My Knowledge Evolution

The World View through KDIC Lenses

1. Introduction and Agenda
2. Background – **Everyone** is **Unique**
3. **K**nowledge – **Absorb**, Seek, Maintain, Share
4. **D**ecisions – **Make**, Adjust, Move Forward
5. **I**nfluence and **C**ooperation
6. **S**implified Coping **P**atterns
7. **My** "**G**ems of **W**isdom" Collection
8. **Gifts** and Presents
9. **The Knowledge Compass** CARD

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presentation

- *PATTERN, TEMPLATE, MODEL, PARADIGM, STORY-LINE - to coping with complexity*
- ***KDIC Gifts*** *https://drive.google.com/drive/folders/1UVzrHKWLvih7XJ1M6euZslfPm3w6HGdp?usp=drive_link*

Introduction and Agenda

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

Trials @ Four Universities: **UNT, OSU, UC-SC**, and **CMU** *(~350 faculty/staff)*

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

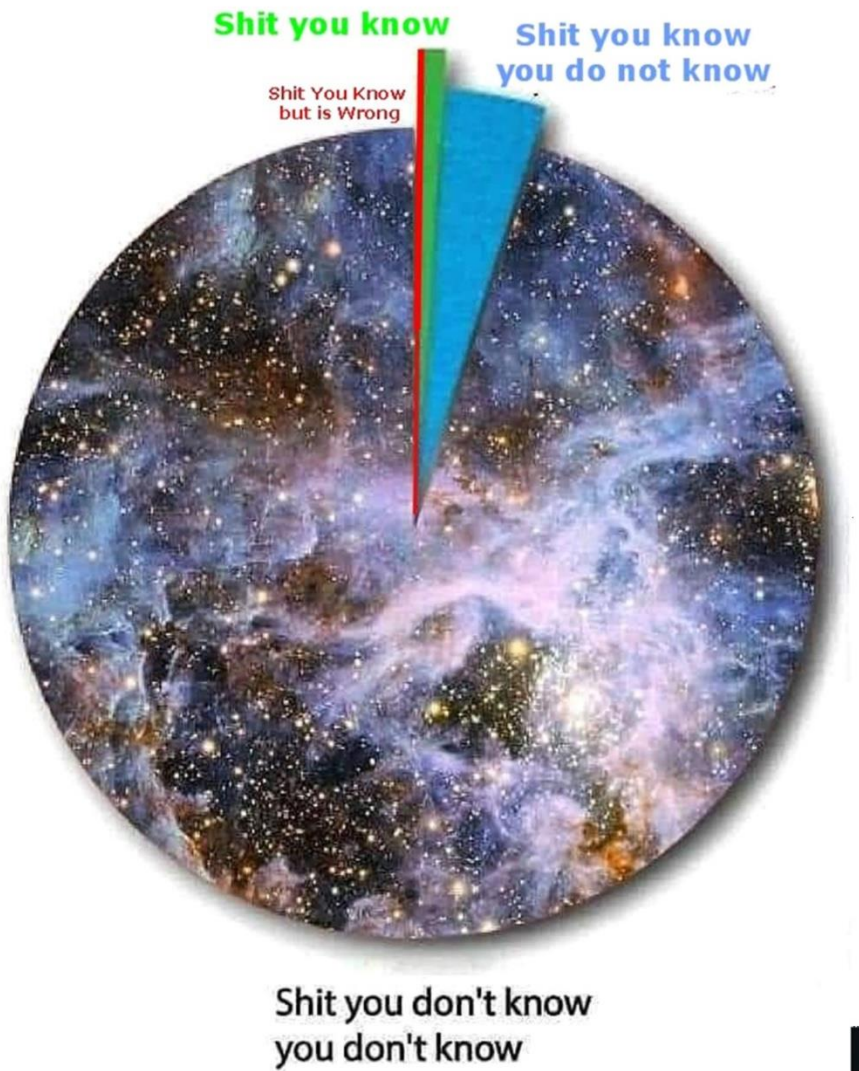
Disclaimer

*Anytime you feel uncomfortable – look at the icon on **top right***
*(Influenced by **My Unique** Journey, Knowledge and Experiences)*
***WW2** (Arik - 4 Grand Parents), **Communism**, Sick Child, "Chickens," **ROTC**,*
6Day War, Navy Service, Education, Buckeye, AT&T – BTL, Entrepreneurship, Consulting, "Wandering"

