

# THE JORDAN HARBINGER SHOW

## Worksheet for Jim Kwik | How to Unlock Your Brain's Secret Superpowers (Episode 85)

Do you find it difficult to recall someone's name mere minutes after they've introduced themselves? Are you struggling to get through a book a year, let alone make a dent in your ever-growing reading list? Does the amount of information at your fingertips overwhelm you beyond the ability to process it in a meaningful way? Do you miss your pre-Internet brain?

[Kwik Learning](#) CEO Jim Kwik (his real name) has more than two decades of experience teaching speed-reading, memory improvement, and optimal brain performance to top politicians, actors, CEOs, industry shakers, and world leaders -- and he joins us for [episode 85](#) to share some of his best secrets for unlocking your brain's superpowers. Listen, learn, and enjoy!

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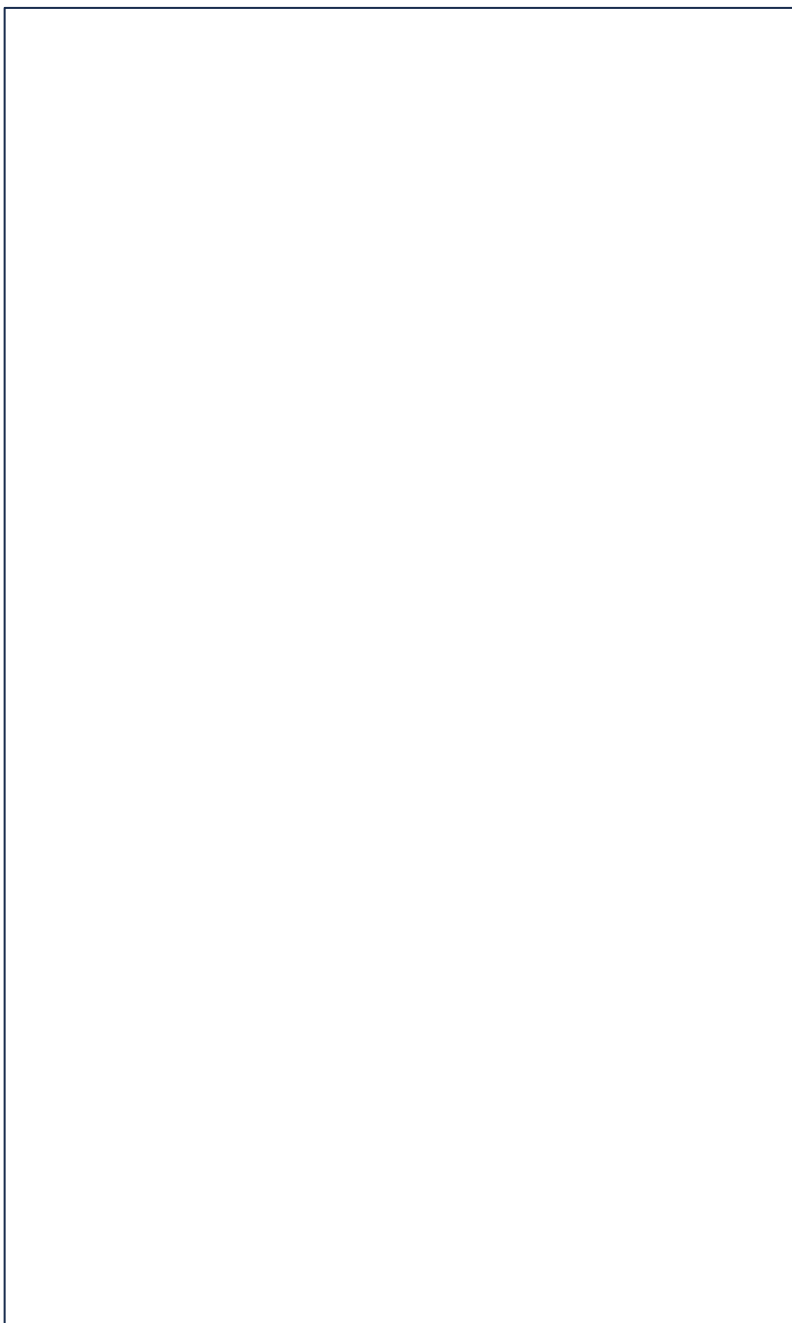
## Helicopter Parenting

