

## **[Transcript] The Diary Of A CEO with Steven Bartlett / E259: The Brain Coach To The World's Top Leaders & Billionaires! 10 Steps To Never Forget Anything Ever Again!: Jim Kwik**

I've just gone through life telling myself that I just have a bad memory.  
We could turn this into a little master class.  
Go ahead.  
So the three keys to a better memory are  
Jim Quick in the house.  
They globally recognize leader and memory improvement.  
Training your brain to work better.  
If you want to learn faster, you want to retain that information,  
you are in for an absolute treat.  
Google, Virgin, Nike.  
Why are they coming to you?  
They're struggling with distraction, memory loss.  
It's affecting their performance, their productivity.  
Our mind controls all the treasures of our life.  
Yet it's not user-friendly.  
The reason I'm so passionate about it is because  
I grew up with a broken brain.  
I was five years old and I had a traumatic brain injury.  
I didn't understand things like everybody else.  
I was being teased pretty bad.  
A teacher pointed to me and said,  
leave this kid alone.  
That's the boy with the broken brain.  
That was the darkest time of my life.  
And in that moment, I learned my mission  
to build better, brighter brains.  
Memory retention is getting worse and worse.  
We live in an age where the amount of information is doubling at dizzying speed.  
The higher reliance of technology to store information  
that you would normally have to store in your brain  
means that not everybody is exercising those parts, keep our memory sharp.  
The other dip in cognitive performance,  
often when people retire, they mentally retire.  
The body is not too far behind.  
There's a study done on these nuns.  
They're living 90 and above.  
And because they were learning all the time,  
it added years to their life.  
It surprises a lot of people because they have this thinking  
that their intelligence is fixed.  
The truth is, there's no such thing as a good or bad memory.  
There's a train memory and there's an untrained memory.

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I'm going to give everybody right now the 10 keys,  
and this is how real transformation happens.  
The boy with the broken brain.  
That's what his teachers called him,  
after Jim had a tragic accident at a young age  
that left him with a permanent brain injury.  
And he believed it.  
He lived it.  
He embodied that identity.  
He believed he was broken.  
And then, because of a chance experience  
which we can all choose to have right now,  
that limiting belief was unlocked.  
And he realized that the stories we tell ourselves  
about ourselves, about who we are  
and what we're capable of achieving  
and what we're capable of doing  
are exactly that.  
Stories.  
I've spent decades telling myself that I have a bad memory.  
So much so that at 30 years old,  
it's just part of my identity.  
And after this conversation, I realized that I'm wrong.  
If a man like Jim, the boy with the broken brain,  
can go from that,  
poor memory, low potential, self-doubt,  
to being a memory expert and becoming limitless,  
then that says something about who any of us can become.  
If you want to learn faster,  
if you want to become more persuasive,  
better in business, work, creativity, podcasting,  
whatever it is you do,  
then knowing how to retain important information  
might just be the key to becoming limitless  
that you've been looking for.  
Google, Nike, SpaceX,  
they all use Jim to improve their team's memory  
and brain power.  
And today, he'll be coaching you for free.  
Jim, before we started recording,  
you used a curious word.  
You said mission.

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Yeah.

What is your mission?

What is the mission you're on?

And why is that mission important to you,  
but also to the world?

Our team is small in people,  
but we're big in purpose.

Our mission is to build better, brighter brains.

No brain left behind.

I feel like we live in the millennium of the mind  
where our mind controls so much  
in our lives, our relationships, our health,  
our careers, our schooling.

And yet our mind,  
it doesn't come with an owner's manual,  
and it's not user-friendly.

Yet it's our number one wealth-building asset,  
like nobody listening is paid.

It's not like it was 100 years ago  
where it's your brute strength.

Today, it's your brain strength.

It's not like it's your muscle power.

Today, it's your mind power.

And I do believe the faster you learn,  
the faster you can earn.

Because knowledge today is not only power,  
knowledge is profit.

And I don't just mean financial.

That's kind of obvious.

But it's all the treasures of our life.

And the reason I'm so passionate about it  
is I grew up with a traumatic brain injury  
when I was a child.

And just things didn't work for me  
like everybody else.

And through those struggles,  
I developed some strengths over the years.

And I always thought it was interesting  
that there's no class on focus,  
on concentration,  
on recall.

And so I put the schoolwork aside

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because I wasn't getting any gains there anyway.  
And I started really focusing on this  
learning how to learn.  
And so I put my focus in those areas,  
started studying a little bit about adult learning theory.  
I got introduced to mnemonics,  
which is memory techniques,  
speed reading, the art and science of reading  
for better comprehension and understanding.  
And about two months into it,  
a light switch flipped on.  
And I just started to understand things in school  
for the first time.  
And it was so pronounced that  
I felt two emotions.  
I felt like this is awesome.  
Because with my grades improving,  
my life improved.  
And it started to affect my identity  
and how I saw myself and how other people saw me.  
But the other emotion I felt, if I'm honest,  
was anger.  
I was so upset  
that I spent my entire childhood  
struggling every single day,  
unsure about myself,  
doubting myself.  
And there were simple things that  
I could have learned that would have made my life  
a lot easier.  
And I realized then in school  
that it's not how smart you are,  
it's how are you smart.  
It's not how smart you are,  
how smart your significant other is,  
your kids are, your teammates.  
It's how are they smart.  
And I do believe that  
we have this, if knowledge is power,  
then learning is our superpower.  
It's the superpower we all have.  
And so from there,

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I couldn't help but help other people.  
And I'm kind of agnostic how it happens,  
whether it's our books or podcasts  
or YouTube or courses.  
But I wouldn't have a positive impact  
as it relates to memory.  
I think I've just gone through life  
telling myself that I just have a bad memory.  
I'm the type of person that forgets names  
instantaneously.  
And I've just come to believe  
that that's just me.  
And I've almost resigned  
to that.  
I'll be honest, I don't think I really try that hard anymore.  
Because I just think my type of brain  
is the type of brain  
that can't retain  
most information,  
if I don't consider it to be important information.  
Am I bullshitting myself?  
You are. It's complete BS.  
Belief systems.  
If you want to give it a label.  
BS, belief systems.  
I believe our brains are this incredible supercomputer  
and our self-talk, our thoughts, our beliefs  
are the program that will run.  
So if you tell yourself I'm not good at  
remembering people's name,  
you will not remember the name the next person you meet  
because you programmed your supercomputer not to.  
And it's more than anecdotal.  
I believe people at events  
will see me do these demonstrations.  
They're surprised to hear that I grew up with learning difficulties  
and put in special education.  
But before I go on stage,  
people invariably in the lobby  
pull me aside and they whisper to me  
when no one's listening.  
Jim, I'm so glad you're here. I have a horrible memory.

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I'm getting way too old.  
I'm not smart enough.  
And I always say stop. If you fight for your limitations  
you get to keep them.  
If you fight for your limits, they're yours.  
If people truly understood how powerful their mind is,  
they wouldn't say or think something  
they didn't want to be true.  
And that's not to say you have  
one negative thought that ruins your life  
any more than eating that one donut  
will ruin your life. But if you ate those donuts  
every single day, consistency  
will compound.  
And it will change the direction  
or the destination.  
I have to zoom in there.  
So four years old.  
Were you four years old when you had a brain injury?  
Yeah, I was five years old in public school.  
Elementary school.  
I was a kindergarten here in the States.  
Had an accident where I lost my balance  
and I went head first into the radiator  
separating the window and me.  
There's a lot of blood  
and I was rushed to the hospital  
where it really showed up though  
whereas my parents said  
where I was very, as a child  
very energized, like most kids  
very playful, very curious, very excited.  
I became very shut down.  
I had processing issues, they said.  
I didn't understand things like everybody else.  
Teachers would repeat themselves over and over again.  
And later on  
when I was nine years old  
I remember I was being teased pretty bad  
for slowing down the class.  
And  
a teacher came to my defense

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but she pointed to me from the whole class  
and said leave this kid alone.  
That's the boy with the broken brain.  
And that really became my identity.  
You know, she was sincere  
like she was trying to help  
but that's all I remembered  
was like oh I didn't know  
I had the broken brain.  
And so that became my explanatory schema  
for everything.  
Every single time I did badly in school  
which was daily.  
I did badly on a test or a report  
or I would say I have the broken brain  
or if I wasn't picked for sports  
which was all the time I was this little kid  
I would say oh because I have the broken brain  
and that label became my limit.  
I do believe  
that we have to be solely responsible  
for our lives  
so I don't want to  
say that I was a victim  
but we are shaped by our environment  
by our experiences  
by our external  
and that was something  
that I really struggled with.  
You started the  
quick learning  
in 2001 when you were 28 years old  
and if you think about the clients you have there  
from Google, Virgin, Nike  
etc. they clients of yours  
at the very heart of it  
the core of it  
why? Why are they coming to you?  
What is the benefit? The why as you call it  
that people are seeking.  
I think people tend to come  
to us because

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they are they're struggling  
with distraction  
with memory loss  
with overload  
right and anxiety  
from information anxiety  
they're drowning information  
I think people who come to me realize  
that their ability to learn  
and translate that learning into action  
is  
an incredible competitive advantage  
in a world where  
there's lots of distraction  
there's lots of overload  
there's lots of technology that would make our life  
easier but it also  
in some ways while it's convenient  
could also cripple  
us in a way that we're not using  
our mental faculties  
just like  
my shirt here says use it  
it's like our body  
if I put my arm in a sling for a year  
it wouldn't grow stronger  
it wouldn't even say the same, it would atrophy  
and the high reliance on technology  
like using your phone  
as an external memory storage  
they call it digital dementia  
it's a new term in healthcare  
digital dementia is the high reliance of technology  
it's information that you would normally have to store  
in your brain  
but now that you don't have to do it  
not everybody is exercising those parts  
of our brain to keep our memory sharp  
is there science that shows  
we have to exercise our brain?  
you know the two biggest  
two dips, cognitively



