

7 Lessons from Our Life of Reinvention: The Shine Story

Some further things that helped us on our journey, maybe they'll help you, too!

Books, blogs, and more. The catalyst for ideas comes from a variety of unlikely places. Yes, reading how-to books can be helpful, but the differentiator in your reinvention often comes from assimilating ideas and information from curious sources. Some of these will seem obvious, but others not so much. It's important to pay attention to what's not said.

"The world is drawn to authenticity." —the Daily Stoic, distilled from writings of Marcus Aurelius.

Meditations by Marcus Aurelius (available for free online, libraries)

Tribes and This is Marketing by Seth Godin

Getting to Yes by The Harvard Negotiation Project

The Puritan Gift by Hopper & Hopper

Small Giants by Bo Burlingham

21 Lessons for the 21st Century by Yuval Noah Harari

The Four Agreements by Don Miguel Ruiz

Beautiful Evidence by Edward Tufte

Think Big, Act Small by Jason Jennings

Anything You Want, Derek Sivers

The Spirit Level, Wilkinson & Pickett

The Millionaire Next Door, Thomas J Stanley

The e-myth, by Gerber

Blogs, Newsletters

<http://sethgodin.typepad.com>

<http://www.presentationzen.com>

<http://www.ted.com>

<https://every.to/>

<https://thebrowser.com>

<https://sive.rs>

BrainPickings

<https://dailystoic.com>

Podcasts

Startup and others by Gimlet

This American Life (really, not just for Americans!)

The Moth

7 Lessons or Themes of our Journey of Reinvention:

1. You can start with a lot less than you think.
2. You don't need to have industry expertise, but you'll need to be a learner/connector.
3. It's all about the people.
4. Dream big, act small.
5. Success includes lots of Failure(s)
6. Risk is about perception
7. Time is of the Essence

People Driven Foundations use this as a foundation:

The Four Agreements:

1. Don't Assume. (listen)
2. Don't take it Personally. (empathy)
3. Integrity of your Word. (authentic storybuilding)
4. Do your Best. (generosity, positivity)

If something is broken in business, it can be traced back to *breaking* one of them.

Intrinsic Value: Build it by exhibiting these principles of reinvention.

Positivity + Generosity + Storybuilding + Empathy

3 Practices for Reinvention:

1. Learn. Be forever curious.
2. Network. Connect with people, listening to them.
3. Connecting. Create meaningful connections between people in your network (and outside).

The Carpe Diem Exercise:

1. Draw a line. Label the left point 1 and the right point 100.
2. Mark out from 1 to your current age.
3. Mark out from 100 down to your expected lifespan.
4. Now mark out from your life expectancy to your retirement age.
5. With the block of line left in the middle, mark out 2/3s of it for sleeping, eating, and family time (weekends, etc).
6. What's left? This is how much working time you've got left in your life to make a dent, to reinvent. Get going!