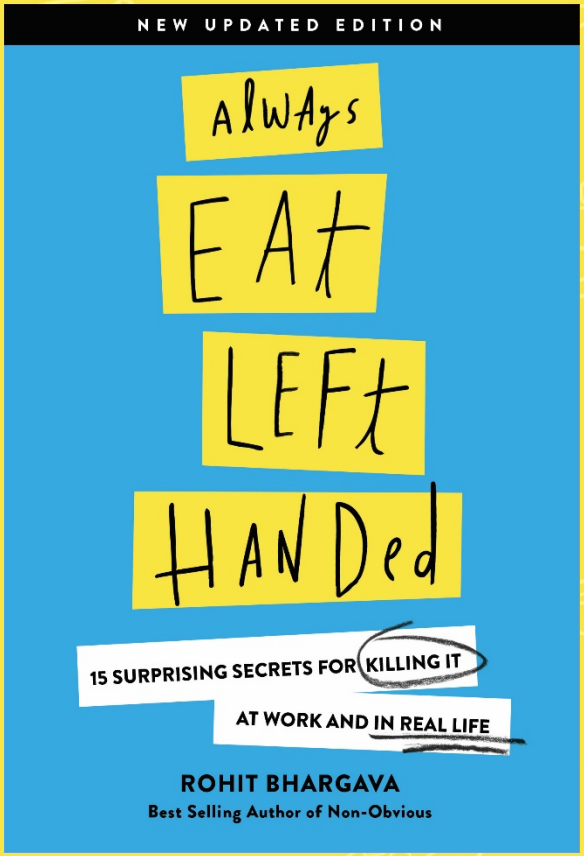


NON OBVIOUS BOOK SERIES

ALWAYS EAT LEFT HANDED

VISUAL BOOK SUMMARY

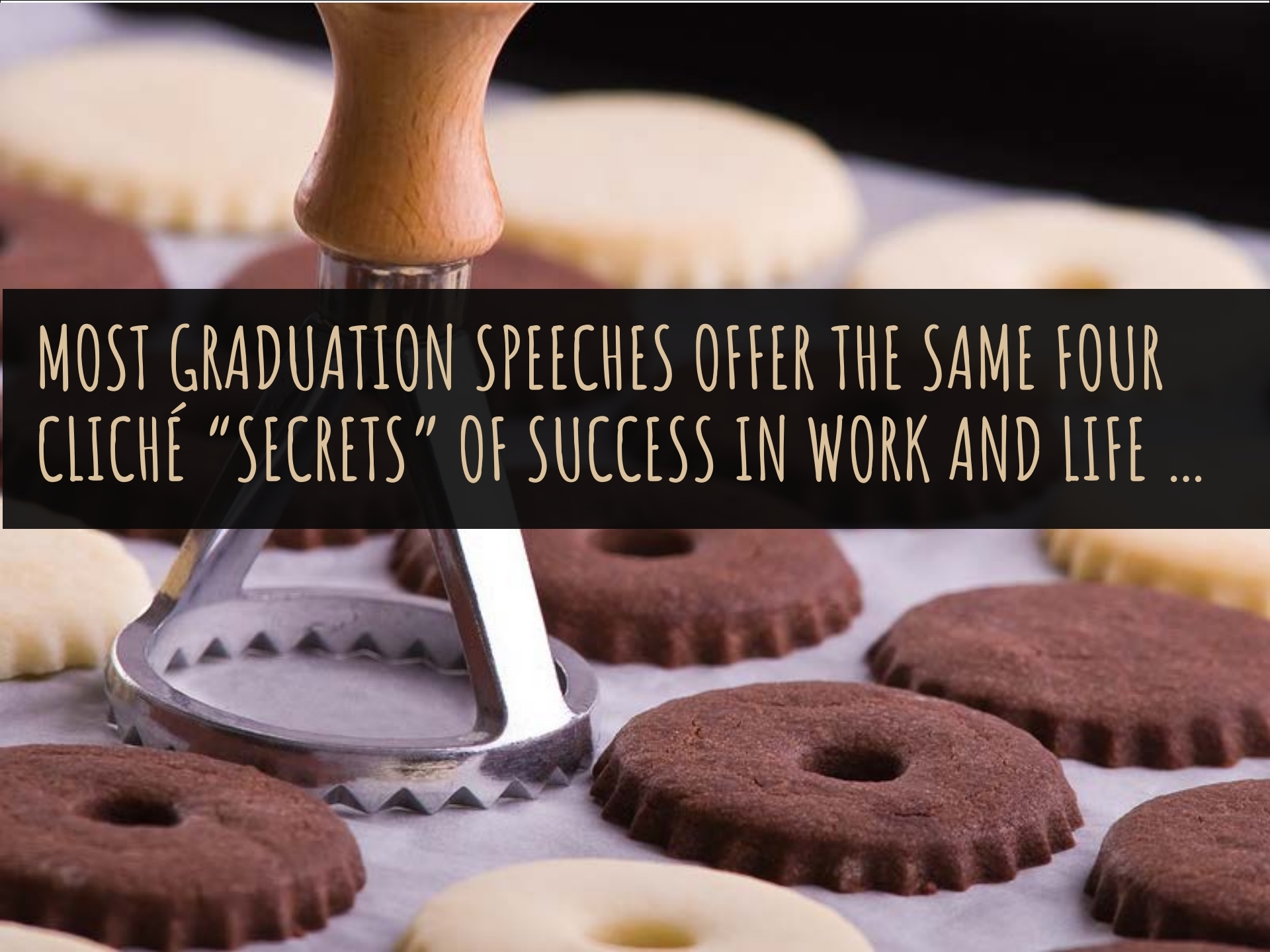
by

ROHIT BHARGAVA

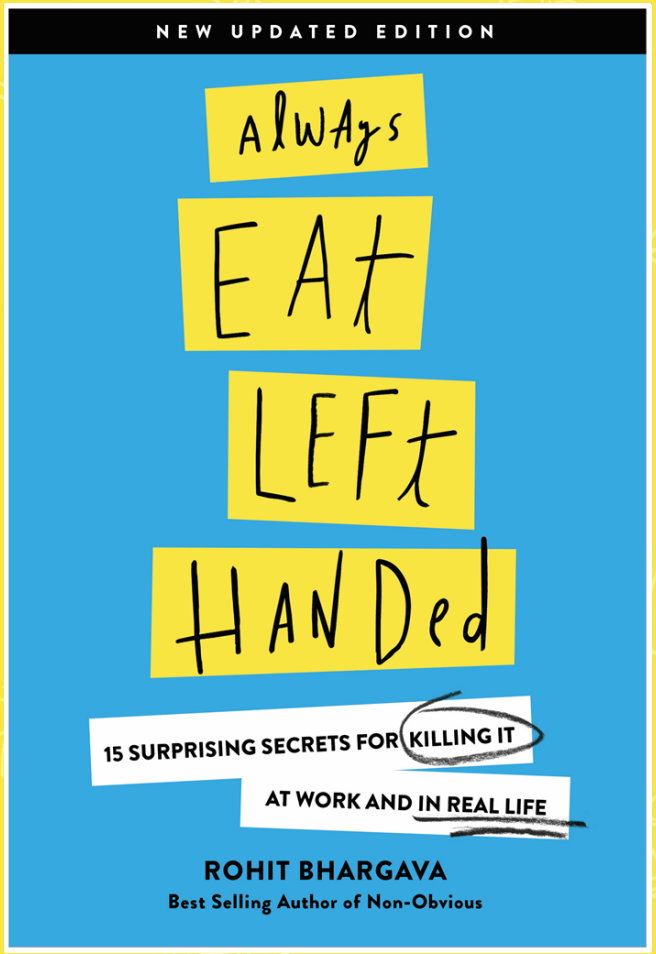
Wall Street Journal Best Selling Author of Non-Obvious