- The **Reality Shock** *(2019)*
  - Started my Deep Dive into the **Unknown** (over 500 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"*
- **Everything is very complicated** – How do you train your **BRAIN to DEAL WITH YOUR LIFE CHALLENGES THROUGH SIMPLIFIED PATTERNS** - THE **THINKING** CHALLENGE
- **Business Sizes: Knowledge Business $T, Education $761B, Influence $200B,** etc.

The Scope of the UNKNOWN Revealed

The Deep Dive into The Unknown



EVERY
INTERACTION HAS AN
IMPACT

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

Tackle the Unknown on Demand

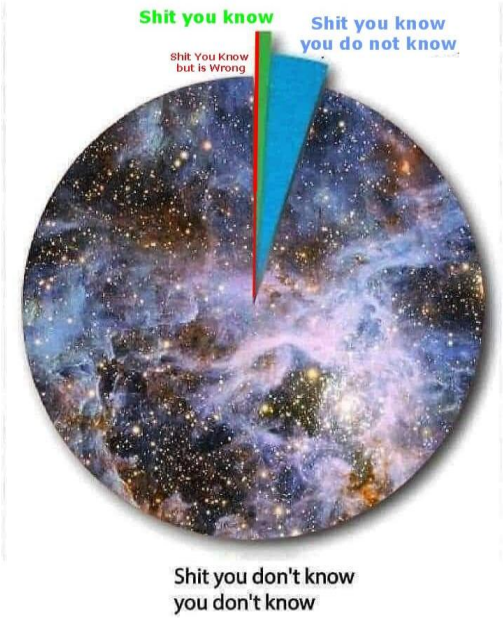
Being in the Arena **Challenge**

K+ - Activate as needed

STEAL FROM THOSE SMARTER THAN YOU. Be a student of those crushing what you want to crush. And **copy** their best habits or moves. Read. Listen to podcasts. Pick up the phone. A little trick: **Call or email people you admire.** You will be shocked at how generous most people are about sharing their tricks and wisdom. All of us want to be asked how we do something well. **Exploit this.**

SURROUND YOURSELF WITH GOODNESS AND GREATNESS.

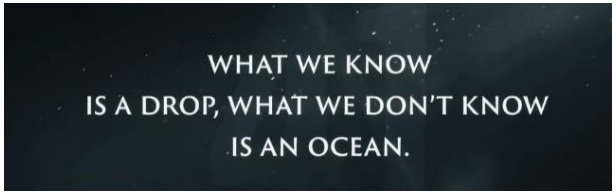
Success is wasted if you do not find good people to both share it with and learn from. Glue yourself to people who make you better and make you feel better. Stop justifying bad bosses, friends, or partners. **Glue yourself to people you admire and soak up their smarts.** This means sucking it up **when you flop** or fail. I have no tolerance for people who whine but don't grind.



Your Story

I was mid-career before **I learned the invaluable lesson of writing down who and what I wanted to be and taking detailed notes on people, phrases, or moments that could and should shape me.**

EVERY INTERACTION HAS AN **IMPACT**



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.