Jim and I discuss the idea of brain development running in tandem with body development in children. He shares some back story about his head traumas, how he was able to overcome his “broken brain,” and why he believes that, as a society, we’re often removing many of the opportunities for children to develop -- all in the name of safety. Without activity, learning and neurological growth are stunted. It makes sense that we grow older because we stop playing and stop learning -- especially when we consider that people learn the fastest when they are children.

**Do you think we have thrown the proverbial baby out with the bathwater when it comes to providing children with experiences to grow? If you’re a parent, do you prohibit your child from certain activities for fear they’ll get hurt? Do you think there are downsides to your child’s neurological development as a result? Does your child tend to overuse media and mobile devices? Recognizing there are certain protections that should absolutely be in place for children, what are some steps that you could take to allow your children to experience more brain development by doing, and become a bit more comfortable with the risks involved?**

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## Influence Is a Two (or More) Way Street

Early in the episode, while we're discussing the concept of identity being based in part on self talk and how that self talk can become a self-fulfilling prophecy, Jim states: "We sometimes mold to the expectations of other people." Later, we circle back around to the self talk concept and Jim says, "there's a biology to our belief."

Our discussion ties in well with past episodes -- from Tali Sharot on [how we form our beliefs](#) to Bob Burg on [how influence works](#). While my discussion with Bob was focused more on exerting outward influence, it's interesting to think about how other people's influence is commensurately affecting us, not to mention how we are affecting ourselves with our own self talk.

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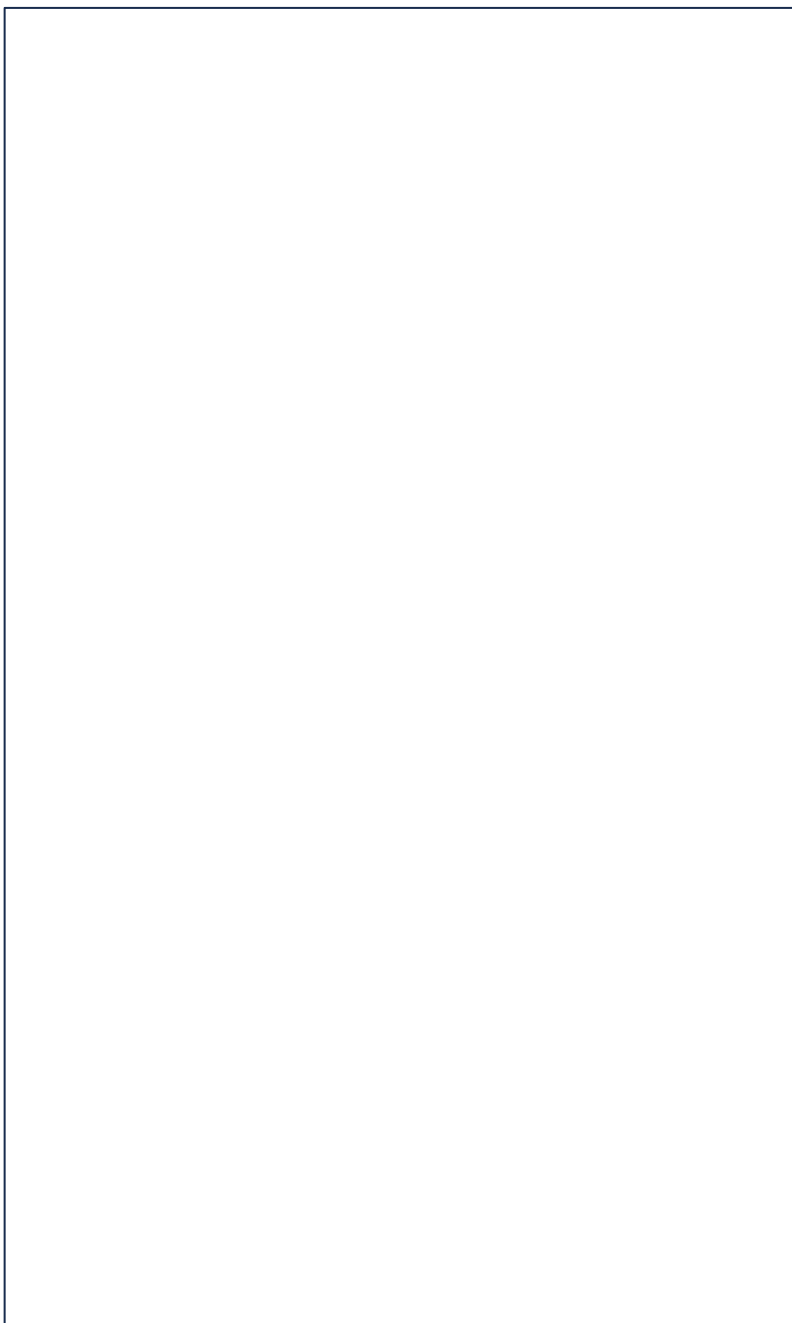
**Think about how your self perception has been greatly influenced by someone else in the past. Were you aware of this influence at the time, or only retrospectively? Have you ever used someone else's perception of you as an excuse to act a certain way? Are you open to the positive influence of others while possessing the confidence to reject their negative influences? How does self talk play into this, and can you improve your own self talk?**