Life gives you plenty of advice. Unfortunately a lot of it isn't very useful.

FOR EXAMPLE, LET'S CONSIDER THE ONE TIME WHEN YOU EXPECT TO GET GREAT ADVICE ...


MOST GRADUATION SPEECHES OFFER THE SAME FOUR CLICHÉ "SECRETS" OF SUCCESS IN WORK AND LIFE ...

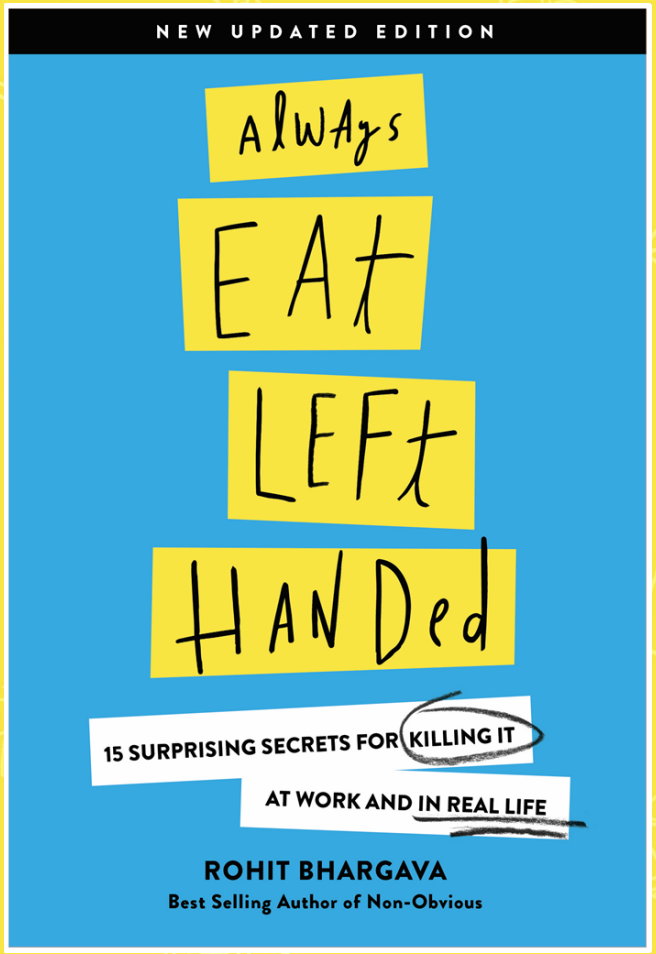
Cliché tip #1:
"Never Give Up"



