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JOHN

SANEI

**Stop
the chase.
Understand
the change.
Take control
of your
future.**

'With compelling insight, Magnetiize shows us how to best navigate this rapidly changing future with less fear and more excitement.' – RENÉ CARAYOL, MBE

The world is caught in a never-ending chase. Life and business seem only to get more complex, confusing and fast-paced.

How can we regain our calm and clarity? How do we retain control and live purposeful lives when for so long doing business has been all about madly prioritising profit?

With his unique blend of psychology, business strategy and future studies, John Sanei reveals the way. He asks us to look inwards first, to find authenticity and meaning. Then, in looking out, he explains how purpose-led business isn't just the ethical choice; it is ultimately the rational choice for long-term sustainability in a world looking for conscious and ethical solutions.

Once you discover your *who*, you automatically discover your *why*, which in turn allows you to lead with your heart rather than your head. Combine the power and potential that comes from that energy source with a clear understanding of your business environment and the trends that are guiding it, and then the path is open. Now Magnetiize!

'John Sanei's genius is in helping us decode and overcome the obstacles we face in achieving personal and professional success. Magnetiize is a must-read for anyone who wants to live a more wonderful life.'

– NADIA BILCHIK, CNN



JOHN SANEI is a trend specialist, business innovation strategist, entrepreneur, global speaker and bestselling author of *What's Your Moonshot?* He consults globally to top brands and is a faculty member of Singularity University.
www.johnsanei.com

ENDNOTES & RESOURCES

As with my first book *What's Your Moonshot?*, the information in *Magnetiize* has largely been inspired by the many clients, peers and teachers I've interacted with over the years, and particularly in the year since the publication of my first book. I have absorbed, adapted, borrowed and refashioned their work in an ongoing process of continuous research, from face-to-face interactions to hearing them talk in person and online to reading company reports, blogs, articles, websites and more. For this I am hugely grateful – hopefully, I have given back to them in return. I can't possibly mention every person or publication that has influenced my thoughts, but I believe I have referenced the obvious ones within the text and below. To those I've no doubt forgotten to mention, I sincerely apologise.

Chapter 1

Introduction... Unsurprisingly, Tom Cruise's character in the movie comes around to the samurai's point of view. *The Last Samurai*, directed by Edward Zwick (Warner Bros, 2003).

How Do We Magnetiize? For more on attraction, see 'What Is The Law Of Attraction? Open your eyes to a world of endless possibilities': www.thelawofattraction.com.

The (Not So) Innocent Bystander... Much of what we know today about the ancient world is based on legend at worst or

inconclusive evidence at best, and should therefore be considered somewhat mythological. There are many tales and aggrandised interpretations of Nero's rule, for example, including the burning of Rome and Nero's barbaric persecution of Christians. But Tacitus is history's most reliable resource on the matter, and his verdict is damning. For those who want a more or less first-hand account of proceedings – though Tacitus was still a boy when Rome burned – Penguin Classics published a translation of his work, *Nero And The Burning Of Rome*, in 1996. Otherwise, see 'Nero Persecutes The Christians, 64 AD' at www.eyewitnesstohistory.com and 'Human Torches Light The Night' at www.catholicculture.org.

IQ, EQ & AQ... For a full, critical account of the work of Lewis Terman, see 'The Vexing Legacy of Lewis Terman' by M Leslie in *Stanford Alumni* (July/August 2000): https://alumni.stanford.edu/get/page/magazine/article/?article_id=40678. Some have argued that Terman's research was dubious and the children he worked with, a.k.a. 'The Terman kids', had to contend with a lifetime of stigma and the challenge of living up to their potential. There was also a white supremacist, eugenics undertone to his work, which unsurprisingly devalues his reputation somewhat. Much of it, however, was ground-breaking and remains relevant. If you're interested in the origin of the IQ test, I suggest looking up the Frenchman Alfred Binet. It was he, together with two others, who first devised the test as a way to assess whether or not a child had the mental capacity to attend 'regular' schools. Terman went on to revise Binet's test, which then evolved into the Stanford-Binet Intelligence Scales.