**How can you take more ownership over what you choose to allow to influence you? Write down your observations to refer to later and a couple of action steps for seeing positive growth in this area.**

**In the theme of self talk, everyone has strengths and skill sets. Take some time to identify yours. Write down a couple of ways you could assert this realization into future self talk. If it helps, try imagining how you might explain your strengths to someone else.**

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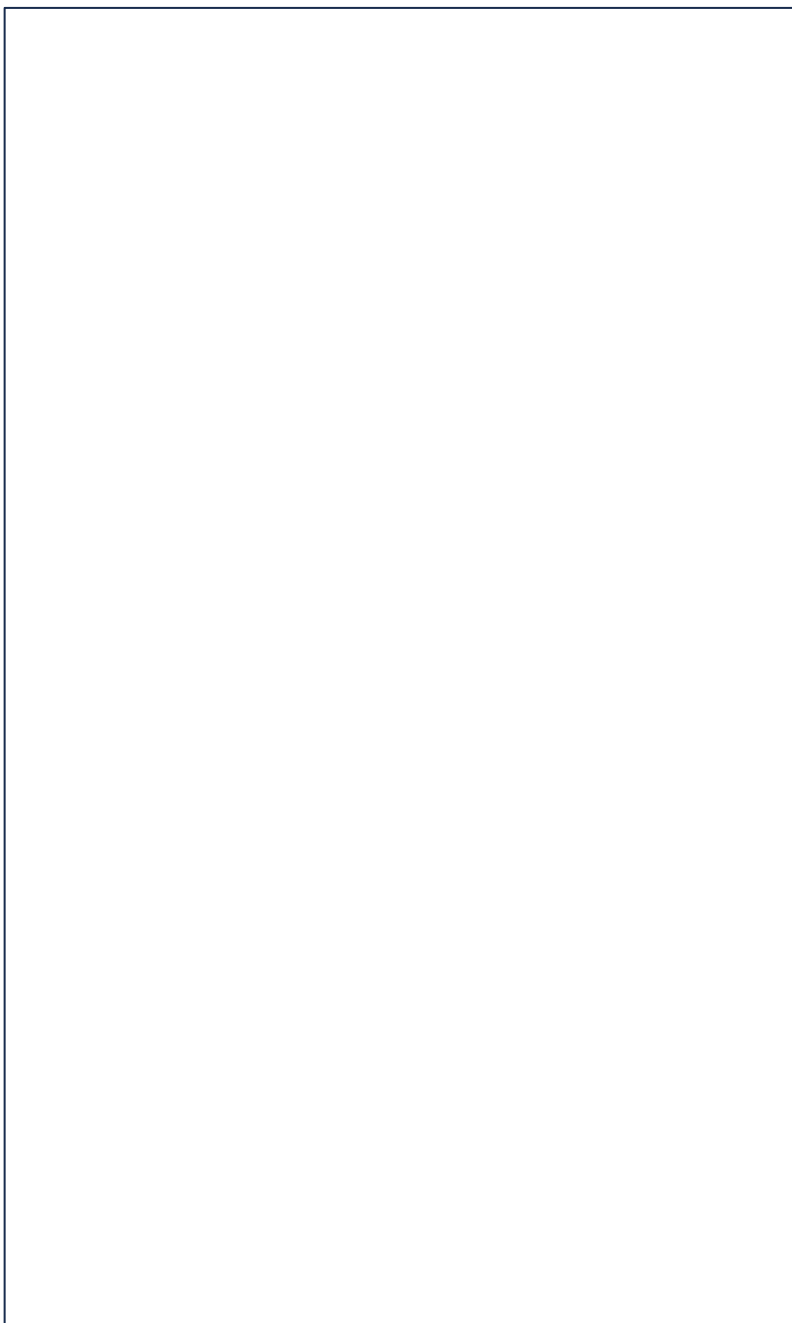
## Failure of Attention, Not Retention