The 2023 Trauma Anniversary

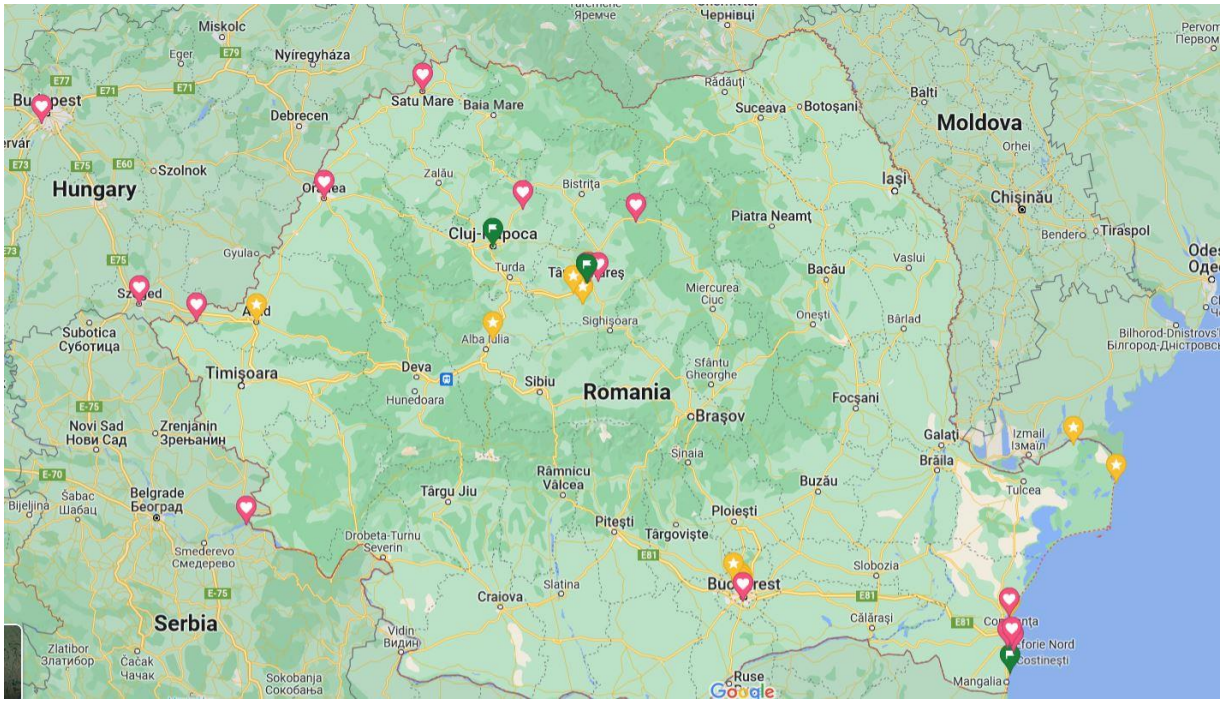
(12/17/2023 - Humor!)

David Unique Background (Romania)

Everyone has a Unique Journey

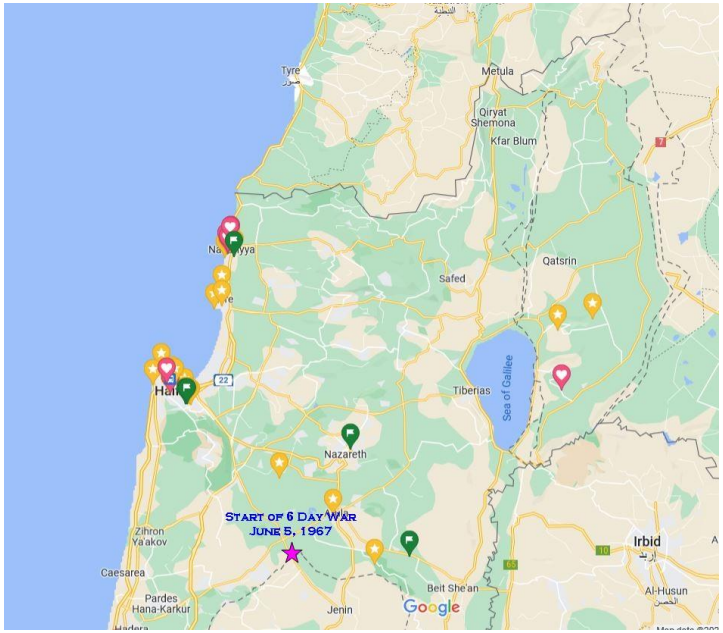
Romania – 12 (1946/1958)

- 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 treatments
- A young communist pioneer – got my **Red** tie in second grade
- The Move to Israel *(doctors recommended parents **not** to travel)*
  - Apartment across the Pool, Surgery, Train and Flight tickets