If you want to get stuck into EQ, I recommend reading up on the work of Travis Bradbury. Also useful are these two articles: ‘Relationship Between Depression and High Intellectual Potential’ by C Weismann-Arcache and S Tordjman, *Depression Research And Treatment* (2012): www.hindawi.com/journals/drt/2012/567376; and ‘About Emotional Intelligence’: www.talentsmart.com/about/emotional-intelligence.php.

For the argument for AQ, see ‘Damn Girl, You’ve Got A High AQ: Why adaptability is more important than IQ and EQ’ by N Fratto (January 2018): <https://hackernoon.com/damn-girl-youve-got-a-high-aq-ba71a5c9c7f6>. Further specific resources that guided my thinking on AQ in this chapter included: ‘The Future of Jobs’: <http://reports.weforum.org/future-of-jobs-2016>; ‘The Robots Are Coming, And Sweden Is Fine’ by PS Goodman (December 2017): www.nytimes.com/2017/12/27/business/the-robots-are-coming-and-sweden-is-fine.html; ‘6 Problems With Our Current Education System’ by M Sham (November 2017): www.suitsandsneakers.co.za/6-problems-current-education-system; ‘4 Steps To Develop Your AQ And Make Change Happen’ (July 2016): www.inc.com/partners-in-leadership/4-steps-to-develop-your-aq-and-make-change-happen.html.

Chapter 2

Introduction... A disclaimer: My interpretation of ‘shadow emotions’ in this chapter is based on my subjective experiences and rather a lot of research, but please note that I am not a therapist or qualified psychologist. As I note later in the chapter,

the best advice for anyone interested in understanding their own shadow is: consult with a professional.

Carl Jung is the ultimate source when it comes to shadow emotions, though we now see his work through a modern lens. If you're interested in his theories of mind, James Hollis provides context and reliability in his book *The Middle Passage: From misery to meaning in midlife* (Inner City Books, 1993). What fascinates me most here is the idea that we can live our lives for so many years thinking we know who we are, when in fact we are just behaving in accordance with the way we were conditioned as children. Because our perspective of life is fundamentally formed during childhood and by our caregivers, we expect the rest of the world to be the same as we are. Hollis explains that it is often during the so-called midlife crisis that individuals discover that they can in fact sever themselves from the learned and acquired personality. This kind of opportunity for rebirth can be experienced at any age and is proposed to bring about 'true adulthood'. In the words of Hollis, "The child cannot say, "My parent has a problem, which has an effect upon me." The child can only conclude that life is anxious and the world unsafe.' Hollis's book is full of inspiring wisdom, but if you'd like just the detailed summary, find it on www.appliedjung.com.

Beware The Signs... For a more detailed review of Gottman's ideas, see 'The Four Horsemen: Criticism, Contempt, Defensiveness And Stonewalling' by Ellie Lisitsa, The Gottman Institute (April 2013): www.gottman.com/blog/the-four-horsemen-recognizing-criticism-contempt-defensiveness-and-stonewalling.

Why Fuss In the Shadows... For more on Zimbardo's work, see 'The Lucifer Effect: Why Good People Turn Evil' by I Veznikova (November 2006): www.viennareview.net/news/ideas-and-trends/lecture-monitor/the-lucifer-effect-why-good-people-turn-evil.

Chapter 3

Introduction... For more from Diamandis, see 'Demonetized Cost of Living' by P Diamandis (July 2016): <https://medium.com/abundance-insights/demonetized-cost-of-living-86ba9ee41f20#.9qa2n4cw3>. And for an overview of how technology has reduced, and is again reducing, the costs of the three foundational pillars of industrialised society – transport, energy and communication – see Chapter 4 of *What's Your Moonshot?*

Historical Disruption (And Innovation)... The fascinating history of the Silk Road covers many overlapping periods and peoples over the course of thousands of years, with monumental power plays that ignite the imagination. Not for nothing has the Silk Road attained UNESCO World Heritage Site status (since June 2014). I recommend reading up on it.

I've mostly trawled history sites to encapsulate, as succinctly as possible, the long tale of both the Silk and Spice Routes. Some resources to get you started: 'Muslim Spain (711–1492)': www.bbc.co.uk/religion/religions/islam/history/spain_1.shtml; 'The Ancient Spice Trade Route From Asia To Europe 1500s To 1700s Changed The World' by L Tech (December 2013):

cleanfooddirtygirl.com/ancient-spice-trade-route-from-asia-to-europe; 'Ottoman Empire And Europe During 16th Century' by T Kimes (December 2016): <https://historyatnormandale.wordpress.com/2016/12/14/ottoman-empire-and-europe-during-16th-century>; and 'How the Spice Trade Changed the World' by H Whipps (May 2008): www.livescience.com.

