Knowledge Evolution

The World View through KDI Lenses

(Back in the US, October 2023)

1. Introduction and Agenda
2. Background
3. **K**nowledge
4. **D**ecisions
5. **I**nfluence
6. Summary
7. My "**G**ems of **W**isdom" Collection
8. Gifts and Presents
9. Future Mentoring Experiments

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Copy of the Presentation

Introduction and Agenda

Thank you for the opportunity to share with you the last three years of my experiments *(the trials involved more than a 100 individuals/friends that shared **diverse** perspectives :-D)*

Trials @ Four Universities: **UNT, OSU, UC-SC**, and **CMU**.

Everything that I am going to present to you, **You already know** but not applying it effectively or at all *(CONSTRAINED BY YOUR EXISTING KNOWLEDGE AND EXPERINCES – **THE BRAIN).***

I am in my "Fourth Quarter"

"Think of yourself as dead. You have lived your life. Now take what's left and live it properly." — Marcus Aurelius

Disclaimer

*Anytime you feel uncomfortable – look at the icon on **top right***

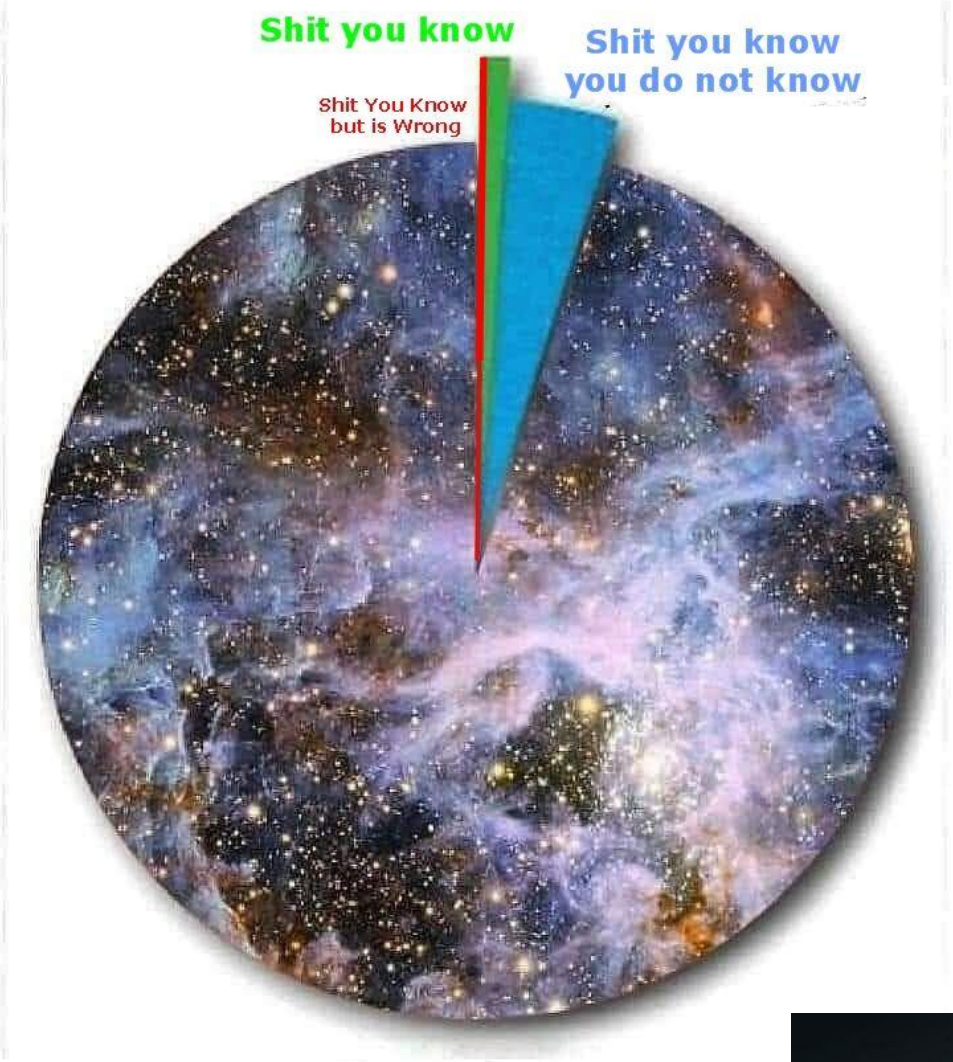
*(Influenced by **My** Knowledge and Experiences)*