Jim tells me about his experience meeting Bill Clinton as a way to highlight his idea that forgetfulness is not usually a retention issue, but more of an issue with how much attention you've paid to something.

**Take some time to put this idea into practice over the next few weeks. Write down a few ways you can remind yourself to be more powerfully present when there is someone or something you're going to want to recall. Whether this is something as small as remembering a stranger's name, or something more important, such as recalling the content of a conversation, focus on skills that help you to be powerfully present: active listening, controlling your attention, eye contact, body position, etc., and note whether or not your recollection improves. Remember, motivation plays a key role in controlling your attention. Don't forget to give yourself some motivation when you want to remember something. As Jim says: "Reasons reap results."**

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## Hack Your Long Term Memory

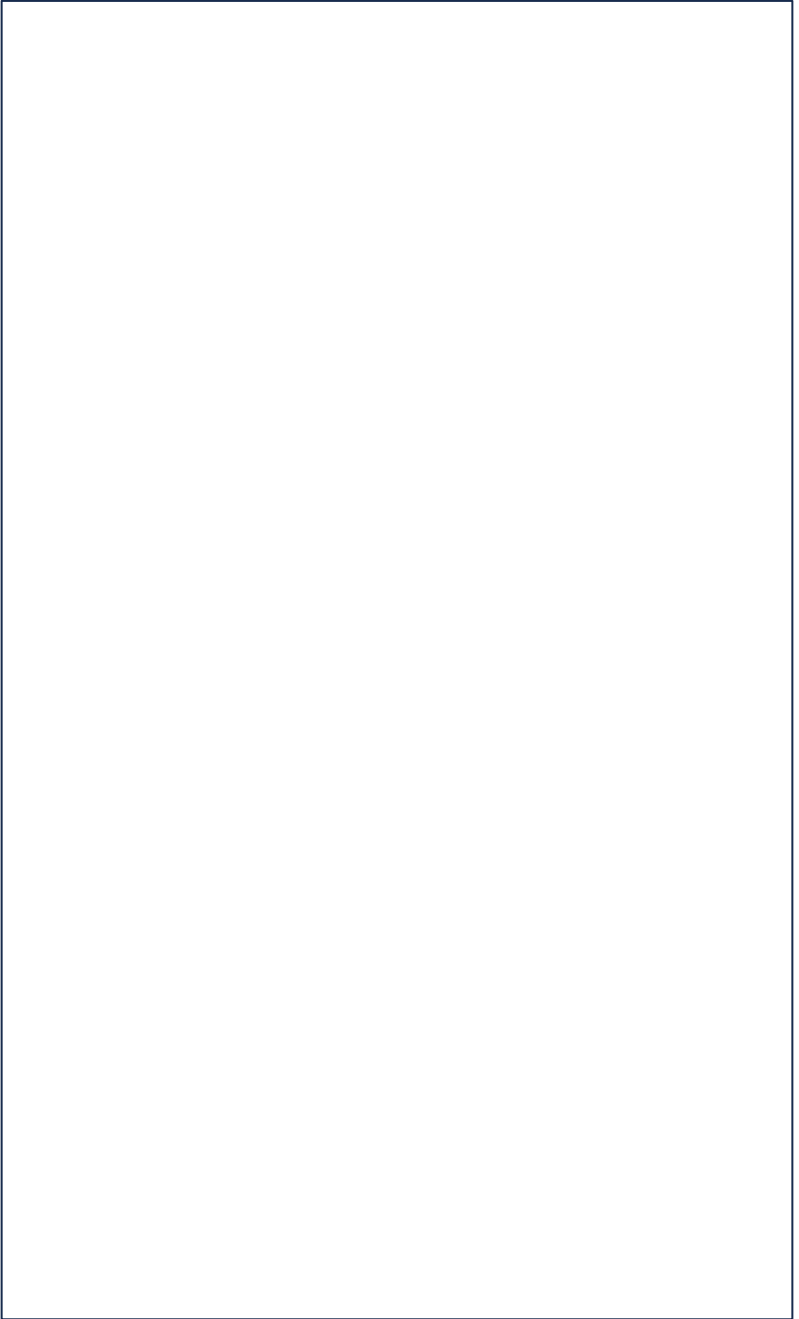
Context is key for memory. In particular, Jim and I discuss how crucial your emotional landscape is for memory. After all, we're not logical beings, no matter how much we may like to think of ourselves this way. Jim says "...information alone is forgettable, but information combined with emotion, good or bad, becomes unforgettable." He also mentions a couple of ways to increase the linking of emotion to information when trying to solidify something into our memory:

- Ask yourself: "Why do I want to remember this?" (create motivation).
- Link scent, the most powerful of the five senses with regards to memory, with something you want to remember (leverage your environment).