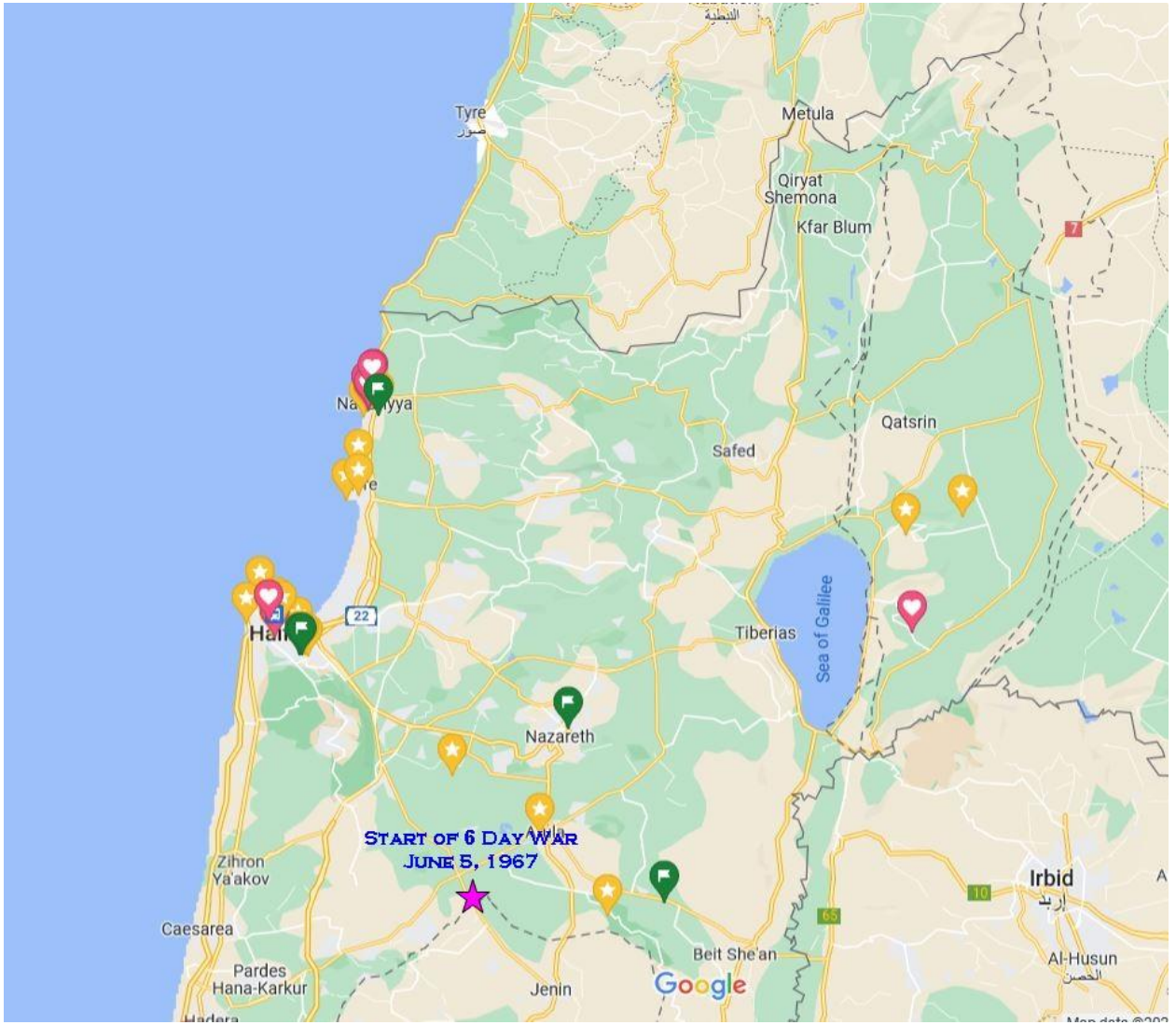
Israel - 14 (1959/1973)

- 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) – June **5** - 10
- Navy Service (Boats of Cherbourg, Saar 3 Boat Maintenance Plan, ECM)
- Married **Shifra**, 1971 – Haifa Resident *(High School mates)*
- Director of Electrical Engineering, ORT Vocational School (while applying to colleges in the US)



David Background
The Journey

Israel - 14 (1959/1973)