THE REALITY ...

LEARNING TO STRATEGICALLY GIVE UP IS ONE OF THE GREAT NECESSARY SKILLS OF LIFE.

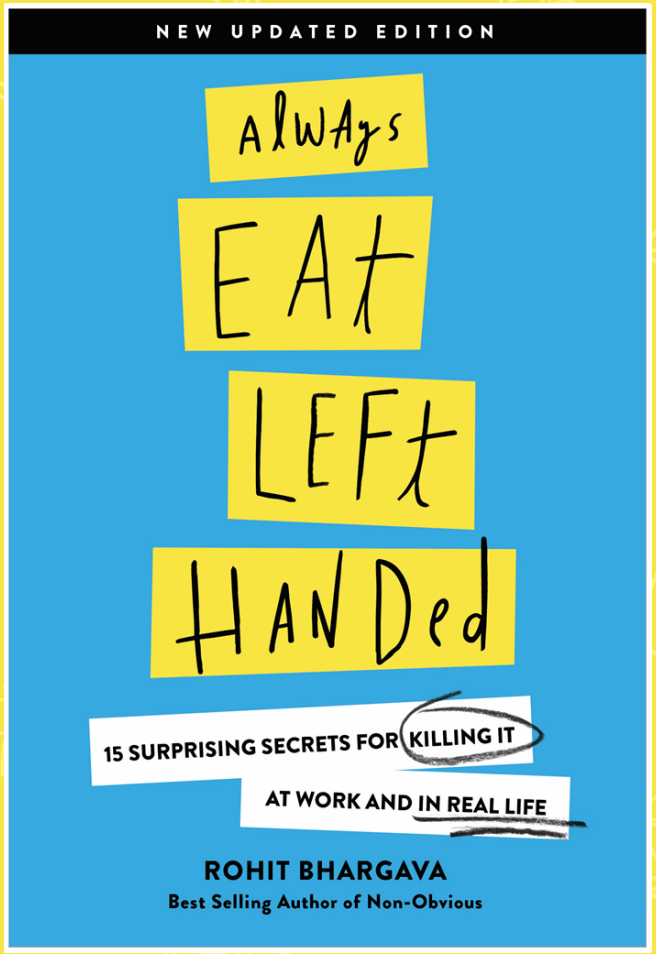
CLICHÉ TIP #2:
"DO WHAT YOU LOVE"



THE REALITY ...

TRYING TO PAY THE RENT BY DOING WHAT YOU LOVE CAN KILL YOUR PASSION FOR IT OVER TIME.

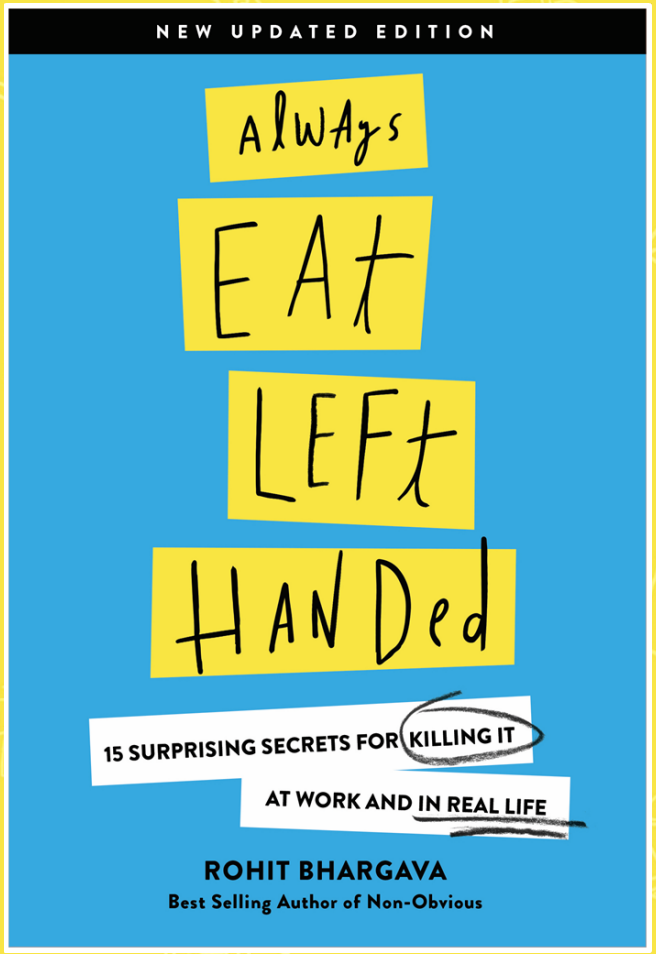
CLICHÉ TIP #3:
"TAKE RISKS"



THE REALITY ...

