



Instructions to Participants - pick one clip to perform from below:

The Magic of Tidying Up: I once aspired to be a good letter writer who wrote prompt and proper thank-you letters. I accumulated numerous letter sets, but I almost always missed the opportunity to send a letter and ended up thanking people by email. If your letter set doesn't spark joy, you won't be motivated to write a letter. The iron rule is to keep only those letter-writing supplies that inspire you to write. If their spark is gone, thank them for the memory and recycle them.

Essentialism: The way of the Essentialist means living by design, not by default. Instead of making choices reactively, the Essentialist deliberately distinguishes the vital few from the trivial many, eliminates the nonessentials, and then removes obstacles so the essential things have clear, smooth passage. Essentialism is a disciplined, systematic approach for determining where our highest point of contribution lies.

B.R.I.E.F.: Get to the point or pay the price. You cannot afford to miss the boat on brevity. It's the difference between success and failure. And if you think you've already got it covered, you're wrong. I've spoken with hundreds of leaders and executives over 20 years and heard countless stories about how someone's inability to get to the point quickly spelled disaster. The dysfunction is real, immediate, and lasting. This book is filled with sad examples.

Trust Me, I'm Lying: If you were being kind, you would say my job is in marketing and public relations, or online strategy and advertising. But that's a polite veneer to hide the harsh truth. I am, to put it bluntly, a media manipulator—I'm paid to deceive. My job is to lie to the media, so they can lie to you. I cheat, bribe, and connive for bestselling authors and billion dollar brands and abuse my understanding of the Internet to do it.

10% Happier: Meditation suffers from a towering PR problem, largely because its most prominent proponents talk as if they have a perpetual pan flute accompaniment. It's a proven technique for preventing the voice in your head from leading you around by the nose. To be clear, it's not a miracle cure. It won't make you taller or better-looking, nor will it magically solve all of your problems. In my experience, meditation makes you 10% happier.

Creativity, Inc.: Candor could not be more crucial to our creative process. Why? Because early on, all of our movies suck. That's a blunt assessment, I know, but I choose that phrasing because saying it in a softer way fails to convey how bad the first versions really are. I'm not trying to be modest or self-effacing. Pixar films are not good at first, and our job is to make them so—to go, as I say, "from suck to not-suck."

League of Denial: Bob Cantu quickly realized there were no guidelines for how long a player should sit out after a concussion, and so he decided to come up with some himself. One of his sources of inspiration was an experiment in which UCLA researchers had bashed rats in the head and then checked their glucose levels, glucose being the chemical that powers the brain. The levels stayed depressed for an average of five days but sometimes as long as 10, a possible indication of how long it might take to recover from a concussion.