How Ice Disrupted Spice... Although the story of Frederic Tudor is well chronicled online, I recommend deferring directly to the book *The Frozen Water Trade: A true story* by Gavin Weightman, first published in 2003 (Hyperion). If you prefer to click through, see 'Frederic Tudor: The King of Ice' by R Rupp (July 2014): theplate.nationalgeographic.com/2014/07/19/frederic-tudor-king-ice; 'The Man Who Shipped New England Ice Around the World' by C Klein (August 2012): www.history.com/news/the-man-who-shipped-new-england-ice-around-the-world; and 'Cold Frederic Tudor, The Ice Trade, And How It Brought About Frozen Food, Refrigerators And AC' by O Ismail (February 2015): medium.com/@omarismail_io/cold-frederick-tudor-the-ice-trade-and-how-it-brought-about-frozen-food-refrigerators-and-ac-38e7c4936166.

Beyond Cool... Much of the inspiration and some of the information for this entire section is derived from a keynote speech by David Roberts that I attended in Johannesburg in 2017. Some of it is available here: 'What Will Disrupt The Fridge?' by LK Rawlins (August 2017): www.itweb.co.za/index.php?option=com_content&view=article&id=164249.

And if drone-refilled Echo Fridges aren't enough to boggle our future-fragile minds, see more on the various other tech predictions here: 'Flying Warehouses! And Mobile Fulfillment Centers That Exist Today' by K Siebrecht (January 2017): www.flexe.com/blog/flying-warehouse; 'Walmart Wants To Take On Amazon With Flying Warehouses' (August 2017): www.fortune.com/2017/08/20/walmart-amazon-flying-warehouses; 'Vans & Drones In Zurich': www.mercedes-benz.com/en/mercedes-benz/vehicles/transporter/vans-drones-in-zurich; and 'Switzerland Tests Delivery By Drone In Populated Areas', Associated Press (September 2017): www.voanews.com/a/delivery-by-drone-switzerland/4048241.html.

For more on countries banning fossil fuel-powered cars from their roads, see www.nbcnews.com/business/autos/these-countries-want-ban-all-vehicles-run-gas-or-diesel-n781431.

Where The Future Started: The Story Of Capitalism (In 2½ Pages)... Various sources for population estimates and life expectancy were used in this section, including: www.wikipedia.org/wiki/World_population_estimates; 'Life Expectancy By Age, 1850–2011': <https://www.infoplease.com/us/mortality/life-expectancy-age-1850-2011>; and 'Life Expectancy' by Max Roser: www.ourworldindata.org/life-expectancy.

The figure of more than 4 billion people being online is taken from the 'We Are Social' annual report released in January 2018, as reported in 'More Than Half the World's Population Now Connected To The Internet': www.leadersleague.com/en/news/more-than-half-the-world-s-population-now-connected-to-the

internet. This is an epic figure, the effect of which is only becoming more and more pronounced day by day.

Muhammad Yunus appears here and again later in the chapter; I'm a fan. I recommend his book *A World of Three Zeros: The new economics of zero poverty, zero unemployment and zero net carbon emissions* published by Public Affairs (2017).

Companies Behaving Like Teenage Boys... Specific resources used for the examples in this section were: '10 Businesses That Failed To Adapt' by M Cook (2014): www.businesspundit.com/10-businesses-that-failed-to-adapt/10; 'Why Google's Bosses Became "Unpumped" About Uber' by D Wakabayashi (2018): www.nytimes.com/2018/02/07/technology/uber-waymo-lawsuit.html; 'How VW Paid \$25 Billion For "Dieselgate" – And Got Off Easy' by Roger Parloff (February 2018): www.fortune.com/2018/02/06/volkswagen-vw-emissions-scandal-penalties; 'VW Papers Shed Light On Emissions Scandal' by T Leggett (2017): www.bbc.com/news/business-38603723; and 'VW Condemned For Testing Diesel Fumes On Humans And Monkeys' by K Connolly (January 2018): www.theguardian.com/business/2018/jan/29/vw-condemned-for-testing-diesel-fumes-on-humans-and-monkeys. It will be particularly interesting to follow the extended fallout of the VW example; how will the 'people's car', a loved and trusted global brand, respond to a scandal that would sink most companies.

