

THE JORDAN HARBINGER SHOW

Worksheet for Vince Beiser | Why Sand Is More Important than You Think It Is (Episode 97)

Like sands through the hourglass, so are the days of our lives. And whether you realize it or not, sand is a precious, finite, and increasingly endangered resource upon which the very survival of our civilization depends.

[The World in a Grain: The Story of Sand and How It Transformed Civilization](#)

author Vince Beiser joins us for [episode 97](#) to explain why this seemingly plentiful resource is in such demand, what separates useful sand from useless detritus, how sand fuels a thriving black market and murderous pirate trade, and the consequences humanity will face when this resource runs out.

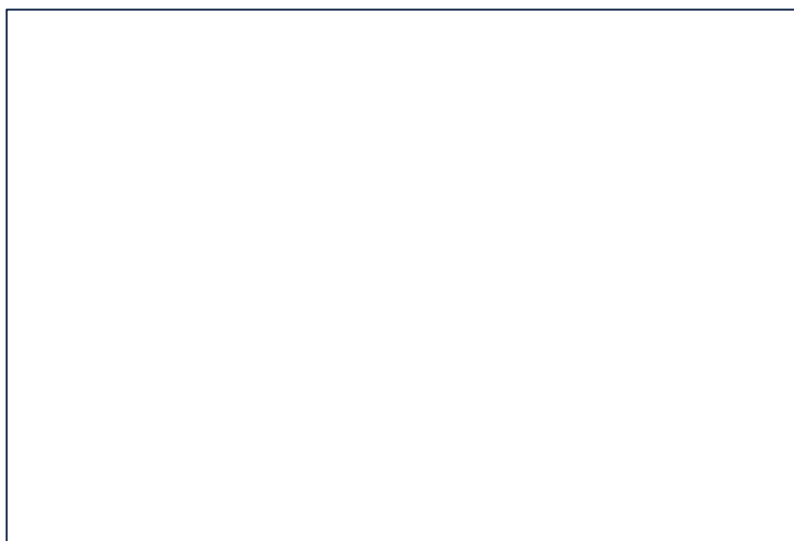
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Meet The Sand Man

When I first glanced at the pitch for Vince Beiser, I saw a four-letter word that didn't excite me much: *sand*. Next thing I knew I was re-reading that email... then reading Vince's book... then *demanding* to interview him.

Trusting your gut is important -- but so is taking a moment to slow down and ask yourself if a bias has been triggered. It turned out that I had had a bias about sand. (Go figure!) Thankfully I pushed through and was able to do a great interview with Vince.

Where are you skipping out on something because it doesn't seem exciting enough? Is there a chance you made the wrong call?



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Short Supply

Sand seems to be used in everything. The rate we're using up sand is faster than its rate of creation (it takes 200 million years for a new batch). Hard to believe, but sand (the good kind) is becoming rare. I don't know about you, but I had been taking sand for granted. It made me wonder where else in life I might be doing that.

What is something that surrounds you that you take for granted?

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The Future

Cities are growing like never before in history. That's not just L.A. and San Francisco, but in China and all over the world. The cement being used is off the charts -- meaning, the sand use is off the charts. Dubai needs sand to build itself out of the desert, but the sand that surrounds it won't do -- Saudi Arabia has to import the right kind of sand from Australia to keep its skyscrapers rising high. The world is changing (for better or worse) at a hyper pitch.

Take the above example of the growth of cities leading to the depletion of sand. As a thought experiment, come up with an example of where society's present is going to affect society's future. What are the positives and negatives? Where might there be an opportunity to help? Where might there be an opportunity for business?

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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