RISKS CAN BE NECESSARY AND POWERFUL ... UNLESS THEY ARE PREDICTABLY DUMB WASTES OF MONEY AND TIME.

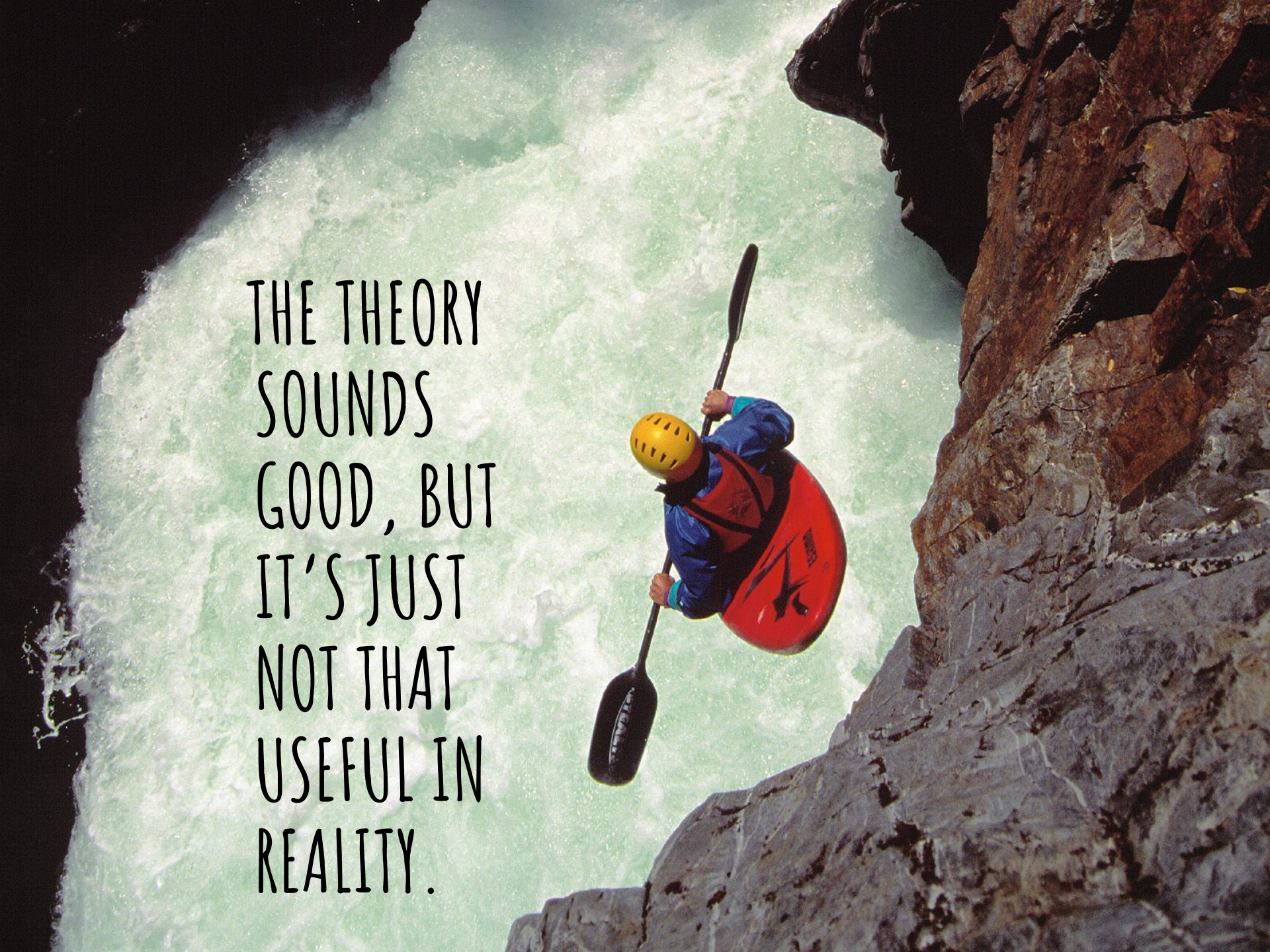
CLICHÉ TIP #4:
"MAKE MISTAKES"



THE REALITY ...