Conscious Capitalism... The first meaningful conscious business practices can be traced back to the 1970s when The Body Shop's Anita Roddick became a pioneer in banning animal testing in the

production of her company's cosmetic products. Her stance on ethical consumerism later extended towards fostering fair trade initiatives in the countries from where many of her ingredients were sourced. Whole Foods co-founder John Mackey has been at the forefront of the movement for decades, and along with his co-author Raj Sisodia did much to popularise the term with the publication of the book *Conscious Capitalism: Liberating the heroic spirit of business* in 2012. He also co-founded Conscious Capitalism Inc, which emerged from several other groups in 2010: www.consciouscapitalism.org. The term has now entered the common lexicon and is widely used to describe businesses that are not only socially responsible (or pretending to be), but try to act in the best interest of everything they have an impact on.

In an interview on NPR called 'How I Built This With Guy Raz', Patagonia founder and CEO Yvon Chouinard revealed many of his insights that I reference in relation to conscious capitalism. It's worth a listen, even if just for Chouinard's soothing voice.

Important resources used in this section were: *Megatrends 2010: The Rise of Conscious Capitalism* by P Aburdene (Hampton Roads Publishing Company, 2005); *Conscious Capitalism* by J Mackey and R Sisodia (Harvard School Publishing Corporation, 2014); 'Reimagining Capitalism with Higher Consciousness', a video by Raj Sisodia (TEDx, November 2012), available at www.youtube.com/watch?v=O8faXr6WhCM; 'Conscious-Capitalism Stocks: Companies that have succeeded by doing good' by J Wathen (November 2017): www.fool.com/investing/2017/11/19/conscious-capitalism-stocks-companies-that-have-su.aspx; 'World Poverty Has Plummeted – But Will It Ever Disappear?' by B

Ramirez (January 2018): www.singularityhub.com/2018/01/02/will-the-world-ever-be-free-of-extreme-poverty/#sm.001pufers16w3d9m11f5cmqklzohn.

The Dangers of Short-termism... The etymology of the Native American saying I've used is inconclusive, though Quote Investigator concludes that is most likely a Native American quote of modern origin, probably attributable to Alanis Obomsawin of the Abenaki of eastern Canada: www.quoteinvestigator.com/2011/10/20/last-tree-cut. It is often referenced as a Cree Indian proverb.

Rise Of The Feminine Consciousness... This is a potentially touchy topic and the intention is certainly not to turn this into a discussion on gender equality. Much of my inspiration for the idea of the feminine starting to play a more balanced role in an historically masculine world comes from the East, particularly India. The primary reference that influenced my thinking is a TEDx talk called 'Reimagining Capitalism With Higher Consciousness' by Raj Sisodia (November 2012). It's available on YouTube: www.youtube.com/watch?v=O8faXr6WhCM. Sisodia was previously mentioned as John Mackey's co-author of *Conscious Capitalism*, and indeed he is a seminal member of the Conscious Capitalism movement. His website is well worth a look: www.rajsisodia.com.

Jaggi Vasudev, a mystic and yogi known as Sadhuru, is another who has influenced my views on the feminine and masculine. If you are interested, see the short video 'Sadhguru On The Power Of Feminine Energy' (August 2014) on YouTube: www.youtube.com/watch?v=Hk10JWCX4JY.

My thinking has also been influenced by Canadian clinical psychologist and rock star intellectual Jordan Peterson. While firmly convinced of the scientifically quantifiable differences between men and women, Peterson's opinions seem often to be intentionally (or just lazily) misconstrued by interviewers in search of controversy or a snappy soundbite, as evident in the Channel 4 interview with Cathy Newman that went viral; it garnered more than 10 million views on YouTube in a matter of months – see 'Jordan Peterson debate on the gender pay gap, campus protests and postmodernism' (January 2018): www.youtube.com/watch?v=aMcxSThD54. I believe Peterson offers a fresh perspective, a challenge to the standard 'liberal'-versus-conservative debate on masculinity and femininity. As a practising clinician and practical thinker, he seems to me to have identified and championed the incredible value in the female tendency to find balance in life – what I would see as an integral element of the feminine consciousness, and something that has been missing from the way we've been doing business for so long. If Peterson interests you, see also the documentary "A Glitch in the Matrix" – Jordan Peterson, the Intellectual Dark Web & The Mainstream Media' (February 2015), available on YouTube: www.youtube.com/watch?v=trhTbEs2GGE.