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in terms of cognitive performance in people's life cycle  
usually happens when  
people graduate school  
because somehow they associate education  
along with learning  
the traditional education is over  
so they're learning, they're not learning  
and that can be an unconscious belief  
but the other dip in cognitive performance  
is usually when people retire  
often when people retire  
out of their career, their job  
sometimes they mentally retire  
and it's interesting that once  
the mind kind of retires  
the body is not too far behind  
there is a study done  
on these nuns  
it was a longevity study  
engaging with grace  
great title  
they were living 80, 90 and above  
and they wanted to find out  
what was the cause of their longevity  
and they said half of it was their emotional faith  
or gratitude, the other half  
they were lifelong learners  
and because they were learning all the time  
on the daily  
it added years to their life  
but also life to their years  
it made the cover of a time magazine  
but I do really do believe  
we have to keep our minds active  
as much as we have to keep our bodies active  
there's a lot of talk  
and there is a narrative  
that says when people  
retire  
they die  
there's like a long held thing  
where there seems to be a startling correlation

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between when someone retires  
and then passing away soon after  
there's also quite an interesting correlation  
between elderly couples  
and when one of them passes away  
often passes away suspiciously  
soon after  
do you think that's linked to what you're saying  
that cognitive stimulation  
is central to our  
physiological longevity  
yeah, I mean this study  
aging with grace  
would be evidence that you want to keep your mind  
active  
till the day you die  
at every age or stage  
that you could actually stave off brain aging challenges  
much like  
the biography of the mind if you will  
just like you would keep your body active  
I think most people would have the same understanding  
if they stop moving their body  
over at the retirement years  
then it would lead to  
probably unfavorable  
results  
what's the evolutionary reason for that  
could you have a hypothesis as to why  
from an evolutionary perspective  
the body would decide to  
everyone, we talk about a mind-body connection  
we hear that a lot  
so the primary reason  
you have a brain  
is to control your movement  
that's the number one reason mammals have brains  
is to control movement  
and it's not just a one-way connection  
that it's  
that as  
yes, your brain controls your movement

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but actually moving actually stimulates  
different parts of your brain  
I know that one very well  
before I do this podcast I do exercise  
yes, very much so  
and even development  
we had our first born  
recently a few months ago  
so crawling as you look at the study  
of brain development  
that cross-lateral is very important  
even we do that in our  
events when we do our  
our brain conferences and such  
we get everybody standing up and doing these  
this area  
is called educational kinesiology  
popularized by brain gym  
where you take one  
knee as you're standing and lift it  
and touch it with the opposite hand  
and you go back and forth  
things that are crossing the midline  
forces left and right brain communication  
so you have a left brain and your right brain  
and separated by that  
is a bridging station called the corpus callosum  
and by doing these exercises  
it increases communication  
between left and right brain  
and this is an over simplification  
left brain is  
if someone's left brain they're said to  
be more logical  
how do we know if someone's left brain  
left brain or right brain  
we have a couple of assessments  
in limitless but you can find it online  
free assessments for brain dominance  
left and right brain  
in there we have multiple intelligence  
theory a study out of

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research out of harvard university  
by howard gardener  
says that there's not  
in the US  
in a lot of westernized societies  
they tend to emphasize  
two kinds of intelligences  
verbal linguistic  
and mathematical  
here in the states we have the SATs  
it's just verbal  
reading comprehension and mathematical  
harvard gardener says  
they're actually not limited to two intelligences  
and so they're more  
and each one can be developed  
and so for example  
kinesthetic intelligence  
great choreographers  
dancers athletes  
interpersonal intelligence  
people who have this innate  
talent that could relate  
to people and connect  
visual spatial intelligence  
people who are incredible graphic artists  
architects right  
musical intelligence it just goes on  
so there are these other assessments  
and I really the reason why we put  
so many of this in limitless and in our podcast  
and we created our own assessment  
recently this year we haven't talked  
about it we're just launching it now  
called cognitive types  
and these are I use animals as a  
metaphor because I think so much  
of us for happiness for me  
has always been  
having the curiosity to know yourself  
right that's why you go to  
therapy or you turn or you meditate

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or you you know you read about  
that inter interpersonal intelligence  
self to self as opposed to  
interpersonal self to others  
but once you have the curiosity to know yourself  
having the courage  
to be yourself is a different game too  
because so many people have mitigated  
you know like their expression of who they are  
because of looking bad  
or how people would perceive them and so on  
but this cognitive type  
I don't go back to the answer to your question  
we found in delineated  
I pulled from you know Myers Briggs  
and multiple intelligence theory  
introvert extrovert ambivert  
lateral thinking styles  
to realize there are about four buckets  
of cognitive types and I  
used animals to as a metaphor  
to represent them so there's four  
cognitive types  
and it what's the acronym  
sorry code C O D  
C O D so what does the C stand for  
so very briefly the C  
and as you're listening this you could  
see which one kind of hand raised for yourself  
even take a snapshot of this  
and post you know which one you think you are  
or we have an assessment online also as well  
that's free the C is cheetah  
and these are your intuitives  
and you might know  
you might have someone on your team or a family member  
they're cheetahs they're fast acting  
they're just always moving  
they thrive  
in fast paced environments  
Sophie I reckon that's my assistant Sophie  
maybe me as well Jack what do you think

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do you think I'm a cheetah  
fast acting thrive in fast paced environments  
does that sound like me  
you think so okay  
and the O is the owl  
and you might know people the owl  
is often linked to logic  
critical thinking  
they love data  
facts formulas figures  
right they lean into that information  
sounds like Grace Miller on our team  
Charles we have a data  
scientist in our team as well  
very nice yeah Michael as well  
yeah okay lean into information so that's the owl  
okay the D  
is are your dolphins  
and your dolphins are your creative visionaries  
these people  
love problem solving  
they love to be creative expression  
great at pattern recognition  
right they see  
patterns that maybe other people don't see  
as easily or naturally  
dolphins are they the creatives amongst us  
yes and I think a lot of  
the future belongs to the creatives  
you know the creators if you will  
you're thinking about AI aren't you  
yeah that's an interesting conversation also as well  
and finally the E  
are your elephants and your elephants  
I chose them because  
I use them as a representative  
symbol for like  
empathy  
they love collaboration  
tribes right working  
team environment so we created  
these models because you know

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yourself right even even in the matrix  
when when he's going to see the oracle  
and the sign right above in the kitchen  
was and you know thyself  
and then we could be ourselves but the more  
you know about yourself and then you have  
a way of filtering the world and then  
not being judgmental of yourself  
or even others it's just how people are  
organized you know some people are just right handed  
or they're left handed right they have certain preferences  
and so these are it  
could help you inform you based on  
like yourself  
if you're if you know  
like you thrive in certain environments  
and then we give you know in the report  
careers that you excel in  
and this is kind of obvious right if somebody  
is creative certain career paths  
what if you're a couple of these things yeah  
so we have when you go through it there's a  
primary and there's a secondary  
you know and so these are usually  
very very few people because we have all the  
back end stats we've you know is  
is completely even 25  
percent and so on but we usually  
have a place where if I ask everybody  
to write their name on a piece of paper  
you could do that but if I ask you to switch  
hands and  
below it write your first and last name  
below that that second  
time is going to feel  
is going to take longer it's  
going to feel awkward and  
the quality is probably not going to be  
as good as the first one  
and have you ever been in a situation  
where you're learning something and it's a subject  
you're you're interested in but for some

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reason you're just not getting it  
because you're just not connecting  
with the instructor  
it's kind of like the way that they prefer  
to teach is different than the way  
you prefer to learn and it's like your two  
ships in a night and you're passing each other  
and there's no there's no connection  
that's there and so it feels like  
you're learning with the opposite hand so what happens  
it takes longer the quality  
is not as good and it feels a little weird  
and uncomfortable so I feel like  
it when you know what your strengths are  
you could lean into it and then further  
further refine it and we get people  
suggestions if they want to improve  
areas that they're not as strong and  
to be able to boost that but this is  
weighted right because you named a couple of those  
there and I thought you know I'm probably a cheetah  
I've got a little bit of an elephant  
in me as well no pun intended  
and you know I like to think  
I can be a dolphin once in a while so  
yeah we can express each other  
in different contexts as well  
you know and it's nice to  
have a level of cognitive  
flexibility you know  
and because that increases your learning agility  
it's one of the things that we teach  
in limitless is  
a six thinking hats  
it's created by Edward de Bono  
and it's this idea that if  
you are facing a decision  
or a difficulty or a dilemma  
in your life one of the reasons  
why we can't always  
think our way out of something is because  
we see something from a set



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point of view  
and what six thinking hats does  
it gives you permission to step  
out of yourself and try on another lens  
meaning imagine this table here has  
six color hats  
right and I want everybody to think  
about who's listening or watching this right now  
a decision you need to make or difficulty  
doesn't have to be like life and death  
but it's just something that  
where to live I'm thinking about that  
perfect where to live and then you have these hats  
so the first hat is  
the white hat I'm in no specific order  
so imagine you're reaching out  
and you're putting on the white hat  
right and the white hat  
and I'll give you a mnemonic because I'm the memory guy  
to help you remember what each one symbolizes  
the white hat imagine a white  
scientist lab coat like a white lab coat  
that's data  
that's information  
that's facts right so now you can only look  
at the situation or this  
decision tree through the act through the eyes  
of logic okay so  
right I'm doing that now so me and my partner  
actually looking for someone to live at the moment and we're  
we've been looking it was really about which area  
to live in in London or maybe we'll live  
in Portugal or maybe Dubai so we're kind of trying to figure that out  
okay so I've got my white  
hat on and my lab coat  
and I can only think about logic  
so price  
I'm thinking about is it a good time  
to buy what's the graph  
saying I'm thinking  
about renting versus buying  
commute and travel and amenities that are

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that would be all the factual  
and then so you could take off  
the white hat and now  
look for the red hat  
so you grab the red hat you put it on  
and the red hat  
symbolize heart is emotions  
so this is where you're  
going more with your gut your feeling  
you're putting logic aside  
and just like what what feels right for you  
her family lives in Portugal so  
that's the first thing that came to mind when you said about feelings  
being close to family  
yeah absolutely and this is good I hope everyone's  
doing this also so you take off the red hat  
and you could put on let's say  
the black hat  
and the black hat think about  
judges robe  
and the judges robe this is where  
you get a little bit you could be judgmental  
you could look at the  
the risk or the  
the devil's advocate you could look at the  
the other side  
in terms of what could go wrong  
living there  
the places we're considering we've never lived  
in before so what if we buy a place  
and then we immediately don't like it  
maybe we should stay where we are and not buy anywhere  
maybe the housing market will collapse  
and there'll be such a bad  
investment that we'll regret it  
so you're shining a spotlight so the  
idea here is that the information is out there  
but where are we choosing to put a spotlight  
and acknowledge and be aware of  
so you could take off the black hat and we're doing this  
abbreviated right and then  
look for let the yellow hat

