

# THE JORDAN HARBINGER SHOW

## Worksheet for Naveen Jain | How Moonshot Thinking Will Save the World (Episode 184)

If you believe everything you see in the news these days, you're probably anxious about the end being very nearly nigh. Our climate's in shambles, our ravenous consumption of finite resources is unsustainable, and we're overpopulating our planet so quickly that soon we'll only have room to sleep standing up. But [\*Moonshots: Creating a World of Abundance\*](#) co-author Naveen Jain is here to show us how humanity is actually well on the way to outthinking these catastrophes.

[In this episode](#) we talk about what separates visionaries who have the capacity to solve problems from the entrepreneurs who bring these solutions to market, what moonshots are and how they make audacious goals achievable, why it's the thought processes of highly successful people you should emulate rather than their habits if you want to succeed, and what Naveen believes is the true solution to addressing the unsustainable.

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## Three Types of People

To Naveen, entrepreneurship isn't about starting businesses as much as it is about solving problems.

"I divide human beings into three types of people: people who think of a problem -- every one of us is really good about that, so let's call them human beings. People who are really smart and come up with a solution to that problem, we call them visionaries. And there's only one group of people who go and say, 'Let's go solve that problem' -- those are the entrepreneurs."

**With which of these three types of people do you most identify? Are you the garden variety human being who easily identifies problems, a smarty pants who can figure out solutions to these problems, or an entrepreneur who identifies, solves, and applies solutions to problems? What have you done -- or plan to do -- that supports this identity?**

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## Choose to Go to the Moon

When [JFK committed the United States to landing a man on the moon](#) by the end of the '60s, it was an audacious goal. But as history has proven, the nation came together to make this moonshot possible. Similarly, Naveen is involved in projects guided by moonshot-level thinking that seek to solve audacious problems.

Moon Express is the only company in the world with permission to leave Earth's orbit and land on the moon with the goal to harvest planetary resources and develop infrastructure to make humanity a multi-planetary society. Viome is focused on disrupting healthcare with the goal of "making illness elective" by identifying microbial biomarkers that are predictive of chronic diseases and to adjust the microbial imbalance through personalized nutrition.

"When you go out and say that's what you want to do, amazing things happen," says Naveen. "The world's best and the brightest want to help you solve that problem because that problem is worth solving!"

**With the resources of the world's best and brightest at your disposal, what audacious problem would you tackle? What would be your moonshot?**