Technical Collaboration... Important resources in this section include: 'Conscious Capitalism': www.investopedia.com/terms/c/conscious-capitalism.asp; 'Abundance – The Future Is Better Than You Think' by P Diamandis (June 2012): www.singularityhub.com/2012/06/28/abundance-the-future-is-better-than-you-thin

k/#sm.001pufers16w3d9m11f5cmqklzohn; ‘Telecom Companies Count \$386 Billion In Lost Revenue To Skype, WhatsApp, Others’ by E Heinrich (June 2014): www.fortune.com/2014/06/23/telecom-companies-count-386-billion-in-lost-revenue-to-skype-whatsapp-others; www.b-t.energy; www.terrapower.com; www.mission-innovation.net; ‘Driverless Cars Will Change Auto Insurance. Here’s How Insurers Can Adapt’ by J Cusano and M Customis (December 2017): hbr.org/2017/12/driverless-cars-will-change-auto-insurance-heres-how-insurers-can-adapt; ‘This Incredibly Cheap House Was 3D Printed In Just 24 Hours’: www.telegraph.co.uk/technology/2017/03/03/incredibly-cheap-house-3d-printed-just-24-hours; ‘IKEA And SPACE10 Reveal Results Of Co-living Survey’ by P Stephens (February 2018): www.designboom.com/design/space10-one-shared-house-2030-ikea-co-living-11-14-2017; and ‘Forecast: Third Industrial Revolution To Cause A Deflation Outbreak’ by D Told (April 2017): www.quantumrun.com/prediction/third-industrial-revolution-cause-deflation-outbreak-future-economy-p2; www.yardclub.com.

Asking The Right Questions... Important resources in this section include: ‘Nestle Barge To Ply The Amazon, Bringing Ice Cream And Rage’ by M McArdle (June 2010): www.theatlantic.com/business/archive/2010/06/nestle-berge-to-ply-the-amazon-bringing-ice-cream-and-rage/58448; www.robomart.co; and www.themobymart.com.

Less Guarded, More Open... Musk’s press release is worth reading to get a sense of his thinking: ‘All Our Patents Belong To You’ by

E Musk (June 2014): www.tesla.com/blog/all-our-patent-are-belong-you.

Chapter 4

Jeff Brown gold box... For more from the insightful Jeff Brown, see his website www.soulshapinginstitute.com.

Finding Your Purpose... Simon Sinek's 'Start With Why' video has been viewed even more on the TED website than on YouTube – approaching 40 million times (and transcribed into 47 languages) as of June 2018. It's just not called 'Start With Why' on the site – see 'How Great Leaders Inspire Action' (September 2009): www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.

It's A Kind Of Magic... For more on Taffi and Jibolu's brilliant shoe brand, visit www.thandos.com.

Chapter 5

Sustainable Food... Important resources in this section include: www.beyondmeat.com; 'The ARC of Happiness. You Are When You Eat' podcast from Good Life Project: www.goodlifeproject.com/podcast/happiness-weight-loss; 'Tyson Foods Injects More Money Into Plant-Based Meat' by MP Rowland (December 2017): www.forbes.com/sites/michaelpellmanrowland/2017/12/10/tyson-foods-plant-based-meat/#83c058c7efaa; 'Tyson Foods Raises Stake In Plant-based Protein Maker Beyond Meat'

(2017): ‘Danone Completes Acquisition of WhiteWave’ press release (April 2017). <https://globenewswire.com/news-release/2017/04/12/959657/0/en/DANONE-Danone-Completes-Acquisition-of-WhiteWave.html>; and ‘At Chobani, Now It’s Not Just The Yogurt That’s Rich’ by S Strom (April 2016): www.nytimes.com/2016/04/27/business/a-windfall-for-chobani-employees-stakes-in-the-company.html.