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you put on the yellow hat and the yellow is like the sun  
and that's like optimism  
and this is like all the things  
opposite of the black hat  
what could go wrong what could go right  
like the upside  
and even all those things are just named  
we'll figure it out  
if we live there we can always move somewhere else  
and we'll make it work  
and  
it buys lovely it's hot  
so is Portugal  
nice and those are four hats  
and the last two  
take off the yellow hat and find the green hat  
and so you put on the green hat  
and the green is possibility  
it's like new growth if you look at  
plants that are green imagine new  
foliage new growth and these are  
like maybe thinking outside the box  
like maybe it's not I go to  
you know I go to this job  
or this job maybe it's I go back to school  
or maybe it's something I'm not entertaining  
so that's possibility  
so that would be  
in the context of me moving house what is that  
that's the possibility of  
so if it was like between this  
and this it could be like  
choice three or choice four  
a third option so maybe we'll try America  
or we'll try another place to live in the world  
or  
maybe we'll just Airbnb  
in all these places and we can live in all of them  
yeah okay so that would be green  
and then finally the last hat  
so it could be done in any order  
but the blue hat is always you end with

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so put on the blue hat and the blue  
imagine this guy overlooking  
everything it's kind of like  
the manager hat it listens  
to all the conversations  
with all the other color hats  
and then it helps you make a decision  
because it informs  
because here's the thing you can only make decisions based on  
what's in your conscious awareness  
and so many people live with a certain hat on  
like 24 seven  
they are just that logical  
facts prove it to me  
and they see through a certain lens  
but if they're not you know looking at the emotional  
context or other possibilities  
or with the downside of  
you know  
Branson's very good at that right  
he's very good at looking at  
everyone looks at him as very very risk you know  
like do all these crazy things  
but he's you know you have conversations with him  
he looks at like from the black hat  
look in terms of risk management  
right and mitigating the downside  
and so like but if you just looked at everything  
through the yellow hat investing  
optimistic you think everything's gonna  
Bitcoin everything's gonna be good  
and you go on that and you're ignoring  
the view and so this allows you to have more  
information  
so hopefully with that more information  
you can make a more  
a wiser choice with something and that's kind of  
you know literally recommend people  
in chapter 15 of this book to  
buy multi-colored hats  
if you wanted to be able to do that  
we could do this we do this with our team

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where we'll go through with our team  
and say either one of two things  
as a team building exercise or like we're facing  
this you know initiative  
we're launching a new book or we're doing this whatever  
like a social media challenge  
or whatever and we'll have people  
like everyone put on the same color hat  
metaphorically like literally  
physically go like this and put it in as  
if you know so you get your body into it also  
and we're all looking at it through the same point of view  
or we'll assign  
different hats for different people and we'll have  
this big kind of you know  
court case and conversation  
and that the rule is you have to talk  
as if you're from that you know point  
of view and that allows us to get outside of ourselves  
it's similar to  
innovation where there's a  
there's a book called the structure of scientific  
revolution not not really  
fun read but the essence  
of it is a lot of innovation  
and progress  
comes from people outside  
of that industry because it takes somebody  
from the outside to have a different lens  
or hat that didn't  
have the same learned helplessness and taught  
the same limitations of how things should  
have been done so maybe an elon outside  
saying well if we're going to make a car today  
with today's technology  
how would we go about doing that  
instead of doing just incremental improvements  
on you know what they have existing  
right and I think you ask a new  
question and you get a new answer  
and part of these  
you know 60,000 thoughts we have a lot of them are in form of

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questions but are those questions getting us  
shining a light we have something called a  
reticular activating system  
which we talk about a lot that the brain primarily  
is a deletion device deletion  
deletion we're trying to keep information  
out yeah like because if we let everything  
in of course  
that would be stressed right and  
so we're primarily but what we let  
in we have part of our nervous system  
called the RAS that determines  
this is important to us so  
if you're going around in the city  
and somebody shouts out your name  
you're going to turn around even if you know  
logically you don't know that person but your  
wired your RAS is wired  
for your name right  
because and think about how it got there is probably one of the  
first words you learned how to be able to write  
and say and how much praise  
you mean how much love is associated  
to be able to your identity around a name  
but also what also helps  
us to channel our RAS  
in terms of our focus are the questions  
we ask so a part of the  
book I talk about a dominant question  
that I believe that everybody  
has a question  
that they ask more than any other  
question and that question  
you determine a lot of your focus  
and because your focus determines  
how you feel what you do  
and what you're experiencing life and the results  
so for example  
a friend of mine  
you know we talked about this dominant  
question we found out her dominant question  
the ones he's thinking about consciously or even

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unconsciously throughout the day  
is how do I get people to like me  
and now you don't know  
her career what she looks like  
you know what you don't know anything about her  
but you probably  
could guess a lot of things about her  
if somebody is obsessed with answering the question  
how do I get people to like me  
what would you say her personality is like  
insecure Mary  
she's a martyr a lot of people  
take advantage of her  
some people call it a sycophant  
or a people pleaser maybe her personality  
and I've seen this dynamic changes depending  
on who she's spending time with  
you know because she likes whatever they like  
and does whatever they do  
so you don't know anything about her but you know a lot  
about her and you only know one question  
she asks herself  
I'd use this story with Will Smith  
in the book  
I help a lot of actors to  
remember their lines  
or be focused on set  
or speed read their scripts or whatever  
we're in Toronto  
and they're shooting  
during the day doing some brain training  
and at night they're shooting 6pm to 6am  
and it's very cold  
it's February, winter, Toronto  
at night and a lot of people  
think it's very glamorous Hollywood but a lot of it  
as you know it's very hurry up and just wait  
and just waiting all the time  
and it's an outdoor shoot  
and his family happens to be visiting  
and they're all just watching the monitors  
and there's a big break

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and during that  
he makes hot chocolate  
to all of us  
even though there's a crew that would do that  
he's there  
cracking jokes and telling stories  
because we realize that his  
dominant question earlier that day is  
how do I make this moment even more  
magical  
he asked that unconsciously wherever it came from  
how do I make this moment magical  
and I realize  
that he was living that question  
his dominant question which determines the  
dominant thoughts and actions  
and for me  
I grew up with the broken brain  
so I didn't have answers  
I was like how do I be invisible  
and for years I would just shrink down  
and get sick psychologically  
before I had to take a test  
so I get to go to the nurse instead of having to perform  
but later I switched it to  
how do I fix this  
and then my dominant question ended up being  
how do I make this better  
and I'm obsessed when I was talking before we started recording  
this idea of being the best version of yourself  
and at some level you must have thoughts  
or a defining question  
that says how do I make this better  
I think it's probably  
how do I convince the world that I'm enough  
I think that's probably  
that's definitely what the dominant question started  
within my life  
now  
it's not that as much  
and I look at my behavior as evidence  
so I don't look at my words because I think my words



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and my thoughts have often deceived me going back  
but I look at my behavior and the choices I make  
and they seem to be more  
intrinsically motivated  
than extrinsically motivated  
so they seem to be more about  
doing things for me  
not for  
the approval of someone outside of me  
is that something that's more recent  
or was there some  
inciting something that  
kind of put you on that  
where you went for how do I prove  
to the world that I'm enough  
I did the things that I thought would prove it  
oh yeah  
and  
you know it's interesting because I  
I've never really talked about this before  
but I know a lot of people close to me  
that grew up with that feeling of  
like they didn't feel like they were enough  
and so they committed the next sort of decade of their life  
to proving that they were in some way  
whether it's business, sports, athletics  
often to their parents, whatever  
and  
this might be wrong  
but my observation is  
they had to do that  
and then have the evidence let them down  
or they had to do that  
in order to kind of  
change the question  
so it's funny because I you'd hate to say to someone  
listen the only way you're gonna  
believe that you are actually enough  
is if you go and become really really successful  
and then you can stop  
buying all that stuff you don't actually  
like and stop showing off or whatever

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that's the only way you're gonna be able to do it  
but that seems to be the case for a lot of my friends  
I've got one friend that's the son of a billionaire  
he went and built a billion  
dollar business himself and until he did  
he was one of the most insecure  
materialistic superficial people I've ever met  
and then once he had built that tremendous business  
and established his own identity  
kind of got out of his father's shadow  
then he sold all the shit  
he sold everything, he sold the nine sports cars  
he sold the house, just wears all black  
now doesn't seem to give a fuck anymore  
and I can kind of relate  
without making a billion  
I can kind of relate to what he's saying  
or that experience, I think  
my question changed to  
what is my potential  
hmm  
that seems to be my dominant question  
yeah and I would invite everybody  
everybody has a question and not only for yourself  
because you just  
sometimes when we're silent or under stress  
we realize that those questions come out  
of us, we start asking questions  
especially if we're faced  
difficulty and we go  
mind is like how do I fix this  
or how do I make it better  
because some people ask questions like  
why can't I do this  
why can't I ever have this whatever it is  
and they're getting answers that aren't very supportive  
it's this equivalent when people read  
and they want to understand more of what they read  
a lot of people read a page in a book  
get to the end and just forget what they just read  
or not even understand it because they didn't have  
any questions to begin with