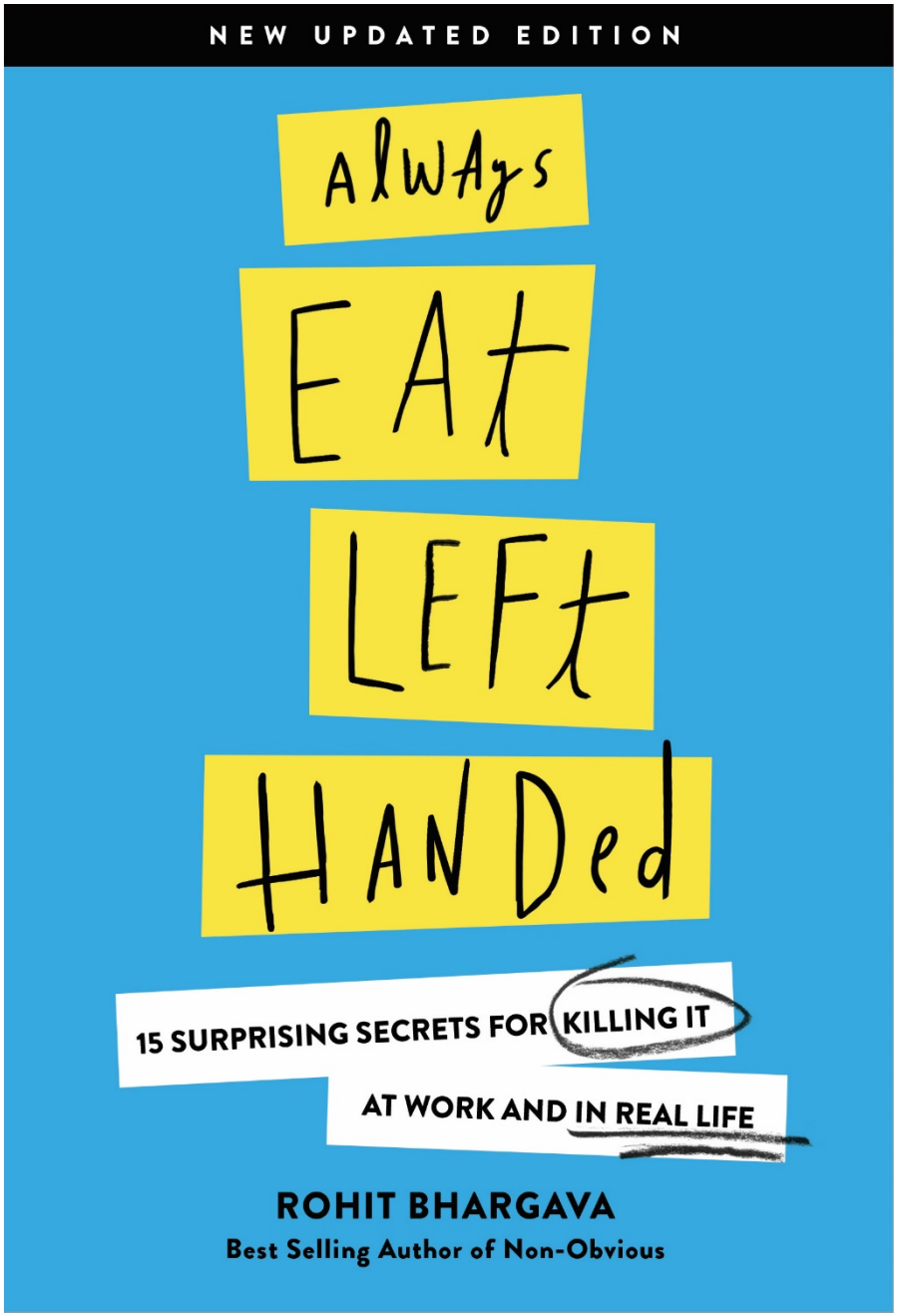
DON'T BE AFRAID OF MAKING MISTAKES – BUT IF YOU CAN AVOID THEM, YOU SHOULD!

THE PROBLEM WITH MOST WELL-INTENTIONED ADVICE IS THAT IT IS LIKE TEACHING KAYAKING BY TELLING SOMEONE TO PADDLE STRAIGHT ...


THE THEORY SOUNDS GOOD, BUT IT'S JUST NOT THAT USEFUL IN REALITY.

What if the really important lessons in life were also the smallest ones?

And what if you could learn them easily?



THIS IS A BOOK ABOUT THOSE KINDS OF LESSONS.

