading.....                              | 379 |
| Appendix 1: My 25 Books to Read Before You Die List.....    | 380 |
| Appendix 2: My 25 Favorite Films .....                      | 382 |
| Appendix 3: My 25 Favorite Documentaries.....               | 383 |
| About the Author.....                                       | 385 |