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and so I think that a lot of times  
we get used to just listening to a podcast  
on YouTube or reading a book  
and then we feel like our lives are different  
because of just that process  
and I just want to remind everybody  
for every hour you spend listening to a podcast  
I would challenge everybody to spend an equal  
hour putting that into play  
and one of the ways you could do that  
as you're listening to something is ask yourself  
three dominant questions for me here is  
how can I use this  
so I'm obsessed with this question  
how can I use this you know because then I start saying  
there's an answer, there's an answer, there's an answer  
one question why must I use this  
because common sense is not common practice  
your listeners have probably  
forgotten more about  
life changing, transformation  
health, wellness, business  
that most people in their lives  
come across that's just the truth  
right they're probably like why are you always  
watching you know these  
podcasts and videos and all this  
stuff you know because sometimes family  
and friends don't want to lose you and they want to kind of keep  
you in a certain place  
and but if you ask yourself  
why must I use this  
and you get into head, heart and then hands  
then you have this incredible  
purpose and drive and then another question  
I ask besides how can I use this  
why must I use this is when will I use this  
I think one of the most important  
productivity performance tools  
we have is our calendar  
but you'll see people will schedule  
investor meetings, they'll schedule

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team calls, sales meetings  
whatever doctors appointments  
they're not always scheduling their  
execution of things that they read  
from that business book or  
something that they watched and so I just want  
to encourage everybody that you know  
it's better  
it's better well done than well said  
you know and the practice what we  
post and the way we do it is I think  
the life we live are the lessons  
we teach others, the life  
we live are the lessons we teach  
because you're absolutely right that people could say  
something but that is better to show it  
you know it's not one thing to promise it  
it's better to prove it  
right you know especially  
in the world that we are today  
quick one before we get back to this episode  
just give me 30 seconds of your time  
two things I wanted to say  
the first thing is a huge thank you  
for listening and tuning into the show  
week after week means the world to all of us  
and this really is a dream that we absolutely never had  
and couldn't have imagined getting to this place  
but secondly it's a dream  
where we feel like we're only just getting started  
and if you enjoy what we do here  
please join the 24% of people  
that listen to this podcast regularly  
and follow us on this app  
here's a promise I'm going to make to you  
I'm going to do everything in my power  
to make this show as good as I can  
now and into the future  
we're going to deliver the guests that you want me to speak to  
and we're going to continue to keep doing  
all of the things you love about this show  
thank you, thank you so much

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back to the episode

I've been thinking a lot about this in writing coming out soon called

The Diary of a C.O. 33 Laws for Business

and Life and in chapter one

which is law one of the book

I was playing around with this idea of knowledge and skills and all of these things

and the relationship they have

between them and really

was trying to find advice for young people that want

to get to a point where they have

reputation and a big network

and lots of resources right

and I was trying to figure out the order so I almost visualized it

like five buckets and the first bucket

I wrote down is knowledge

that's the first one right and these are

sequential buckets so they go from

you know this is bucket one

and then once you fill that bucket

when you apply knowledge

it turns into a skill

and then once you have

knowledge and applied knowledge which I call skill

then you'll get these other things

then you'll get

resources

you'll get a network and you'll get a reputation

but it's those first two buckets

you can't have skills without knowledge

really and knowledge is certainly

the first one but just having

knowledge alone without that applied skill

without that applied knowledge which we call a skill

you'll never get the reputation

the resources and

the network and the only two buckets that no one

ever can take from you

the only two buckets that anyone can

never unfill

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is the knowledge bucket and also the skill  
bucket people can take away your reputation  
they can take away your resources  
they can take away your network  
but they can never unfill these two buckets  
and these two buckets are the first two buckets  
which go on to fill the other three  
and that's why I think more recently in my life  
I've become obsessed with  
learning am I a great learner  
no  
I don't think I am  
because I sit here with the greatest minds  
in the world and I remember very little of it  
and it's funny as you were saying I was like  
I've been thinking this over the last couple of weeks  
but I thought gosh you're in such a privileged  
position to get to meet all these incredible people  
I should be  
like a  
human encyclopedia  
of information and wisdom and I don't think I  
I don't think I am  
I meet people that are I sit here with them  
I think you're one of them I give this guy this everything and he's remembered everything  
and he knows the names of studies and he can recall  
I can barely recall names of people  
so I'm like where  
where do I start because  
I'm in a privileged position meeting all these wonderful people  
and our listeners are too if anyone's  
loyal to this podcast  
you're like me I actually wrote something down as you're speaking  
I was thinking  
what we need to do here at the Diary of a CEO  
after the episode ends is we need to  
set the audience some homework  
and what I mean by that is say  
okay  
Jim said these three core ideas  
after the episode  
I want you to go and implement them

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and then I want you to like  
tag me on social media  
implementing them the action after the episode  
and share it with me  
and that's what I think we should all do because then  
not only are we going to listen  
we're going to learn and those are two very different things  
yeah and I feel also  
when we teach something we get to learn it twice  
meaning you share that with  
your friends your family  
your followers your fans  
it takes advantage of something called the explanation effect  
the explanation effect  
says that when you learn something  
with the intention of explaining it to somebody else  
you're going to learn it much better  
and that's kind of obvious right  
if you you know if we talked about  
speed reading or the best brain foods  
or changing your habits  
optimizing your sleep the kind of things that we specialize in  
and somebody listening had to give a  
TEDx talk about it  
the following week would they focus better  
they would have a better concentration  
would they take more notes  
would they ask more post more questions online  
right they would own that information  
and so I think  
that learning with the intention of teaching  
helps you to be able to certainly learn it better  
I mean that's even how you could even  
use  
you could explain it to somebody I mean the whole Richard Feynman method  
was  
take this difficult subject  
neuroscience whatever happens to be  
like social media marketing, AI  
and explain it to  
me as if I am a six year old  
you know right

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and I can open up a whole thing  
with this conversation  
of artificial intelligence  
and creatives but I really feel like  
all these tools are there to augment  
I don't even think it's artificial intelligence  
for me it's obviously machine learning  
but it's augmented intelligence  
and I'm thinking like how do I use  
this tool like I would use a book or computer  
or the internet or whatever  
to AI to enhance HI  
like human intelligence  
I'm very interested in that  
people I think  
mean you know the Feynman technique well  
but when I came across it  
it really was a game changer for me  
because it explained  
why I have good comprehension  
on a certain subject matter and then I'm quite loose on others  
could you explain it  
in a simple way I know you have  
you speak to it in a version of it in the book but  
for anybody that isn't aware of that technique  
so the idea here is  
anyone can make things more complex  
but the idea is  
when you really understand something  
you could simplify it in a way  
that makes it usable for the end result  
right and not only  
the end result but the process of learning it  
so meaning  
I love reading the neuroscience papers  
and having deep conversations  
and I think where  
where if we had  
any level of success is translating that  
in a way to people  
where it's conversational  
where they see the relevance in their daily lives



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in the application  
and as results oriented  
and how does that impact  
our ability to learn the subject  
this Freiman Technique  
because stage one is of the Freiman Technique  
from what I remember is you learn something  
and then stage two is  
I believe you  
simplify it  
and then you share it and then if you  
can't share it to the six year old  
you go back to learning it  
and that's a great synapses of it  
and I would say that so how  
how it builds  
so every single time you have a new  
there's an Oliver Wendell Holmes quote  
that says a person's mind once stretched  
by a new idea  
never regains its original dimensions  
and so when we have  
so neuroplasticity happens  
when we experience novelty  
so we learn  
a new idea or something happens in our environment  
it's neuroplasticity  
allows learning, it allows adaptation  
it even allows recovery from  
traumatic brain injury  
right  
I had these deficiencies  
if we call them that  
and I was able to compensate  
by creating workarounds  
like somebody would do in some kind of program  
and then you start building paths  
another way of neuroplasticity it's kind of like  
if I walked through a field  
and there are lots of bushes  
I walked through it once  
not much changes but if you take that path

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and you reinforce it through repetition  
or space repetition  
then all of a sudden it becomes more of a path  
and eventually it becomes a road and it becomes  
a highway and we've made that connection  
so I like pulling  
on things that are natural as metaphors  
but we learn through metaphors  
because all of learning is taking  
something you don't know  
and connecting it to something you do know  
people say learning is repetition  
they just say it loads  
does that work? it does  
but when we're looking at methodology  
repetition, the problem with repetition  
and certainly  
it leads, it gets a result  
it's rote learning  
it's like when the  
churches started universities  
and how people would teach would be  
the teacher or professor would say a fact  
and to the class  
and the class would repeat it  
and then the teacher would say it again  
and the class would repeat it  
and so I'm making on video  
if you're watching this circular motion  
like rote, like rotary, like a rotary club  
it's as simple as a wheel  
the first half of the wheel is the teacher saying the fact  
the second half of the wheel  
is the class repeating the fact  
and you do that 50 times  
and then you build that pathway  
and you have quote unquote learning  
the problem with that  
is it takes so much time  
and now we live in an age where the amount of  
information is like doubling at dizzying speed  
there's more information

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today in the newspaper than somebody  
in the 17th century  
and it's just like  
it's overwhelming  
so we can't be learning the same ways  
okay so I've got a book coming out  
as I said and there's 33 laws  
and I've been saying to myself  
listen you're going to at some point start  
really promoting this book  
so you need to memorize all 33 laws  
like I actually don't need to  
I mean so I need to  
what am I doing with my life  
these 33 laws  
I need to remember basically what the law is  
and then the gist of it  
how would you help me  
do that?  
let's turn this into coaching  
and we could use  
just content that everyone could relate to  
because I don't know how much of the laws you want to share  
or how much you have on tap  
okay so the method I'm going to share with you  
I call it PI  
P-I-E  
that three ingredients for a better memory  
P stands for place we remember things  
based on where we put it  
like you put your keys in a certain spot  
each time you're in it  
you're always going to find it because it's organized  
you forget someone's name, you ask yourself  
where do I know the person  
sometimes the context gives you the content  
so that's a place to store the information  
the I is imagine  
we remember things better  
that we could see and imagine  
meaning  
I bet

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as difficult as names are to remember  
you remember faces  
so many people remember faces  
because more of your visual  
more of your brain is dedicated  
towards your visual cortex  
it takes up more real estate  
so we tend to remember things we see better than what we hear  
so you see the face  
and you just go to someone  
I remember your face but I forgot your name  
that's me every day of my life  
never go to somebody say the opposite  
you never go say I remember your name but I forgot your face  
I roll up to people and say hi nice to see you  
and then I realize I didn't remember their name  
so here we go  
the I is imagine  
there's a proverb that says  
what you hear you forget  
what you see you remember  
what you hear you forget  
what you see you remember  
and we think in pictures  
when you get on an airplane  
it doesn't say no smoking  
fasten your seat belts  
there's just pictures  
so you want to imagine those pictures  
and the E and Pi  
in twine is where  
you're connecting  
in twine means to associate or to connect  
and what are you connecting the P and the I  
the place in the image  
so let me give you an example  
five buckets  
law number one  
we could do the five buckets also  
I was going to teach people  
quickly ten things that they could do to upgrade their brain  
let's do your ten things

