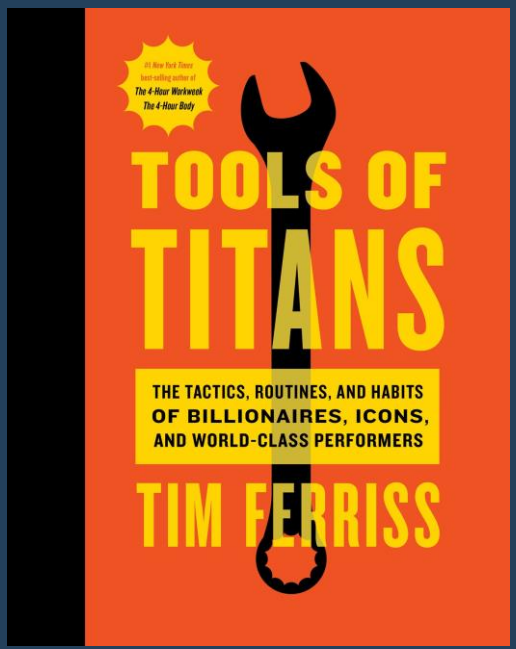

Tools of Titans

Year of publication: 2016
Author: Tim Ferris
736 pages
Link for purchase: https://amzn.to/2YZotZA

Tools of Titans, was released in 2017 and includes more than 130 interviews conducted by the author, in addition to the lessons learned from each of them.
Among the interviews we can mention: Arnold Schwarzenegger, Tony Robbins, Kevin Costner, Jamie Foxx, Ed Catmull and Paulo Coelho.
Throughout its three chapters that address health, wealth and wisdom, Tim Ferris offers us 765 pages of discussions and insights that you can apply to your reality and thus become a titan!

Score

9

8 Aplicability
10 Inspiration
9 Innovation
9 Impact on results
9 Structure

Main ideias of the book

- Be Healthy: Have habits that will make your life better;
- Seek success: set your goals, strategize, be persistent, and thus your chances of being rich will grow;
- Develop your wisdom: being wise is critical to your development and to the application of all your ideas.

For whom is this book suitable?

This book is indicated to all people who seek to improve their lives, whether in health, financial or knowledge. With the teachings compiled by Tim Ferriss, it will be possible for you to evolve in these fields from the experiences of successful people.

Overview of the book

Introduction to Book Format

Tim Ferriss defines in the book's foreword that "this book is a buffet" because it is offering a huge range of interviews, knowledge, and practices from people who have achieved success in some way, whether as great athletes , great artists or great entrepreneurs.
As you read, you can choose those people you already know and admire, and first understand their tips, or even be amazed at someone whose name you have never heard of.
As our goal in this text is to offer you a summary of the book to be able to absorb 10 hours of content in 10 minutes, it would not be possible to pass through all the interviewees.
So, my purpose in talking to you now will be to present the main teachings and the best tips that the book presents to us, also showing some practices that can be applied in our lives.

The world is changed by your example, not by your opinion

Part I - Healthy

The first part of the book brings good practices on how to lead a healthier life. Interviewing great athletes, coaches, researchers and physicians, Tim Ferriss encompasses topics with some curiosities and practices that he experienced.
These topics are:

- About 80% of respondents have some method of meditation, from the simplest to the most complex. We realize that seeking to be focused helps your development and contributes to your success;

- Taking a cold shower in the morning helps you to be more prepared for the day, improve your mood and make you healthier. But do not start straight into the ice bath! A good way to start is to gradually lower the temperature, so that your body will become accustomed to the low temperatures;

- There is no right formula for health. Each person will react in a way to each thing and the best way to find out how it works for you is experiencing;

- Matt Mullenweg, the original developer of the WordPress platform, says "if you want to get fit, commit to doing just one flexion per day." There is no arguing against doing just one push a day. With this, he demonstrates the importance of creating habits;

- Former US gymnastics coach Christopher Sommer talks about the importance of exercise and stretching for our health. But for that, it takes persistence. Many people can not even stretch, so do stretches and you'll have more energy;

- Breakfast is a controversial subject. While some people have great results skipping this meal, others can achieve their goals from a strong, balanced breakfast. That is, this item is adaptable according to the realities and needs of each person;

- Having a morning ritual is very important. Regardless of which ritual to follow, creating a morning routine makes you more disposed, more productive, and feels better. As the book says, "Who ever wins the morning, wins the day."

Part II - Rich

Now that we've learned tips for living healthier, it's time to learn tips for a desire of many: to get rich!

Take a risk and seek to grow

Chris Sacca invested in several startups in their early stages, among them Uber, Twitter and Instagram. But for this, Chris started from the bottom: he was present at every possible meeting, including those he had not been invited to.
He just walked in, sat down, and said he would take notes. And it worked! That way he managed to hold high-level positions in companies.