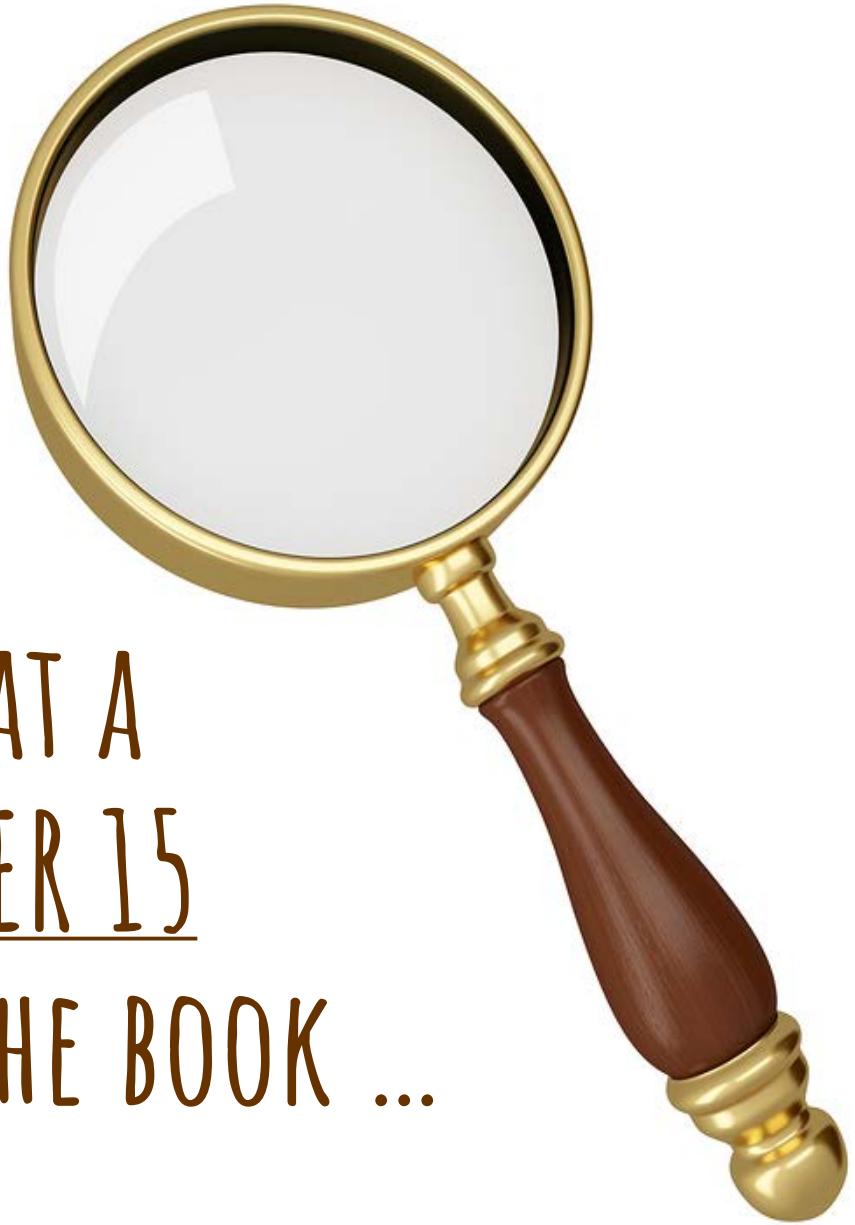
AND THEY ARE ALL AROUND US.

Here's an example (which inspired the title!):

Eating left handed can help change your mindset at networking events to be more approachable simply because you are ready to shake hands (with your right hand) at any moment.

SO,

LET'S TAKE
A CLOSER LOOK AT A
FEW OF THE OTHER 15
SECRETS FROM THE BOOK ...



SECRET #1: BE A CROSS-DRESSER

LESSON – LEARN EMPATHY BY WALKING IN SOMEONE ELSE'S SHOES.

SECRET #2: LEARN TO YODEL

LESSON – ACQUIRE "USELESS" KNOWLEDGE.

Photo Credit: "Austrian Yodeling School" by www.timtravelturtle.com

SECRET #3: NEVER SERVE BURNT TOAST

LESSON – HAVE INTEGRITY WHEN NO ONE IS LOOKING.

SECRET #4: WRITE ON WALLS WITH A SHARPIE

LESSON – SIMPLIFY EVERYTHING.

SECRET #5: RIP YOUR JEANS

LESSON – INVITE MORE SERENDIPITY BY SHARING YOUR PERSONALITY.