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but certainly we could apply this towards buckets too  
alright so  
so we're blessed  
that the book was heavily endorsed by  
the Cleveland Clinic Center for Brain Health  
the founding director there  
one of the top Alzheimer's research out of Harvard  
Dr. Rudy Tanze  
and when I speak at these organizations  
we know that about one third of your brain performance  
your memory  
is predetermined by genetics  
two thirds is in your control  
they say the metaphor is  
that for example Alzheimer's  
and this is like we donated a lot of proceeds  
to Alzheimer's research for our book  
is in memory of my grandmother  
they say that your genetics  
will load the gun but your lifestyle  
will fire it  
right kind of kind of makes sense  
and it's not like all metaphors they're not absolute  
they're not absolutes but this is an idea  
to connect something you don't know to something you know  
so going to this  
two thirds  
I'm going to give everybody right now the ten keys  
as you know it in the book  
but I'm going to show you how to memorize them  
but what I liked it to do whether or not people memorize them  
or not and I find that people  
will be able to do it pretty easily and effortlessly  
is at least rate yourself  
zero to ten how much energy and effort  
and attention are you putting towards this area  
because everyone wants to know the one thing  
they could do for an incredible memory  
there's just not there's not a magic pill  
but there is a process right  
so we'll go through them fast  
number one good brain diet

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so everyone on a scale of zero to ten ten being the best  
how much energy attention  
how much time are you putting towards  
a good brain diet  
so there's certain foods that are very neuro protective  
and I would also say  
I'm not a doctor or nutritionist  
everyone's bio individual  
so do allergy testing  
do functional medicine testing in terms of  
microbiome test  
nutrient profile food sensitivity  
so everyone's a little different  
in general some of my favorite brain foods  
avocados the monounsaturated fat is good for the brain  
blueberries I like to call them brain berries  
neuro protective broccoli  
good for your brain olive oil  
good for the brain  
if your diet allows eggs  
the choline in eggs is good for your cognitive health  
green leafy vegetables  
like kale and spinach  
and now again some people are allergic to kale  
so that wouldn't be for you  
another one I would say  
wild sardines  
or like wild  
salmon or sardines  
like your brain is mostly fat so those fish oils  
turmeric  
is a great brain food  
meaning it helps to lower inflammation  
you can use that while you're cooking  
walnuts everybody's just waiting for you to say chocolate  
yeah there you go  
walnuts and dark chocolate dark chocolate  
non milk chocolate so those are some of the brain foods  
so 0 to 10 on the other side  
that's not so good processed  
foods high sugar  
what does it do to the brain

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so sugar is highly addictive right you've had guests on here talking about how it's more addictive than a lot of drugs right there's certain things that are not good for the brain and I don't know again people like we've had on our podcast or we've interviewed for the book like people like Dr. Mark Hyman Dr. Daniel Aiman sugar alcohol marijuana certain things are just certain things like alcohol could some people say they use it to help them sleep there's a difference between getting knocked out and actually getting good deep sleep getting good REM sleep sleep is just a personal focus of mine but sugar is highly addictive not good a lot of people are also hyper you know the ADHD the hyper behavior a lot of times you could eliminate sugar but in the US schools it's tough you know they would have vending machines there with all the pop and the sodas and the you know just yeah but to get through the list 0 to 10 how good is your diet number 2 and I'll go through this fast killing ants ants killing ants is actually proving to be good for your brain ants I get this from Dr. Daniel Aiman automatic negative thoughts remember we talked about the power of your thoughts and just keeping it even if you say you don't have a great memory just add a little word like yet at the end it just changes you know the potentiality of that statement

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so in 0 to 10 how encouraging  
optimistic  
are your thoughts and beliefs  
number 3 in no specific order again  
is exercise  
there's so much research talking about the power of movement  
and the brain when you move by the way  
the studies show that when you  
listen to your podcast  
when people are listening to this podcast  
and they happen to be doing something rhythmic  
going for a nice walk with the dogs or on an elliptical  
they'll actually understand the information  
and retain it better  
when your body moves your brain grooves  
just remember that when your body moves your brain grooves  
when you move your body you create  
brain derived neurotropic factors  
B, D and F  
which is like fertilizer for the brain  
it's like fertilizer  
promoting neuroplasticity  
number 4 brain nutrients  
and this is I always prefer people get it  
from their own foods  
but  
you know  
you could get so much data nowadays  
you could do a nutrient profile because if you're lacking  
your vitamin D levels are low  
you're not going to perform  
your brain's not going to perform at its best  
you know if you're not getting your omega 3's  
your brain is mostly made out of fat  
your DHA's, your vitamin C  
your vitamin B's  
everyone comes here and talks to me about bloody vitamin D  
and omega 3  
everybody says the same two things  
supplements work for that right?  
do supplements work for vitamin D?  
quality supplements



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I would again prefer people get it from sunlight  
and prefer people get it from natural sources  
like whether they can fish or whatever  
I don't want to go out in the sunlight enough  
I need to fix that  
yeah you've had guests talking about the power  
of sunlight first thing in the morning  
to reset their circadian rhythm to help them sleep  
you know for me in the morning I try to do  
I try to get the elements in my life  
so I think about thousands of years ago  
they thought the four elements made up  
made everything up that you see  
so it's like you know  
Babylonian times and Greek  
times you know four elements of air  
water, fire and earth  
and so like I don't know  
I take this approach in the morning  
you don't have to biohack everything  
you can do it for free  
go out there outside and get some earth  
get your feet on the ground  
really simple to do  
to feel more grounded and more connected  
and I think in energetic  
people talk about pulse electromagnetic fields  
and everything but I don't know  
I feel more grounded when I just walk in the grass  
simple thing people could do  
my deep breathing  
or some people do fire breathing, alpha breathing  
Wim Hof breathing  
first thing in the morning clear the cobwebs of the night  
and then some water drink some water  
or take your cold shower you get to integrate it  
whatever your morning routine is  
and then fire is the sunlight  
for me you know first thing  
in the morning but I just find that  
any of the biohacking stuff  
and people follow me on Instagram

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I have my toys and everything else  
they're just a mimic nature  
you know the red lights  
and the  
the cold plunges and all that stuff  
nature  
point number five is a clean environment  
yeah so after brain nutrients zero to ten  
rating yourself five is a clean environment  
and this is for everything  
and including  
the quality of the air that you're breathing  
you know like I had somebody on our podcast  
talking about the neurotoxins  
and brand new carpets or furniture  
you know in terms of what they're sprayed with  
and the off-gassing that comes from it  
and how it can have a toxic effect  
you know on your brain  
you wrote air pollution is a massive  
and underrated health risk  
they cause up to 30%  
of all strokes  
life expectancy  
is appreciably lower in cities than in the countryside  
even accounting for differences in wealth and lifestyle  
yeah I mean we sorted  
through a number of research  
talking about air pollution  
water pollution also as well  
you know in terms of  
the certain residues  
that happens to be in whether it's in tap water  
or what have you or some people are concerned  
about plastics that come  
from bottles also as well  
and other people are concerned about we've had  
a couple episodes talking about  
EMFs you know just the  
how does that impact my brain though  
I don't think we know  
you know all I know is that the brain hasn't changed

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a lot in the past hundred thousand years  
but technology certainly has  
and you know and  
we talk about you know these videos  
that we make about morning routine  
and evening routines and millions of views  
just simple things like don't touch your phone  
the first 30 minutes of the day  
or the last 30 minutes of the day  
something so simple  
and then 7's brain protection  
brain protection so clean environment  
even just cleaning your desktop  
your external world's reflection of your internal world  
or making your bed just helps you get  
how you do anything is how you do everything  
number number sorry that was number 6  
yeah number 7 is  
sleep so  
very concerning with sleep and brain performance  
we know when you don't sleep how's your thinking  
the next day you know how's your ability to  
solve problems how's your ability to focus remember things  
when you sleep if you have long-term memory  
issues get a sleep study done  
that's where you consolidate short to long-term memory  
is during sleep when you sleep  
the sewage system in your brain  
kicks in because  
you know energy to do so also as well  
and your brain doesn't  
it's not doesn't stop at night  
if anything it's sometimes  
in ways more active it's consolidating short to long-term  
memory it's cleaning out beta amyloid plaque  
that could lead to brain aging challenges  
often a lot of the studies show  
that with a lot of disease there's a kind  
of a sleep deficiency component also as well  
sometimes I wear a device  
to monitor it because it's not that people  
ask the quantity of sleep what's the perfect

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Mount 7, 8, 9 hours it's  
absolutely not the quantity it's the quality  
of your deep sleep and your REM sleep  
your deep sleep you can imagine is where  
you're recovering your body  
your REM sleep is where you're restoring  
your your mind so seven  
seven is sleep zero to ten  
you know how much focus energy attention  
are you putting towards it we've done stress management  
which is we talked about how stress  
impacts the brain  
we talked about sleep  
there we've talked about yeah  
so the last three really quickly are  
protect your brain yeah wear a helmet  
zero to you know your brain is very resilient  
but it's very fragile so I get to work with  
a lot of sports figures that have  
post concussions or TBI's  
yep you know and so we have protocols  
for that and obviously see a doctor  
zero to ten rate yourself  
new learnings is big we talked  
about the power of learning that's novelty  
and for me reading  
reading is to your mind what exercises your body  
I think it's the best people out you get  
all fancy apps and everything else I think  
look someone who has decades  
of experience like yourself or your guests  
and they put into a book and you can sit down  
and read that book in a few days you can  
download decades into days that's the biggest  
advantage right and reading is incredible  
exercise for your mind especially the way we  
teach it and then finally stress  
management which you mentioned you know  
zero to ten how well are you  
mitigating stress and coping with stress  
what mechanisms and tools  
rituals or practices do you