WW2 (Arik - 4 Grand Parents), Communism, Medical Sickness as a Child, "Chickens," ROTC, 6D War, Navy, Education, Buckeye, AT&T – BTL, Entrepreneurship, Consulting, "Wandering"

- The **Humility Shock** ***(2019)***
  - Started my Deep Dive into the **Unknown** **(over 400 books, list shared)**
- The **Robbery Incident** during a Pandemic ***(2020)***
  - Made me Review my 65 Key Career Decisions, in hindsight
    - **The Meaning of Life** – *"was born again"*
- Business Sizes: **Education** $761B, **Influence** $200B, **Coaching** $20B

The Humility Shock

The **D**eep **D**ive into The **U**nknown – **The DDU**



WHAT WE KNOW
IS A DROP, WHAT WE DON'T KNOW
IS AN OCEAN.

The Trauma Incident

(12/17/2020)

Trinity River Trail

McDermott Bridge, **I**-30

"Out" for 20 minutes

God Said: Not Yet!

LIFE CAN ONLY BE UNDERSTOOD BACKWARDS,
BUT IT MUST BE LIVED FORWARDS.

2a. David Background
The Journey

Romania – 12 (1946/1958)

- WW2 Survivor Family
  - Parents and Family Background (education, accounting/teacher/engineer bubbles)
- Sick Kid, missed ~1.5 years of school
  - Traveled alone to the Black Sea for MUD medical treatment
- A young communist pioneer – got my **Red** tie in second grade
- The Move to Israel *(doctors recommended to **not travel**)*
  - Apartment across the Pool, Surgery, Train and Flight tickets

Israel - 14 (1959/1973)

- A New Immigrant in a Foreign Country
  - Hebrew Language, Career Saved by Chickens, The Never forgotten Bar Mitzva
  - ROTC (influence, decisions, hindsight)
- Technion, IIT - Haifa (B.Sc. EE 1968, and M.Sc. EE 1972)
- Six Day War (1967)
- Navy Service (Boats of Cherbourg, Saar 3 Boat Maintenance Plan, ECM)
- **Married Shifra**, 1971 – Haifa Resident (High School friends)
- Director of Electrical Engineering, ORT Vocational School (while applying to colleges in the US)

United States (almost 50 years)

- Ohio - Ohio State University (4 yrs.) - **Arik Born 1974**
- New Jersey – Bell Laboratories (7 yrs.) - **Michael Born 1979**
- Texas (39 years)
  - **IEX** (1984/87) – consulting and software development
    - Telemarketing, Review Failing Projects in Telecommunications
  - **sente** (1987/1998) - consulting and software development
    - Atlanta (1987/1989)
      - Two Bell South Startups
      - Got the VP of Northern Telecom Fired (project review)
    - Phoenix, Washington, DC (1989/1996)
      - Iridium Satellite based global communication system
        - » The Italian Telecom Challenge
    - UK, HK, AUS, NZ (1996/1998)
      - Cable and Wireless
- "**Mzungu**" (wanderer in Swahili) **25 years so far**
  - **Hawaii, Alaska Summer, Great River Road, Antarctica**

Agenda: Make Your Journey More Predictable and Less Painful

1. Humility

Everyone knows *very little*
An individual's UNKNOWN
is over 99.99999%

2. Knowledge

Unique, Journey Driven, Unpredictable
The Brain Filter, K+, K-
Guarantees Mediocrity

3. Decisions

Good, Bad, f(t)
8 Feelings & Circumstances

When Forced, do you
Go Along or Resist?