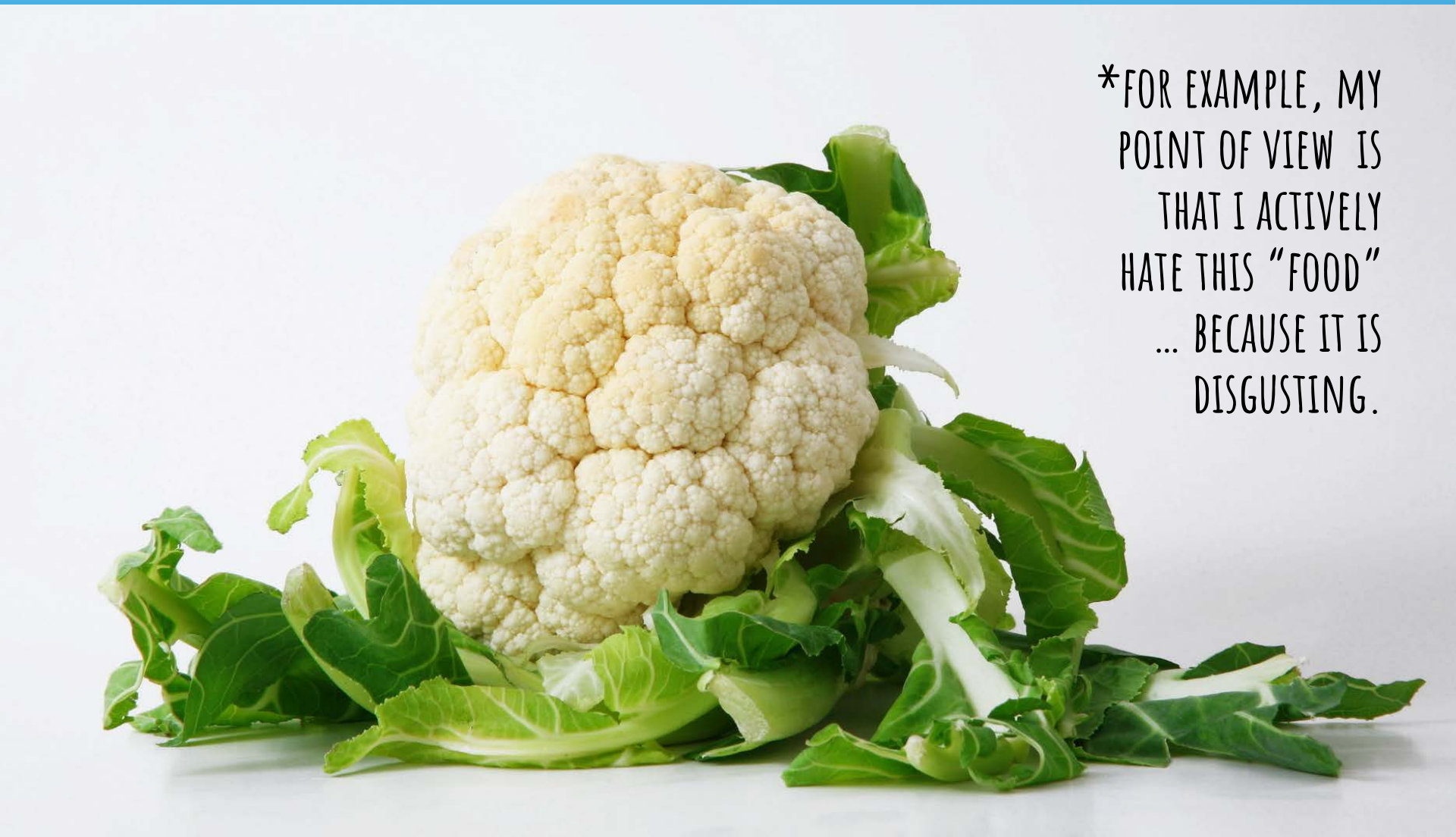
Photo Credit: "Field of Jeans" from The Wooloomooloo Gazette

SECRET #6: REINVENT YOUR PLAYLIST

LESSON – OVERSPEND ON YOURSELF.

SECRET #7: NEVER EAT CAULIFLOWER*

LESSON – HAVE A POINT OF VIEW.



*FOR EXAMPLE, MY POINT OF VIEW IS THAT I ACTIVELY HATE THIS "FOOD" ... BECAUSE IT IS DISGUSTING.

SECRET #8: LEAVE YOUR TOYS OUT

LESSON – BE A CONNECTOR TO BUILD YOUR NETWORK.

I know, I skipped a few!

This presentation is a short introduction to my new book that will be published on May 1, 2017

Want to read more?

NOT CONVINCED YET?

HERE ARE SOME OF THE EARLY REVIEWS OF THE BOOK:

"A rare treat with an illuminating point of view ... I adored this book."
NANCY DUARTE, CEO of Duarte, Inc. and best-selling author

"Positively addictive ... the most entertaining 'business book' I've read this year."
DAN ROAM, author of Back of the Napkin

"Buy this book for anyone in your life who you would like to see make better decisions."
FRANCESCA GINO, author and professor, Harvard Business School

"A counterintuitive, smart, and entertaining career guide that's relevant - and necessary."
DORIE CLARK, author and adjunct professor at Duke Fuqua School of Business

"The opposite of just about any career advice book I've ever read ... a jolt of brutal honesty."
BEN TUBUO, VP of Supplier Diversity, Walt Disney Company

"A powerful little book to help you break down barriers and get the success you deserve."
GLORIA BELL, co-founder, Women in Tech

WHO AM I ... AND WHY SHOULD YOU LISTEN TO ME?