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have you know my go-to is meditation  
a quick word on you as you know  
they're a sponsor of this podcast and I'm an investor  
in the company and I have to say  
it's moments like this in my life where I'm  
extremely busy and I'm flying all over  
the place and I'm recording TV shows  
and I'm recording shows in America  
and here in the UK that you  
is a necessity in my  
life I'm someone that regardless  
of external circumstances or professional  
demands wants to stay  
healthy and nutritionally complete and that's  
exactly where he'll fit in my life it's  
enabled me to get all of the vitamins and  
minerals and nutrients that I needed  
my diet to be aligned with my health  
goals while also not dropping the ball  
on my professional goals because it's  
convenient and because I can get it online  
in Tesco in supermarkets all over  
the country if you're one of those people that hasn't  
yet tried Huell or you have before but  
for whatever reason you're not a Huell  
consumer right now I would highly  
recommend giving Huell  
a go and Tesco have now increased  
the listings with Huell so  
you can now get the RTD ready to drink  
in Tesco Express is all across the UK  
how is our gut linked  
to our brain you know people often  
on this podcast have said to me that  
there's a really  
significant link between the two  
they call your gut your second brain  
right and  
so there's a lot of neurotransmitters  
there you create a lot of  
your serotonin there also as  
well what you eat matters especially

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for your gray matter  
what you eat matters especially for your gray matter  
there's a lot of microbiome tests also  
that you could test for food sensitivity  
that exists in the market  
you know we had Navin Jain  
on our podcast and he has a company called  
Viome and they do that test  
you know also as well but it shows you  
green, yellow, red  
you know green you could eat  
pretty much as much as you want of it yellow  
eat it sparingly and mild  
red ideally avoid  
but imagine your gut  
is kind of like the roots of a plant  
that's feeding this  
stem and the stalk and the flowers  
of your brain so what you  
eat it should nourish you  
because you are what you not only you are  
what you eat you are what you absorb  
frankly and so gut health  
is extremely important that's why  
you know we talk about the power of  
probiotics for people  
you know that take in on maybe  
they do it first thing in the morning but good bacteria  
my friend turned around to me this weekend  
asked on this tag do I have that and he said  
he was talking about a book we had read  
and he said to me does it matter that I don't read  
he doesn't read  
he is dyslexic  
I think he struggles with reading a little bit  
and he asked me does it matter that I don't read  
it's just not interested in it  
so we could consume information however  
we could consume it some people prefer  
to read it some people prefer to watch it  
some people prefer to listen to it  
and so we all have different styles

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because in your book chapter 14 it says  
there is a direct relationship between our ability to read  
and life readers enjoy better jobs  
higher incomes and greater opportunities  
yeah I do believe  
so if people have seen photos of me with  
Oprah or Elon or these individuals  
you know people invariably ask  
you know how did you connect how did you build  
we bonded over books  
you know Elon and I were geeking out over  
some of our favorite sci-fi books  
right and then you know he brought me into  
the SpaceX I did training for their  
rocket scientists but it was  
leaders or readers you know  
you read to succeed you know I talked about earlier  
that someone's decades experience and they read it  
you can read it in a few days you can download decades  
in the days it's a huge advantage  
right and they say Warren Buffett reads  
500 pages a day  
so you want to read to succeed because  
you know you learn from other people's experiences  
you know what to spend the same time  
money, trouble, stress  
from somebody else  
now my reading has changed  
for four years I read a book a day  
because I was just so most people don't read  
because they're not good at it so if I'm not very good  
at golf see so like  
you don't find me on the courses on the link  
stupid very much because I'm not very good at it  
so I don't really want to do it and most people don't  
read because they're not good at it because  
reading is a skill  
and like all skills they can be developed  
through training but when's the last time  
you took a class called reading how old  
were you when you took a class called not a college  
literature club but a reading class

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yeah so most people are still reading like they're seven or six so the difficulty and demand has increased a whole lot but how people read it is from the last time they learned it and people think just because they've been doing something for so long they're better at it that's not absolutely not true right somebody even somebody the other day said I have 30 years of experience in sales but you talk to them they're like not really with the results he has like one year of experience as he's repeated 30 times there's a difference between growth and somebody who's just kind of stalled right and same thing with reading if you're just doing the same thing just because you're doing the same it's like typing if I'm typing with two fingers there's a cap in terms of how far and if you do this for 30 years or three years it doesn't matter you're only going to reach a certain point as opposed to people using more of their faculties now I know people who are listening and masks could triple their reading speed right not of everything like I can't how do I triple my reading speed so okay so what I teach is not traditional speed reading traditional speed reading is more associated with skimming skipping words getting the gist of what you read you know we train a lot of wealth managers and doctors you don't want your doctor to get the gist of what she reads right so you want to be able to retain it so there's smart reading so most of the time when we have students in every country in the world online through our academy we kind of built like a con academy but instead of for math it's for accelerated learning reading memory and so on so



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on average people with triple their reading speed  
how do you do it well I'll give you a couple  
tips because there's different training is different  
than a tip right like we have time for  
a couple of quick tips doing a training  
would be skill acquisition and  
and but um  
if you allow like there's a link in my instagram  
I put in for this publication and  
there's a free one hour master class people  
could double their reading speed and bring whatever  
book they want and go for it and it's  
there did you say most of your your clients  
triple their reading speed on average  
about triple yeah  
reading speed so so reading  
is very it's very measurable  
um now there's an upward cap  
like some people like think you could read  
20,000 words a minute the average person  
reads about 200 words a minute  
on average you know and so  
um now by the way  
when you read it doesn't make if you  
can't understand a subject reading it faster  
is not going to help right if you  
if you don't if you don't  
understand Arabic  
speed reading it's not going to if you don't  
understand nuclear physics and reading it faster is not going to help  
right so there's there you need to you  
you're not going to read any faster than you can understand  
but um I'll give you everyone  
a couple quick tips um  
number one  
when you're reading  
most people lose focus  
right and that slows them down  
their eyes go in different places and so  
if you use a visual pacer when you read  
you'll read faster what do I mean by visual  
pacer if you're watching on video I'm using

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my finger to underline or a pen  
or a highlighter a mouse on a computer  
will help you to read faster and  
and don't believe everything I'm saying  
test this so  
what I would do is after this conversation  
grab a book that you're reading  
put a mark in the margin where you start  
and just read how you would normally read  
and time yourself on your phone for 60 seconds  
and then  
pick up where you left off  
give yourself another 60 seconds  
but this time just underline the words don't touch  
the screen if you're reading online  
or don't touch the book but just just  
go back and forth  
and a rhythm that's comfortable for you  
and then count the number of lines you read the second time  
that second time  
on average will be 25 to 50% faster  
and most people will say  
after they practice a little bit  
you know like practice for a few days  
that their understanding is actually better  
people feel more in touch with their reading  
I'll tell you why number one  
as hunter-gatherers we are visual creatures  
that's our survival right  
if you are you have to look  
at what moves so if your finger is moving  
you're going to follow the visual pacer because it's your survival  
like if something ran  
across this room you wouldn't look at me  
you would look at what moves because that's your survival  
right because if you're hunter-gatherer  
in a bush and you're hunting  
that rabbit  
or whatever your diet is right  
and that bush next to you moves  
you have to look at what moves  
because number one it could be lunch

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or number two you could be lunch  
so either way you have to look at what moves  
so if your finger is going across the page  
your attention is being pulled through the information  
as opposed to your attention being pulled apart  
right the other reason why  
and I'll tell you neurologically  
certain senses work very closely together  
meaning  
you have your taste at a great piece of fruit  
like fresh from the farmers market  
like a great tasting peach  
you're not actually tasting the peach  
you're smelling the peach  
but your sense of smell and taste are so closely linked  
that your mind can't tell the difference  
it can tell the difference if you're sick  
if you can't breathe out of your nose  
and you're congested what does food taste like  
nothing it tastes bland right  
and so just as your sense of smell  
and taste are closely linked  
so is your sense of sight and your sense of touch  
that people literally using their finger  
while they read will say  
they feel more in touch with their reading  
in fact when people lose their sense of sight  
how do they read touch  
right when you train people  
so that's the first one is  
visual pacer  
oh yeah there are many  
I mean that will boost your reading speed  
in focus 25-50% across the board  
and then you'll learn  
so there's something called fixations  
and fixation is where your eyes  
will stop  
and how many stops you make across the page  
determines how fast you're going to read  
so it's like in traffic  
most people are stopping at every single word

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so they're taking 10 stops  
faster train readers will actually  
use their peripheral vision to pull in  
more than one word so if you look at a word  
on that page on your screen  
you could probably see the word  
to your left and to your right  
and so that's a trained skill  
so a person seeing three or four words  
doesn't have to make 10 stops  
they can make two or three stops  
so it's less taxing and you can go faster  
because it's not a start-stop  
so there are all these different tips  
and the master class will walk people through  
so you actually get training on it  
95% of what we publish is absolutely free  
because we want to democratize this to the world  
but for your comprehension  
the key to comprehension  
though is asking more questions  
what we talked about most people  
aren't looking for the pug dogs  
so even when you're taking a test  
usually the questions are at the end  
in my books I put the questions  
in the beginning so it charges  
your particular activity systems  
when you read they're like oh there's an answer  
there's an answer there's an answer  
the culprit to reading faster  
is something called sub vocalization  
do you ever notice when you're reading something  
you hear that inner voice inside your head  
reading along with you  
yes that's what was just happening  
hopefully it's your own voice  
it's not somebody else's voice  
the reason why it is an obstacle to effective reading  
is if you have to say all the words  
in order to understand them  
you can only read as fast as you could speak