4. Influence

The Ultimate Challenge
The Common
Bypassing the Brain Filter
"Walking in Another Person's Shoes"
The Tipping Point

5. Mentor

Wisdom Sharing
Maintain Your
Gems of Wisdom Collection
and Prediction Journal
Grow Mentors

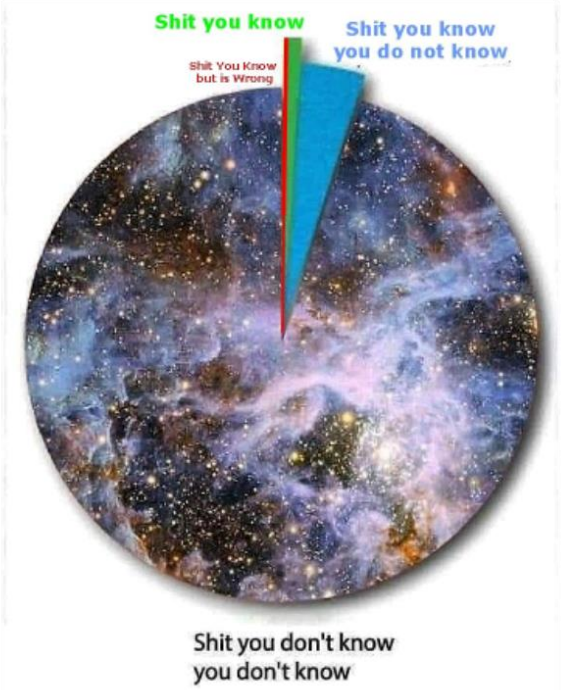
6. Absorb the Info. Flood

Consume, Digest,
Assimilate, Understand
Expand K and GoWC
Wear the New KDI Lenses

Summary

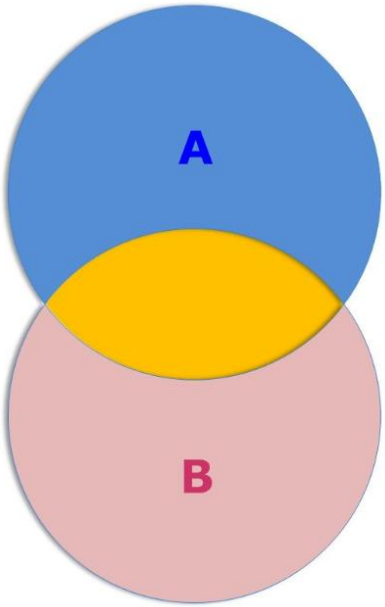
For Those that have to Leave Now

HUMILITY



KNOWLEDGE/ DECISIONS

INFLUENCE



War, Unclog the Brain Filter,

Population Control/Influence

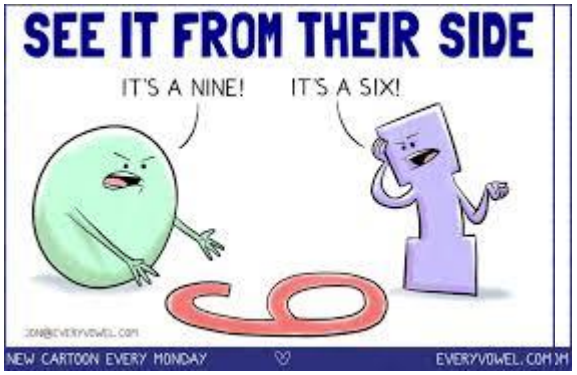
Different Perspectives

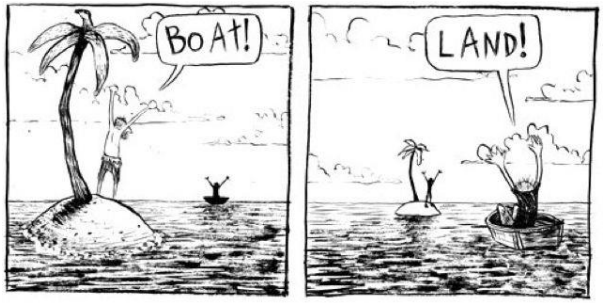
How Little You Know about people!