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## Mo Problems Mo Solutions

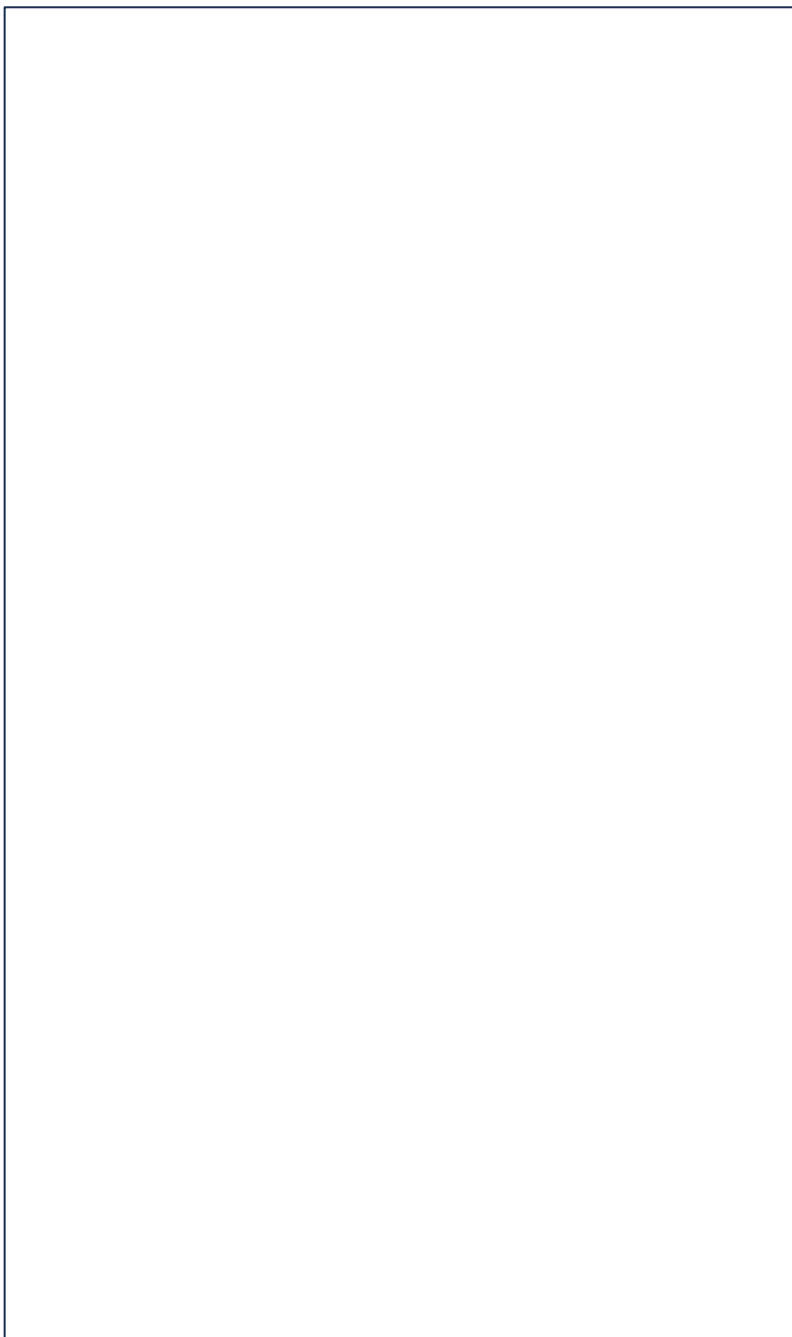
Upon closer scrutiny, any complex problem isn't just one problem, but a giant puzzle composed of many smaller problems. And it's when we start to examine ways to work the puzzle's pieces that the real magic happens. In search of discovering the root cause of the big problem, you begin to find solutions to problems you didn't even realize you had.

Naveen brings up the problem that people in many parts of the world don't have access to clean water. You can't really make a lasting change to the situation if you don't understand why it's happening. While you're on the path of trying to figure out the root cause, you might tie it into most fresh water in these areas being used for agriculture to grow food for livestock. Currently, there are companies researching how to grow meat in labs for consumers that would eliminate the need for livestock at all, which would instantly free up fresh water and land.

**Think of your moonshot from the last segment and imagine what smaller, hidden problems might contribute to the one that's big and obvious. Then, think about how they might be solved -- even if it's with technology that doesn't yet exist. Naveen foresees more technological changes in the next 10 years than we've seen in the last 500, so be audacious! Have fun with this thought exercise.**

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## Develop Intellectual Curiosity

In the last exercise, you saw how trying to find one answer to one complex question can branch off into multiple investigations with their own sets of problems and solutions. If you're open to this kind of thought exercise and excited by the possibilities you're dreaming up, then congratulations: you're probably already intellectually curious -- what Naveem says is the ability to "be thinking what the world can be, not what the world is."

On the other hand, if you're purely logical and only concerned with what you see in front of you, you might have a high IQ, but probably didn't get much out of the last thought exercise. So here's one to help you develop your intellectual curiosity and imagine how different things can be connected.

**Take three unrelated objects -- for instance: a tree, a building, and a frog -- and make up a story that brings them all together. The connections you make might be downright surprising. Exploring your creativity opens your mind to possibilities and lets you expand, strengthen, and flex your curiosity.**

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

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## About



Join us as we get deep into the untapped wisdom of the world's top performers -- from legendary creators 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 valuable insights into your own life and live what you listen.



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