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that means your reading speed is limited  
to your talking speed  
so what we do is we train individuals  
to reduce the sub vocalization  
because the truth is  
do you have to say all the words  
do you have to say New York City  
to understand what New York City is  
do you have to say the word computer  
to understand what a computer is  
the truth is you don't  
because 95% of words are what they call sight words  
they're words you've seen tens of thousands of times  
like a stop sign  
you don't have to say stop every single time  
but you understand what it means  
in your book  
that you're reading online  
emails are words you've seen before  
you don't have to say it in order to understand those words  
so we train people to reduce the sub vocalization  
lastly  
on concentration and flow  
and these kinds of topics  
what advice would you give me if I'm trying to  
get into what they call the flow state more often  
and I'm trying to do deeper work and be less distracted  
I mean there's all these techniques  
what's it the pomodo technique  
there's all these different techniques  
that seem to be most effective  
for those people who are struggling with concentration  
and focus and getting in the zone  
we've done a number of podcasts  
this whole chapter dedicated to flow  
the art and science  
of getting in the zone  
flow is a state where you feel your best  
and you perform your best  
that's those flow states  
the markers of it are usually three things  
number one you lose your sense of self

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the second thing  
you lose it's effortless  
it almost feels like you're in that zone  
you don't have to exert a lot of effort  
and the third thing is you lose your sense of time  
you don't know if five minutes went by  
or five hours because you're in the moment  
you're present so you could actually  
here's the here's you like first principles  
one of my first principles  
is taking nouns and turning them into verbs  
I get in the habit every day of hearing a noun  
and turning into a verb meaning I think a lot of people  
hypnotize themselves  
by the words that they use  
they say I don't have motivation today  
I don't have focus today  
I don't have energy  
you do not have those things you do them  
so you don't have motivation  
there's a process for motivating yourself  
you don't have energy there's a process  
for generating energy you don't even have a memory  
you do a memory  
there's a three-step process for memorizing  
encoding storing and retrieving right  
and so I think a lot of what our podcast  
your mind and our work is  
is about transcending  
trans and it's about  
ending the trans  
ending this massive gnosis through marketing  
or media that were broken  
like I felt for so long that I felt like I wasn't enough  
like you did  
or transcending our own thoughts  
meaning like I am a procrastinator  
right how do you change that  
that's your identity right  
and so going back to the power of words  
and Turk taking nouns and turning them into verbs  
focus you don't have focus

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you do it there's a process for focusing  
right and so  
what I would do if I want to get into flow state  
the trigger for  
flow getting in the zone  
is when competence  
and challenge connect  
meaning that  
imagine a diagram right  
and on one axis is challenge  
and one axis is competence and skill  
if something is too challenging  
and you have low competence  
that's just stressful right  
it's a bigger challenge and you're capable of handling  
if the  
capability is too high you're highly skilled  
and the challenge is too low  
then you're bored right you're too skilled  
and this challenge doesn't even  
it's not even a challenge so you're not going to get  
in that flow state flow happens  
when you're at that edge  
where it's just challenging  
enough to keep you engaged and it's  
stretching you also as well  
so it's a state of mind that you could create  
and what I would recommend  
doing it with everything is a small  
simple step right and  
when you're in flow  
the world kind of disappears  
so you have this natural focus  
is there anything that you have an activity  
like writing  
where you lose sense of time and it's kind of endless  
so people can create that  
in their job and their relationship  
on the field also as well  
so obviously  
up level your capabilities  
right and then have an acceptable

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amount of challenge there  
also as well also  
a lot of that comes through finding  
passion and focus so  
flow  
starts with focus and I would say  
is focused activities  
of work  
eliminating distraction to the best  
your ability you know let's say you need to focus  
on this activity your phone is not there  
people your family knows  
that not to be bothered right  
and then you're engaging somewhere somewhere  
meaning  
there's something called the Zeigarnik effect  
in the book and this is  
doctor  
she was a psychologist in Europe  
and she noticed that when she's  
having coffee out at the cafe outside  
that all the wait staff  
would easily memorize all the orders  
without writing them down  
until they were delivered  
and once the wait staff delivered  
that order they would forget right  
and she called it the Zeigarnik effect  
after her last name  
that our  
our ability when we start  
something there's a high  
propensity for us to want to finish it  
right to have closure  
to have to close that loop  
that's how people keep people coming back  
to every Netflix show or whatever  
because there's an open loop  
some kind of suspense that they want to get closure on  
so you have to behave and follow through  
the Zeigarnik effect if you start somewhere  
anywhere because you procrastinate



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you're more likely to finish that activity because it's an open loop and that open loop will engage somebody to get into flow what's the most important thing we haven't talked about in your view based on all of the the mission that you articulated so well at the start of this conversation what's the most important thing okay so I love this discussion about disrupting education in terms of the power of meta-learning and learning how to learn if there was a genie right now that could grant you anyone wish but only one wish everyone who's watching and listening would ask for more wishes right because then they get money, they get everything else they want if I was a learning genie and I could help you become a master an expert in any one subject or skill by the way everyone that thought food or something before he said one more wish, you're not the only one so if I was a learning genie and I could grant you one wish but if I was a learning genie and I could learn to become an expert in any subject or skill people could think oh I want to be a great dancer I want to understand money or investing whatever it is the equivalent of asking for limitless wishes is learning what learning how to learn because being able to focus and concentrate and read, understand remember what can you apply that to everything money, mandarin, martial arts

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everything after that  
it's a lead domino  
so I think that limitless is a treatise  
on an owner's manual for a brain  
the best diet, sleep, everything else  
and the processes for focusing, remembering  
learning how to learn  
I would say the thing that I would want  
on my  
professional tombstone  
would be a Venn diagram with three things  
and this is the core to my work  
I realize Steve that a lot of people know what to do  
but they don't do what they know  
that most people have forgotten more about personal development  
and growth and transformation and money and wellness  
whatever they're hearing  
than most of the people that they know  
because common sense is not common practice  
how do you get yourself to overcome  
self sabotage  
procrastination and actually get something done  
and so  
I would end with this  
limitless is not about being perfect  
it's about progress  
but in what area of your life if you're still listening to this  
do you feel like you're stuck  
in your progress  
think you don't have to share this  
but I know you're very vulnerable  
but is there an area of your life you feel like you're in a box  
and it could be you're learning  
you might be feel like I wish I could  
learn faster, remember better, read faster  
I wish I was more organized  
if you could see what my suitcase looks like right now  
my cameraman walked into my room  
it's like a hurricane had hit the room  
that's embarrassing  
and the organization also will help with  
your focus and everything else

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what's your practical, where are you stuck  
I'm going to admit something I've never admitted  
when I connect my Airpods  
to my iPhone  
it says  
Apple Airpods  
Brackets  
23  
because that is my 23rd pair  
of Apple Airpods  
so that's how  
unorganized I am  
for me to keep hold of those little things  
it's impossibility so anyway sorry  
that also because  
well the thing when I teach  
meditation or I do mindfulness  
it's not just about that 20 minutes  
you're in silence externally  
and internally whatever is going on  
you could bring mindfulness into your eating  
you know I show people  
just challenge them to brush their teeth with the opposite hand  
maybe it engages a different part of your brain  
right the opposite side  
but it forces people to be present  
you know and I think  
flexing that presence muscles  
and the mindfulness muscles first thing in the morning  
is just very important especially when you can  
tag it to a habit that you're already doing  
and so eating so it's not just  
what you eat ask the other questions  
right it's why you eat it's where you  
eat it's when you eat it's how you eat also  
as well some people are so stressed out  
about their diet you know measuring  
every micronutrient and everything  
and so stressed out about some ideology  
that it negates  
any health benefit they're getting from it because  
they have so much anxiety around eating

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right but it's also  
not only why you eat but how you eat  
some people as they're eating they're working at the same time  
and you've heard about the sympathetic  
parasympathetic right  
in terms of our nervous  
system the sympathetic is kind  
of like your beta  
your fight or flight but your sympathetic  
is rest and digest but some people  
when they're working they're not even that parasympathetic  
place where they can rest and digest  
their food because  
they're also while they're doing this  
working and stressed out or on conversations  
or anything so you know  
going back to this  
I want everyone just to imagine an area of their life  
this is what I would teach  
on my professional tombstone  
is the limitless model it's a  
Venn diagram three intersecting circles  
and I want everyone to imagine  
an area of your life where you feel stuck in a box  
your income your impact  
your learning your  
whatever it happens to be your relationships  
where do you feel like you're not making progress  
and by definition that box  
it's a cube right and that cube is  
three-dimensional right so the  
three forces that contain that box  
keeping you in there it's the same three forces  
that will liberate you out  
now the three forces that I'm talking  
about are the limitless model  
and  
if you're watching this on video I'm going to make  
three intersecting circles on a pad of paper  
so  
three intersecting circles  
most people know this as a Venn diagram

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it kind of looks like Mickey Mouse  
two ears and a head  
and so these are the three forces that will  
liberate you to help you become limitless  
in any area of your life and this works for  
a person a family a team  
a nation a world  
okay so it could be a micro macro  
and this is how real transformation happens  
so here's the thing  
you're taking something specific maybe your income  
or your reading speed  
or your memory let's say your memory you feel like you're in a box  
you can't get out of it right the first  
circle the top left  
I'm going to give you three M's is your mindset  
right so your first circle is your  
mindset and yours mindset I  
am going to define as your set of assumptions  
and attitudes you have about something  
your attitudes assumptions about  
being unorganized yeah exactly  
and that's going to contain you in that box  
right because it's defining the borders  
and boundaries of what's possible so  
somebody could also who's finances  
their mindset and assumptions  
and attitudes about money  
if people think money is the root of all  
evil or money doesn't go on trees whatever their mindset  
is it could contain them in that box  
if their memory if they feel like they're  
limited in a box you know it could be  
I'm getting too old I'm not smart enough  
right that's mindset attitudes  
and assumptions about something especially  
attitudes assumptions besides  
your attitude assumption about a relationship  
what does that mean I mean I lost my freedom doesn't  
mean whatever it is that's going to affect your  
your quality of box but the other part  
of it is your mindset and attitudes

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assumptions about yourself so three things I would put in mindset what I believe is possible so you could believe it's possible for you know Steve have like millions of followers and make all this money or whatever but you might not believe it's possible for you so what I believe is possible what I believe I'm capable of that somebody could those could be different and the third thing is what I believe I deserve like people don't feel like they deserve to have this body or this business or they have imposter syndrome or they don't think they deserve to be happy in a relationship that's going to affect all behaviors belief driven right in order to get a result new result you have to do a new behavior in order to do that new behavior you need a belief that allows that to be possible so that's mindset so that's Mickey mouse is left here right now Mickey's right ear is going to be the second hand which is motivation okay huge because you could have a limitless mindset about money about politics about change about your health your memory and you're not motivated to get out of that box so you're not getting out of that box so motivation people talk about it like a warm bath for me motivation is very structured it's only three factors that you have to unlimited the formula for limitless motivation to motivate yourself to work out to read to meditate or to motivate someone to buy or your kids to clean their room three things p times