XI + I = X

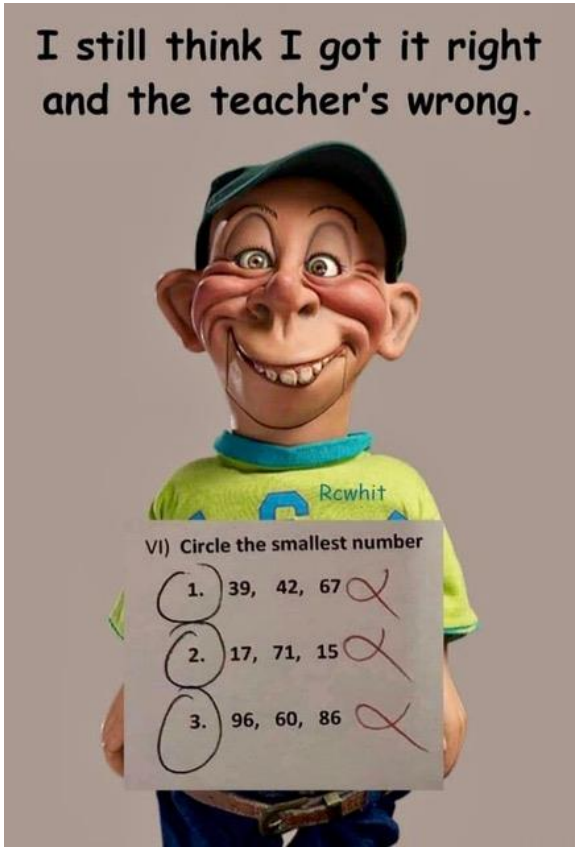
IX + I = X

"All I need is a sheet of paper and something to write with, and then I can turn the world upside down."





"Workplace conflict?"



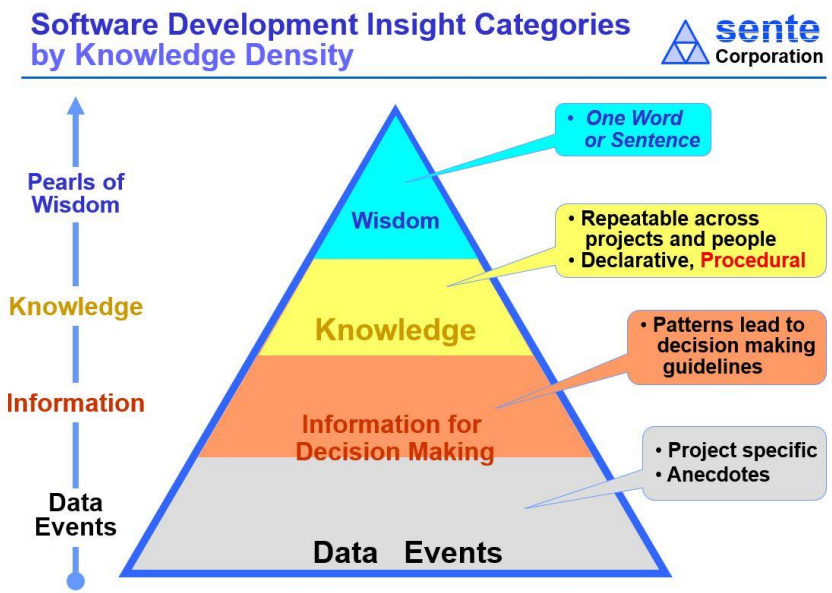
Knowledge
Techniques to Bypass the BRAIN Filter