HI, I'M ROHIT BHARGAVA.

My business card describes me as a marketer, speaker and nice guy. I speak at events around the world to help people be more influential and lead a company that consults on brand strategy, innovation, and storytelling. I am approachable, friendly and always ready to lean casually for a photo. And I eat left handed.

NON-OBVIOUS ENTREPRENEUR

I have started three businesses that make money. None have failed so far.

5 TIME BEST SELLING AUTHOR

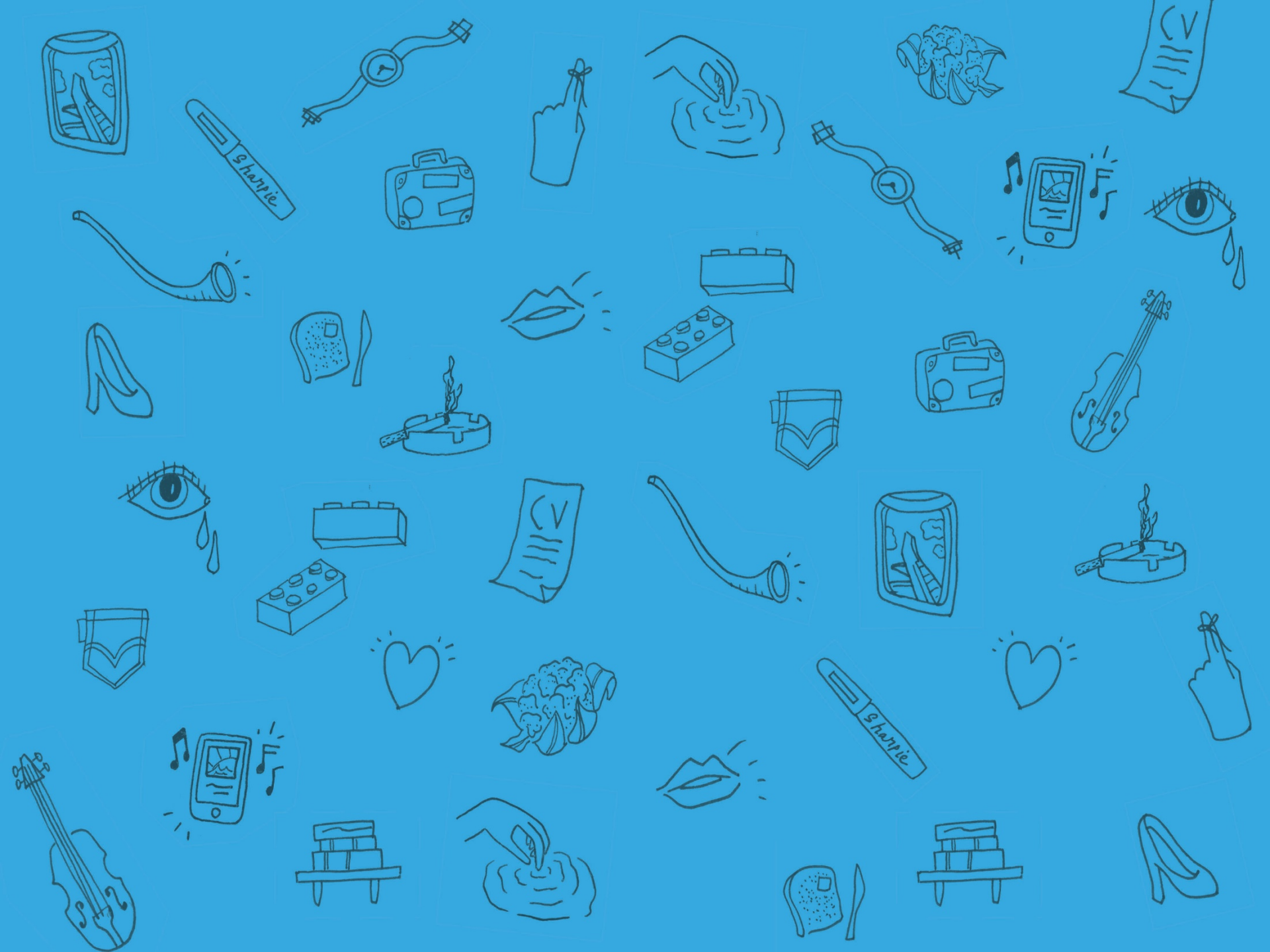
My books are written in human language for real people, not to impress critics.

CORPORATE EMPLOYEE

I spent 15 years in a corporate job so I know what it takes to stand out when you're not your own boss.

SPEAKER & PROFESSOR

As an occasional teacher, I offer real world advice without being an academic.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