Get a clear view of your goals

Arnold Schwarzenegger, Tony Robbins and Scott Adams are some of those who stress that you need to know where you're going and what you want. Then you need to make that clear in your head and strive to achieve those goals.
Tony Robbins, great coaching about performance, for example, does a daily morning preparation on what he's going to make happen that day.

Learn how to handle the price of your product and what strategy to follow

Marc Andreessen, Silicon Valley's big businessman, is in favor of the strategy of valuing your product and increase their prices. According to him, we must know when to use the strategy of the lowest possible price, because it is not always effective and several people have already failed with this.

Understand how to adapt

Arnold Schwarzenegger is Austrian with a loaded accent and was a bodybuilder in the 70s. When trying his acting career, there were not many roles that fit his profile.
Thus, he created a niche that suited his characteristics and got characters like Terminator and Conan, who leapfrogged his career;

> *The most important trick to be happy is to realize that happiness is a choice that you make and a skill that you develop. You choose to be happy, and then you work at it. It's just like building muscles*

Productivity is for robots. What humans are going to be really good at is asking questions, being creative, and experiences." Kevin Kelly

Define your priorities

A great programmer and founder of an independent music sales platform that has been sold for millions of dollars, Derek Sivers teaches you that you do not get "busy", in fact you're just out of control of your time.
That is, if you're out of time for something, it's because you did not give priority to that and, as Tim Ferriss adds, "If I'm busy, it's because I made choices that put me in that position."

Reflect on what is success

Casey Nestat, film director and youtuber, brings a reflection on what it means to be successful. For him, succeeding is not spending most of your time doing what you love, but spending little time doing what you hate.

Have ideas and develop them

The book stresses that if you are with difficulty in developing new ideas, it is good that you have many simple ideas, because of these thoughts at least one could be developed into a great idea.
The author also quotes: "have bad ideas, because from them come the good ideas".

Pay attention to the details

Because they can make a difference. From using a style of clothing that will characterize you until you send relaxed emails to your customers, through the daily routine of the company: these are small details that make customers create links, employees more motivated and new ideas come up.

Part III - Wise

It is no use to be healthy and wealthy if we do not know how to act wisely and develop at all times. So, Tim Ferriss presents us with the following lessons to become wiser:

Make Failure a Step to Success

Learn from your failings and understand how to improve from that, for as Hollywood director Francis Ford Coppola says, failure is not lasting. "

Empathize

Try to understand how other people are feeling and this will make you think more about the decisions to be made by acting wiser.

Be persistent

Did you know that Paulo Coelho, one of the greatest Brazilian writers, procrastinates at the time of writing his books?
Much of the morning he struggles with procrastination, but by the time he sits down thinking of writing only half an hour, he ends up writing for ten hours.
But for that, it takes persistence for him to keep writing and ideas flow.

Imagine the future

This point is too aligned to draw a goal, but when we talk about thinking about the future, it is to think about how society will be and how you can do something today to adapt to change.
A good way to think about this is "what can you do to be remembered in 200 years?".

Be innovative

Do not be afraid of challenges, of testing new ideas and of innovating. You have to be brave because by doing something risky, you are doing what others have not wanted to do.

Question Yourself

The work brings the idea that good questions generate good answers. In other words, when we ask ourselves, we can formulate answers to our questions and, in this way, we can have the best ideas.

Losers have goals. Winners have systems

What other authors say about it?

Do not value internal talents apart from being a waste of Lean Manufacturing is a concept very well explained in the book Leadership pipeline. In it the authors show how a program of developing internal leaders can be essential to achieve competitive advantage.
Gino Wickman, author of Traction, explores how successful entrepreneurs have an attractive and well-defined vision for their business. In addition, they know how to communicate this message to employees. From this, a guideline is created to be followed by everyone within the organization, always used to develop solutions and guide strategic actions.
In the book Mindset by psychologist Carol S. Dweck, it is debated how our beliefs shape our behavior and our growth. While mindsets produce definitive worldviews, people can change as they learn new skills. Human beings can be taught to react in different ways, such as facing challenges and thinking differently.

Okay, but how can I apply this in my life?

Now that we have gone through the biggest tips found in the book, it is important to stress that it is impossible for nearly 800 pages of content to be completely summarized. We just scratched the surface of a vast ocean of ideas.
But now, it's up to you to apply these learning in your day to day:

- Define what tips presented most fit into your reality;
- Think about how each of them will be applied in your life;
- Put it into practice;
- Learn from the mistakes: If a tip did not work, go ahead and look for new ways to improve;
- Enjoy success!

Finally, I leave a thought that Tim Ferriss presents to us in his book. It brings a questioning that the founder of PayPal likes to do: "If you have a ten-year plan to get somewhere, you have to ask yourself: why do not I do it in six months?"
Based on this, I ask you: what is missing so you can take your ideas off the paper and put them into practice?
Enjoy everything we've learned from this book and focus on execution! Now it's up to you!

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