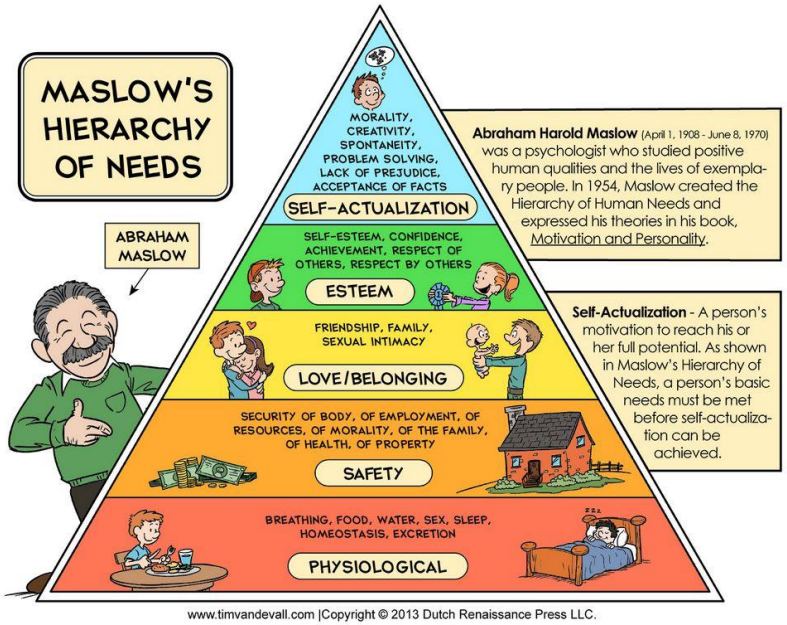
1. **What I am going to tell you is Not New**; *you already know*
2. **Entertainment** *through story telling*
3. Find out **how much you have in common** with the audience, **Highlight the Common** *("walking in the other person shoes – create a shared knowledge base").*
4. **Reveal "Hidden & Credible" information**, *to the audience* *(i.e., Operation Paperclip , Code Breaker, Romanian Schools, Rotterdam/New Orleans, Mind Reading)*
5. **Create and Expand the Common.**

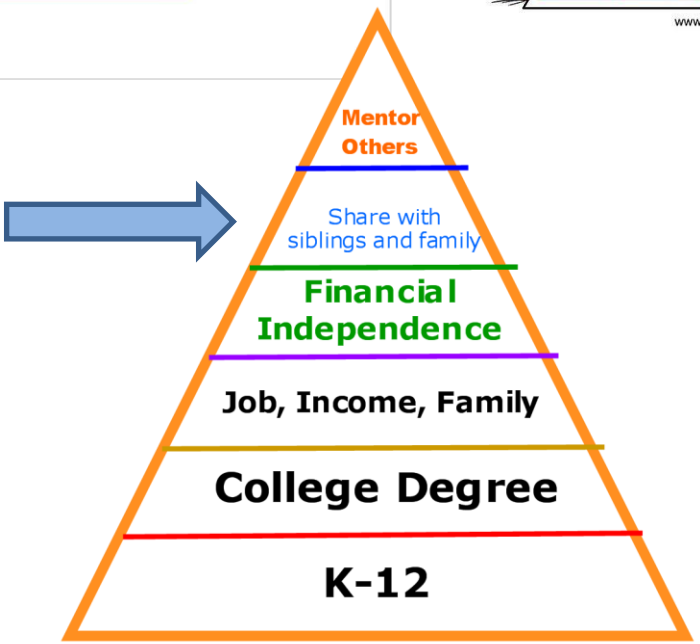
Reminder: All your decisions and predictions will be driven by your knowledge and the Expanded Knowledge you have access to – K+

*(family, team members, friends, web, books – the volume is infinite, how do you find it, **K-** on the way)*

Knowledge Ratings







Individual
Family
Tribe
Country

Decisions

- Decisions are driven by **your access to knowledge and experiences** (supplemented by access to additional information from family, friends, team members, books, web, etc.) and **feelings** (i.e., **reciprocity, authority, unity, scarcity, jealousy, circumstances, discounts, urgency, popular now (social proof), censorship** (want something is banned), etc.)
- Most people **do not realize** how many of their decisions are driven by **"feelings"**
- **A "Small Sample" of David's Decisions:**
  - **Refused** to go to school at age 12
  - Wanted to be a **Chemical** Engineer but the military needed **Electrical Engineers** (2+2 in hindsight)
  - **Quit ONR Research** at OSU when the Research Advisor demanded **to restart my completed research** accumulated over 2.5 years
  - **Did not allow Archie Griffin** to start a CIS course in "week 5" *(**W**oody, University **P**resident, **D**epartment Chairman all got involved in less than 87 minutes).*
  - **Quit IEX** after 3 years, because the investors would not accept a $195**M** offer from Bell South in 1987; the **IEX division** was sold later for $395**M** in 2006, and my friend was awarded **~$32M**
  - **Did not quit Iridium** when management **refused to fund** a third earth station for the constellation
  - **Did not quit Iridium** when **our** software contract was transferred to **Telecom Italia**
  - **Chose** not to fix my **misaligned Jaws** after the 2020 Incident
  - **Decision Fatigue**: On average, the BRAIN makes 35k decisions each day.
  - **Every One Falls Down**. Getting Back Up is How You Learn How to Walk.