The Clean & Safe Beauty Boom... Important resource in this section: ‘What’s Driving The Billion-Dollar Natural Beauty Movement?’ by R Raphael (May 2017): www.fastcompany.com/3068710/whats-driving-the-billion-dollar-natural-beauty-movement.

Conscious Money... Important resources in this section include: www.swellinvesting.com; ‘Social Impact Banking’ by E Britton (June 2017): www.jwtintelligence.com/2017/06/social-impact-banking; www.aspiration.com; and ‘Starbucks CEO Howard Schultz: “Profitability Is A Shallow Goal”’ by C Fairchild (June 2013): www.huffingtonpost.co.za/entry/starbucks-profitability-howard-schultz_n_3516065.

Why Aren’t We All Innovating? Malcolm Gladwell’s writing is criticised for all sorts of reasons, which is surely a sign of his great success. Either way, there can be few authors today who write non-fiction in such an accessible, eye-opening way, and *David & Goliath*, published by Little, Brown & Company (2015), is worthy inspiration for anyone running a small business or facing what may seem like long odds. Other important resources in this section

include: Jacob Morgan's website: www.thefutureorganization.com and www.slack.com.

Making Friends With Disruption... I am – not surprisingly, given that I'm on the faculty – a big fan of Singularity University. Its website is a brilliant resource for information on modern tech, and thus on modern disruptors: www.su.org. Morgan Housel's take on his seven-step path is available here: 'When You Change The World And No One Notices' (September 2016): www.collaborativefund.com/blog/when-you-change-the-world-and-no-one-notices.

It All Starts With Leadership... For insight into Musk's leadership style, see: 'This Email From Elon Musk To Tesla Employees Is A Master Class In Emotional Intelligence' by J Bariso (June 2017): www.inc.com/justin-bariso/elon-musk-sent-an-extraordinary-email-to-employees-and-taught-a-major-lesson-in.html.

Technophilia: Artificial Intelligence... Although the prospects of AI can quickly enter horror territory with a little *Terminator*-inspired imagination, you might be surprised to find that many of the major tech companies have a vested interest in regulating AI. Founding partners of The Partnership on AI include Google, DeepMind, IBM, Apple, Microsoft and Amazon, to name a few. As the organisations's tagline suggests, they have banded together 'to benefit people and society'. See www.partnershiponai.org. The organisation I refer to in this section, Future of Life Institute, also aims to minimise AI-related risks, explaining: 'We are currently focusing on keeping artificial intelligence beneficial and we are

also exploring ways of reducing risks from nuclear weapons and biotechnology.' See: www.futureoflife.org.

Important resources in this section include: 'Ray Kurzweil Has A Prediction About Linking Our Brains To The Cloud' by D Sabin (June 2017): www.inverse.com/article/33373-ray-kurzweil-singularity-thoughts; www.ocumetics.com; 'What Happens When Our Computers Get Smarter Than We Are?' by Nick Bostrom (TED Talks, April 2015), available at: www.youtube.com/watch?v=MnT1xgZgkpk; 'What AI Is – And Isn't' by Sebastian Thrun and Chris Anderson (TED Talks, December 2017), available at: www.youtube.com/watch?v=J6tgYBMXR6s; 'From Coding To Cancer: How AI is changing medicine' by M Terrell (May 2017): www.cnn.com/2017/05/11/from-coding-to-cancer-how-ai-is-changing-medicine.html; www.pathai.com; www.dialogflow.com; and www.bluerivertechnology.com.

Quantum Computing... My attempt to explain quantum computing here, though in consultation with people who know a lot more than me on the topic, is intentionally a layman's approach. I wanted to make the concept at least comprehensible to the average thinker out there (based on me...) so that we all might be included in the conversation. Rather than dumbly nodding and smiling when topics like this come up, we need to be able to engage; the future is there for us to embrace.

On that note, the debate as to whether or not a quantum computer really exists yet is still open. D-Wave, mentioned in this section, is not without controversy, and even IBM Q say they are only working towards developing quantum computing – there is

still a long way to go in terms of reaching the full potential. As of November 2017, IBM claim to have developed the world's first 50-qubit processor. If you would like to have your mind boggled, visit IBM Q's website and watch their video "The Sounds of IBM: IBM Q": www.research.ibm.com/ibm-q. It's also available on YouTube. Fun facts: the quantum computer has to be kept colder than the temperature of outer space and so dark inside that it is almost impossible to find even a single photon of light.