**Think of a few experiences that have resulted in powerful memories, good and bad. In what ways can you learn from these experiences? What do you remember about them? How did you feel? How did your environment smell or sound? How can you be in better control of the context for your memories in the future? Be mindful of opportunities that present themselves where you can link emotion in some way to information you want to remember.**

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## Bonus

Toward the end of the conversation, I joke with Jim that he rattles off a lot of bumper sticker slogans. That said, while they may seem cliché, these little snippets of wisdom can be much more profound if you dwell on what they actually mean.

**Take a screenshot of this episode and share it on social media, along with your favorite “bumper sticker” slogan that Jim shares. Don’t forget to tag me! Alternatively, share a big “aha!” moment that you experienced as a result of this interview.**

**Here are just a few slogans to highlight what I mean, but Jim shared many more:**

- **“Common sense is not always common practice.”**
- **“It’s not a matter of resources as it is resourcefulness.”**
- **“As your body moves, your brain grooves.”**
- **“I miss my pre-Internet brain.”**

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## Bonus 2

Jim tells me about the three “supervillains” he feels are holding us back: digital overload, digital distraction, and digital dementia. As I dig into these ideas with him a bit deeper, he mentions how crucial a morning routine can be to combating some of these issues, and shares some specifics about his morning routine.

**If you're a member of our [Facebook group](#), share some of your routines with your fellow group members. What have you implemented over time? What worked? What didn't, and why?**

*Full show notes and resources for this episode [can be found here](#).*

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## About



Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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