When Do You Go Along and When You should Resist

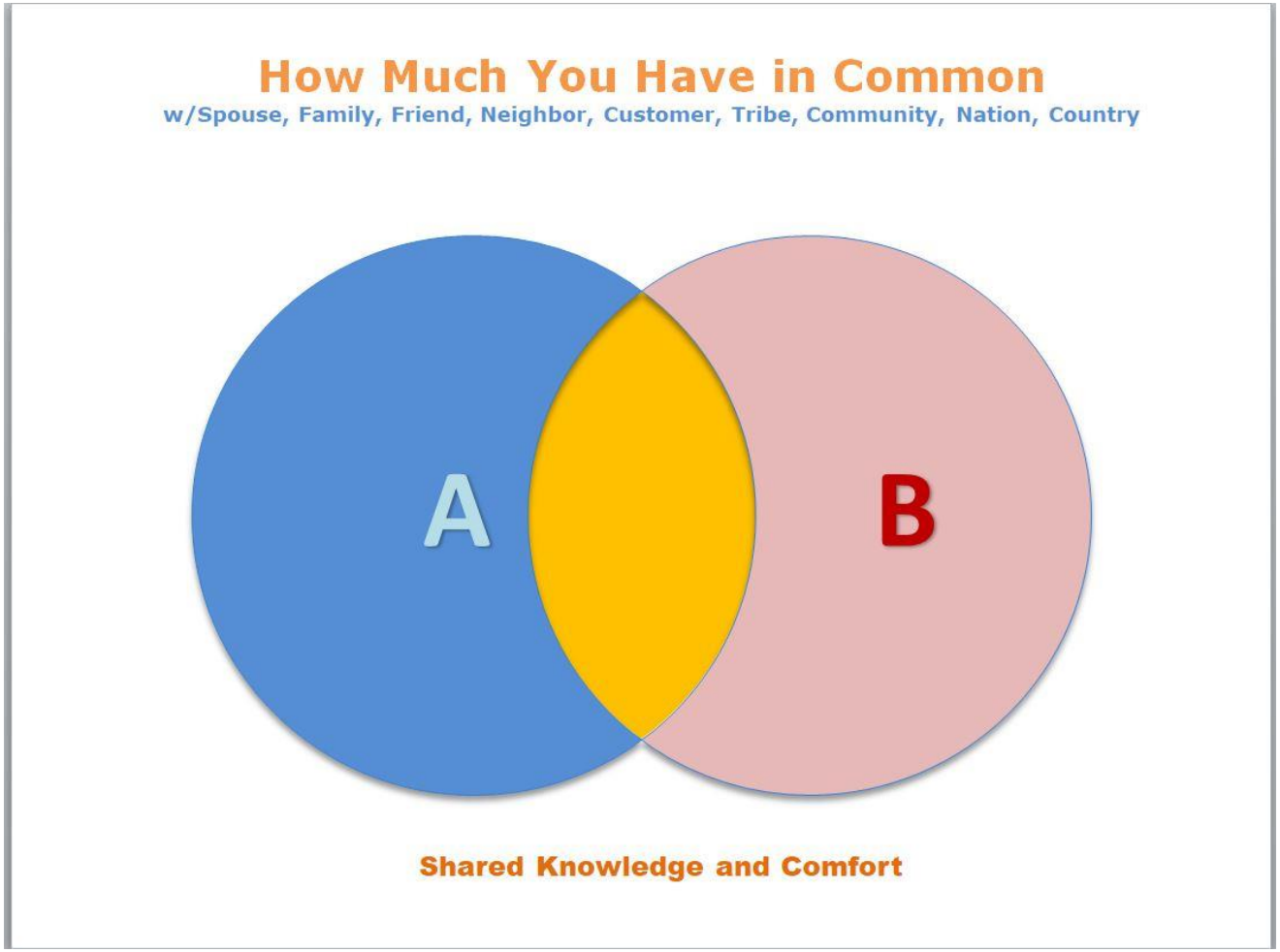
- **Rule #1:** Is the person forcing the decision on you **has a solid expertise** in this domain area
- **Rule #2:** Is the person forcing the decision on you **has financial interest**(s) in the outcome