For more on the Sunway Taihulight supercomputer, see the video 'Sunway Taihulight Named World's Fastest Supercomputer' (CGTN, June 2016), available at: www.youtube.com/watch?v=KEdsrT1mFAU. For Musk's thoughts, see the video 'A Conversation With Elon Musk' (World Government Summit, February 2017), available at: www.youtube.com/watch?v=rCoFKUJ_8Yo. Other important resources in this section include: 'Applications: Helping Solve Some Of The Most Difficult Challenges': www.dwavesys.com/quantum-computing/applications; and 'Using Quantum Computers To Fight Traffic Jams' by C Kerkmann & S Menzel (March 2017): <https://global.handelsblatt.com/companies/using-quantum-computers-to-fight-traffic-jams-725076>.

Blockchain... If you're still struggling to wrap your mind around blockchain, I suggest watching the WIRED video presented by blockchain researcher Bettina Warburg called 'Blockchain Expert Explains One Concept In 5 Levels Of Difficulty' (November 2017), available at www.youtube.com/watch?v=hYip_Vuv8J0. The Slock.it website is also useful: www.slock.it.

Other important resources in this section include: ‘MedRec: Medical Data Management On The Blockchain’ by A Ekblaw and A Azaria (April 2016): <https://viral.media.mit.edu/pub/medrec>; <https://medrec.media.mit.edu>; ‘Cryptocurrency’s Corporate Moment’ by G Volpicelli (February 2018): www.jwtintelligence.com/2018/02/cryptocurrencys-corporate-moment/?mc_cid=bfbecf99bc&mc_eid=f56cff06e6; www.bananacoin.io; ‘Barclays Strikes Banking Deal With Major Cryptocurrency Exchange Coinbase’ by A Kharpal (March 2018): www.cnn.com/2018/03/14/coinbase-cryptocurrency-exchange-opens-bank-account-with-barclays-in-uk.html; and ‘This Home Heater Mines Cryptocurrencies Without You Having To Understand Cryptocurrencies’ by Z Andrews (March 2018): www.designboom.com/technology/cryptocurrency-heater-mining-garnot-03-09-2018.

Macro Patience... For an in-depth look at the failure and success of the Amazon Fire, see ‘In Defense Of The Amazon Fire Phone’ by B Heater (October 2017): www.techcrunch.com/2017/10/07/in-defense-of-the-amazon-fire-phone.

Chapter 6

Accretion... For more on the idea of ‘aggregation of marginal gains’ – or accretion – and to understand why I believe in the influence of personal coaches, see ‘This Coach Improved Every Tiny Thing By 1 Percent And Here’s What Happened’ by J Clear (2017): www.jamesclear.com/marginal-gains.

SELECT BIBLIOGRAPHY

Books

A World of Three Zeros: The new economics of zero poverty, zero unemployment and zero net carbon emissions by Yunus Muhammad (Public Affairs, 2017)

The Biology of Belief: Unleashing the power of consciousness, matter & miracles by B Lipton (Hay House, 2005)

Conscious Capitalism: Liberating the heroic spirit of business by J Mackey & R Sisodia (Harvard School Publishing Corporation, 2014)

The Frozen Water Trade: A true story by Gavin Weightman (Hyperion, 2003)

Homo Deus: A brief history of tomorrow by Yuval Noah Harari, (Harper Collins, 2017)

Megatrends 2010: The rise of conscious capitalism by P Aburdene (Hampton Roads Publishing Company, Inc, 2005)

Nero And The Burning Of Rome by Tacitus (Penguin, 1996)

Sapiens: A brief history of humankind by Yuval Noah Harari (Harper Collins, 2016)

The Middle Passage: From misery to meaning in midlife by James Hollis (Inner City Books, 1993)

The Presence Process: A healing journey into present moment awareness by M Brown (Namaste Publishing & Beaufort Books, 2005)

What's Your Moonshot? by John Sanei (Mercury Books, 2017)

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Note that all protocols have been standardised to www. for consistency.

 **johnsanei**

 **johnsanei**

 **john.sanei**

 **IamJohnSanei**

 **www.johnsanei.com**