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e times s3  
the letter p times the letter e  
times  
s3 and what does this mean  
and now take now see yourself  
in that box if you're not motivated  
you're procrastinating the p  
is purpose start with why  
Simon talks about but if you don't feel it  
like I had I saw somebody  
on the street the other day and he was  
I didn't even recognize him because  
when I knew him years ago he was  
so unhealthy I mean like  
the worst extreme and all friends  
would do an intervention say give him suggestions  
he would ignore all of it he would take  
pride in being unhealthy right  
I see him on the street he lost  
all his weight he looks younger and I didn't even recognize him  
and I'm just like what do you been doing  
tells me all this stuff I'm like we've been  
telling you for like 20 to do this  
stuff why are you all of a sudden and  
he's like I came home  
tell me about this work trip he came home  
and his daughters like  
crying hysterically  
and he had a dream that he died  
right and wasn't there for him and I was  
and that's that was purpose  
right so that's the thing we are not  
logical we are biological  
dopamine oxytocin serotonin  
we could get that through life circumstances or to focus on  
something that drives us so I would  
sometimes we need a rock bottom moment  
to get a new purpose  
in life that kind of explains why that is the case  
so many of my guests here when I hear about their life  
stories say this particular thing  
happened and then my life changed

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what you're saying there is it was an increase  
in their purpose  
I would say there's some things in my experience  
that you could only learn through a storm  
like some some storms  
come to teach us things  
you know or to clear a path for us  
but certainly rock bottom is an interesting  
perspective we talked about the six thinking  
hats to be able to look at something  
from a different point of view  
you know so the purpose so feel the  
purpose and so just like  
people don't biologically they buy emotionally  
get them emotional right but then  
if you don't have an emotional reason to read that book  
emotional reason to remember that name  
emotional reason to do that  
no the e p is the purpose which is emotion  
the e is energy  
so some people are motivated because  
they're exhausted  
like so like the idea here is like  
I mentioned newborn baby  
if you haven't slept for three nights in a row  
you're not going to be very motivated to work out  
if you had a big process meal and you're a food coma  
you're not going to be very motivated to study or read that  
okay so like physiological energy  
perfect so and remember you don't have energy  
you do it so the things we talked about  
reducing stress getting good night's sleep  
eating the best brain foods  
now s3 somebody could have limitless purpose  
they know why they do it  
they're doing the right things for the right reasons  
and they could have an unlimited energy and still  
not be motivated because they're overwhelmed  
or because they're confused  
maybe that goal is too big they want to meet their soul mate  
and live happily ever after that's way too big  
right they want to make the next unicorn



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that's way too big right on on dragons den whatever

s3

stands for small simple steps

because often what stalls us

is we're intimidated or we're confused

and a confused mind doesn't do anything

right even if you're marketing to somebody

give them purpose have them energy

meaning having resources capital

but are you making it so simple they can't

fail small simple steps

right because if you make that too confusing

they won't go do anything

so a small simple step this is how you find it

with a question

I ask myself this question every day

when I get confused or I get overwhelmed

I say what is the tiniest action

I could take right now

that will give me progress towards this goal

right can't fail

what's the tiniest action I could take right now

that will give me progress towards this goal

right can't fail so let's say somebody doesn't work out

right because this is beyond

that's too big of a jump

small simple step put on their running shoes

maybe somebody leaders or readers

they're inspired now to

say that they're going to read every day

for an hour

that's too big maybe small simple step

opening up the book reading one line

can't get your kids to floss their teeth

get them to floss one tooth

right nobody's or put one sock

in the hamper you know to get clean

because nobody remember this iconic effect

nobody's going to stop one tooth

they're going to go to completion

so I believe little by little a little

becomes a lot and that's the key for motivation

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mindset motivation and then the last things the head there is the methods and I put that last because a lot of people know the methods but they are not doing it because they either have them don't have the right mindset or they don't have the right motivation now here's the reason why I share this and I'll put this on my professional tombstone is because this is the gap between what keeps people limited to limit less meaning any area of your life you control the controllables right and what you could always control is your mindset your motivation and the methods you're using to reach that goal so what I would do with this is I would put like goal on top and then I could even use this as a role modeling I can listen to all your podcasts and discern and elicit what is their mindset what is their beliefs and attitudes assumptions about that topic money Ray Dalio whoever you're talking to right then I would say what's their motivation what's the purpose you know how are there small simple steps and then the methods that they're using because the methods that work today you know are they want the methods that work 10 years ago in marketing aren't necessarily the same methods that work for today right or investing or in wellness because there's a big information upgrade so my message for everybody is the past few years been very frightening for a lot of people and out of that fear I feel like they've downgraded their dreams to meet this current situation and I think that's the wrong approach you shouldn't be downgrading

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your dreams to meet the current situation  
you should be thinking how do I upgrade  
my mindset how do I upgrade my motivation  
how do I upgrade the methods I'm using  
to be able to meet those both audacious  
goals right  
we have a closing tradition on this podcast where the last  
guest leaves a question for the next guest not  
knowing who they're leaving it for okay the question  
that's been left for you is  
ooh wow  
good question  
what is the last thing you did  
that you deeply  
regret  
okay I  
I'll say this  
I without giving names  
I  
I committed to an event to speak out  
out of this country  
in your neck of the woods and it's an event  
I really want to go to  
and I put it off for years  
I do regret  
because I'm going to be missing father's day  
here in the United States  
and this boy I've learned so much from  
he's only a few months old  
but and I it's funny going into  
fatherhood the three growth areas  
I've had in my life were entrepreneurship  
and you could identify with that right like  
what it's all lies on you and  
if dozens of people that rely on you to  
for their livelihood and the impact  
it's it's a lot of responsibility  
my personal relationship  
you know where you're intimate with somebody and you're that vulnerable and  
but the third thing  
is his fatherhood  
and I went into this thinking

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I'm going to upgrade this kid's brain  
and biohack the heck out of this kid  
I've noticed over the past few months  
that I've taken a different approach  
I'm just like  
loving this kid so much but just  
observing and  
I don't remember the times a lot of my childhood  
because of what I went through but just watching  
these revelations that he has  
hands and that he can manipulate the  
world and I realized that my perspective  
has changed instead of me teaching him stuff  
you know I want to protect him and provide  
but I feel like he's reminding me  
of these  
these important core memories that I  
had forgotten Jim thank you so much  
Jim quick knows how to get the  
maximum out of me as a  
human being a wonderful quote that  
Will Smith has put on the front of his book and that's exactly  
what you're doing for so many people  
that's the mission you're on and that's certainly what you've done for me  
I've been a fan of yours for some time now  
having struggled  
with a lot of the things you talk about in this book  
even the process of meeting you and getting to do the research  
has advanced so many of those  
critical areas of my life  
really I think the key thing is it's let down a series  
of limiting beliefs that have  
held me prison  
prisoner and hostage you know the first  
the left ear on that Mickey Mouse thing was  
mindset that's probably where I'm  
struggling the most and from reading your book limitless  
that's certainly the wall that has been left  
that has been  
torn down so thank you  
for that and thank you for the mission you're on because I can feel in  
everything you say and all the stories you tell

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how internally motivated  
and how authentic you are about what you're doing  
and that's a service to the world that I  
think is incredibly necessary so thank  
you so much Jim thank you for your time  
thank you for your vulnerability and thank you for your wisdom  
Can I challenge everyone to do something Steve?  
I would love everybody  
knowing that knowledge by itself is not power  
that the small simple step could lead to something  
big is to take a screen shot  
of wherever they're consuming this  
on social media and Spotify  
and iTunes wherever and  
and tag you and I so we get to see it  
and I have a  
question for everybody because this will be  
my question for your next guest is  
my normal question is what are you going to do  
for your brain today and I would love to hear that also  
but over the past  
12 months  
what is a new behavior or a belief  
or a habit and understanding  
that you've adopted  
that has served you  
this past year a new behavior or a belief  
that has been supportive  
of you  
and I would love for you to post that  
tag us so we see it I'll repost some of my favorites  
and I'll actually gift a few copies randomly  
for the book  
out to people and yeah  
signed copies or?  
we can do that also as well  
books  
books are  
everything for me and then I encourage  
people to connect and again I put that link  
if that's okay to mention in our Instagram  
for the quiz

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for the brain animal mybrainanimal.com  
and to our podcast and everything  
but I appreciate Steve  
I'm being a big fan and follower of your work  
impeccable  
the amount of so many shows  
you're on like somebody will  
say something so deep and then  
and I'll be so upset because the interviewer  
will go on well my next question is this  
whoa whoa you're so good  
at being present  
you know and I since you create  
space for so many people  
to just be vulnerable and  
you know it's it's real it's raw and it's  
extremely rewarding so thank you thank you  
so so unbelievably kind of you  
to say that means the world to me Jim thank you so much  
pleasure to meet you and become friends thank you  
quick one some of you will know that this podcast is now  
sponsored by the incredible Airbnb  
I'm a huge user, lover  
and customer of Airbnb  
every time I go away on a trip whether that's work  
related or it's a holiday  
Airbnb is always my go to but have you  
ever considered have you ever thought about  
making some extra cash to cover some bills or to help  
pay off a holiday let me explain  
further perhaps people are coming to your  
town or city for a music festival  
for an event or a holiday and you have  
a spare room why  
not Airbnb it or  
your home office is free right now you're working  
home during the week you can Airbnb it  
honestly the possibilities are endless  
I've Airbnb'd one of my apartments before  
and it's a great way to make extra  
cash I'd highly recommend you all  
to at least check it out that extra

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space you have that extra room it might be  
worth more than you think so to find  
out just how much it's worth  
search Airbnb.co.uk  
slash host that's Airbnb.co.uk  
slash host  
check it out  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe  
subscribe