FORWARD

Influence
The Common is the Secret

The biggest challenge in life – **dealing with people**

- We need to share knowledge, budgets and workload, deal with diverse cultures and backgrounds
- Trips to Columbus, **Getting a Contract**, Italians in Dallas, You have an Accent
- **Listen, Seek Out Perspective Sources, Highlight the Common**

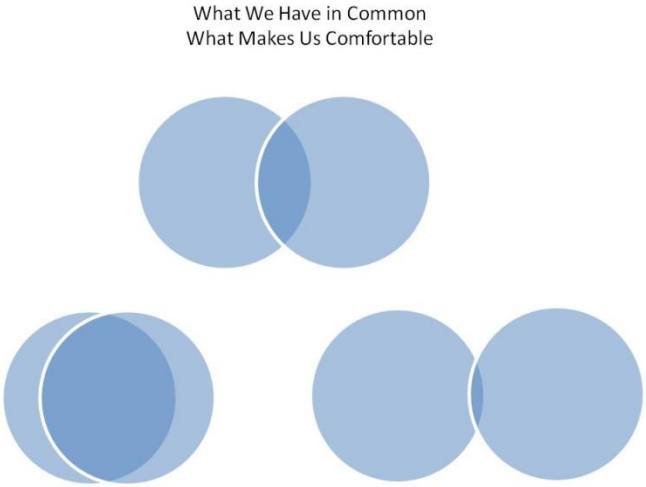


Influence

Walk, Play, Trial, Life

The secrets of “walking in another person's shoes”

"**If an opinion contrary to your own makes you angry**, that is a sign that you are subconsciously aware of having no good reason for thinking as you do. If some one maintains that two and two are five, or that Iceland is on the equator**, you should feel pity rather than anger,** unless you know so little of arithmetic or geography that his opinion shakes your own contrary conviction.
The most savage controversies are those about matters as to which **there is no good evidence either way.**
Persecution is used in theology, not in arithmetic, because in arithmetic there is knowledge, but in theology there is **only opinion**. So whenever you find yourself getting angry about a difference of opinion, be on your guard; you will probably find, on examination, **that your belief is going beyond what the evidence warrants**."
— Bertrand Russell, An Outline of Intellectual Rubbish (1943)



“Never Judge a person until you have walked a mile in their shoes.”

Then you are **a mile away**, and **you have their shoes**.

Influence Theater Play Trial **Life**

(**The Method**)

Sample from David's

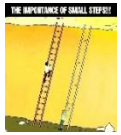
Gems of Wisdom Collection

Priority ONE – **Make** your boss, client, project **succeed**; **when in trouble** try to recover the investment and peoples' careers *(your future/$ will be taken care – **do not worry**)*

Priority TWO – **Mentor** (Family, Friends, Team, Students, Scholarships, Network, etc.) – **Moves to #1 in time**

Priority THREE – SMILE, COMMON (simple tricks I use in new encounters: Hair, Accent, Handshake)

- **Humility & KDI** (Life Journey, Go Along or Resist, Feelings, Decisions driven by Knowledge and Circumstances, **Forward**, The Common)
- **Adapt, Adjust, and Experiment** (consider risk and time interval – seeing, hearing, hiking)
- **Write Down The Success Criteria** - Metrics (The Project and Yours)
- **When Things/People Do Not Make Sense** – AREAS with limited/hidden progress for Centuries
  - **Poverty, Racism, Antisemitism, Recycling, Climate Change, Immigration**, etc.
  - **Evaluate Each Topic With Time and Global Perspective** (Penguins, Reindeers, Camels AUS, Elephants Kenya)
  - **Every Decision is Rational in the Context of the Individual's Knowledge and Circumstances**
- **Remember the Brain Filter and How to Bypass It**
- **"One Unit** of **Work and Ten Units** of **Credit"**
- **Incremental Build** *(knowledge is in short supply – the ladder)*



  - **Customizable user and system interfaces** to confirm it is working and meeting customer needs
  - **Incremental deployment** – PILOT, Limited Deployment, and Wide Deployment (sales and support challenges)
- **Turning Left on "Coit Road"** ***vs.*** North High Street ***(saves lives)***
- **Picture Taking and Processing** ***(The Three Rules cost me $10K – background, straight, focus)***
- **Fitbit** –Taking Ownership of Your Medical Health *(Hospitals, Doctors, Medication, Supplements, Radiation)*
  - **My "annual medical test"** – Six (tough) Trails *(GC, Bryce, Arches NPKs)*
- **Maintain Your Gems of Wisdom Collection** – keep expanding your collection

  - Keep a **Prediction** Journal
- **How to observe the world around you** and **your actions in hindsight**
  - "Everyone is Right in His/Her Virtual World"
- **"Under Capitalism, man exploits man. Under Communism, it's just the opposite."**

John Kenneth Galbraith

8. Gifts and Presents

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- Downloads

Print Edition*(.pdf):*
https://drive.google.com/drive/folders/1UVzrHKWLvih7XJ1M6euZslfPm3w6HGdp?usp=sharing

KDI Gifts:
https://drive.google.com/drive/folders/1UVzrHKWLvih7XJ1M6euZslfPm3w6HGdp?usp=sharing

- Booklist, Knowledge Gem Collections (Franklyn, Carnegie, Jacobs, and Real people)
  - Abstract, Bio, Video
- Books and Articles
  - *** **Influence**, Robert Cialdini
  - *** **How to Think**, Alan Jacobs
  - **The Happiness Hypothesis**, Jonathan Haidt
  - **The Evolution of God,** Robert Wright
  - **Why Buddhism is True**, Robert Wright
  - **The Whole Truth** , David Baldacci
  - **The Great Divide**: Education, Despair, and Death, Anne Case and Angus Deaton
  - **The Role of Perceptions** about Trade and Equality, Barbara Dluhosch
  - **Professional Life**, Peter Denning (purpose in life)
  - ** **How to Stop Worrying and Start Living**, Dale Carnegie
  - ** **Post Corona, From Crisis to Opportunity**, Scott Galloway
  - ** **The End of the World is Just the Beginning**, Peter Zeihan.
  - **David and Goliath**, Underdogs, Misfits, and the Art of Battling Giants, Malcolm Gladwell
  - **The Tipping Point**_ How Little Things Can Make a Big Difference, Malcolm Gladwell
- David's Papers & Presentations
  - David Cohen (application development , software investment, influence)
- KDI Pads, Magnets and Stickers
- More Books [the **King David Challenge** – read the highlighted books, and share your GoW collection]

The King David Challenge ($1K)

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Schedule under your control – up to you!

(first draft in 6 months or less with initial payment; final payment by May 20, 2024)

- Your Personal **Introduction** 3-4 slides
- Your **Gems of Wisdom Collection** (current)
- Introduce Yourself to a *Publicly Known Individual* - **Bio and Accomplishments**
  (seeking a new job with Obama/Fauci/Gates/Pelosi/Trump/Grant/FDR/Edison/Hillary/etc.)
- **Books Read**
  - *** **Influence**, Robert Cialdini
  - *** **How to Think**, Alan Jacobs
  - *** **The Art of Thinking Clearly**, Rolf Dobelli
  - ** **How to Stop Worrying and Start Living, Dale Carnegie**
  - ** **Drop Dead Healthy,** A. J. Jacobs
  - ** **The End of the World is Just the Beginning**, Peter Zeihan.
  - * **The Tipping Point,** How Little Things Can Make a Big Difference, Malcolm Gladwell
  - * **Myth America,** Kevin M. Kruse
- **Your** Papers, Presentations, Documents, Revenue, Art, Degrees, etc.
- Name of individual(s) you **mentor** *(i.e., family, team member, classmate)*
- Name of Individuals ***you tried*** to **Influence** *(with an alternative perspective)*
- Update Your **Family Tree** so **You and Your Siblings are in it**
- **Life Lessons from the Wise: 365 Life Lessons so You Don't Screw Your Life Up Like I Did**