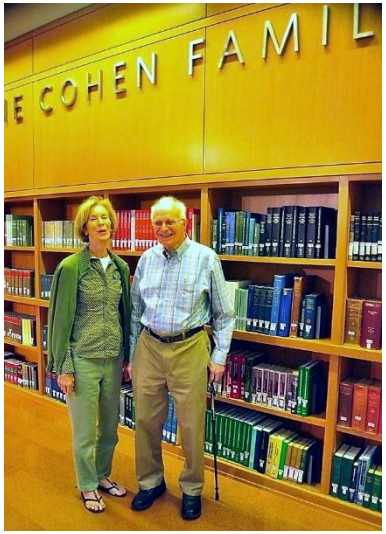


Background (OSU/BTL)

The Journey

United States (50+ years)

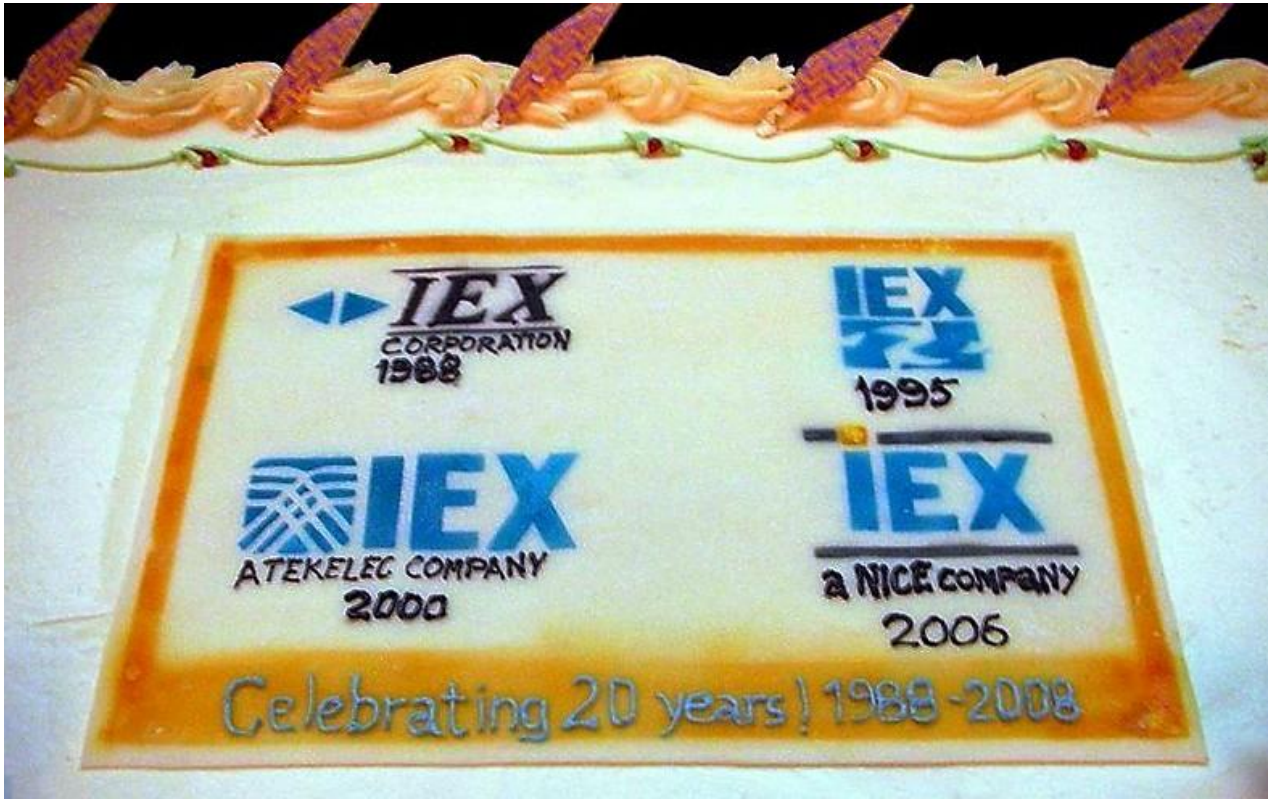
- **Ohio** - Ohio State University (4 yrs.) - **Arik** Born 1974



- **New Jersey** – Bell Laboratories (7 yrs.) - **Michael** Born 1979

United States (50+ years)

- Texas (40 years)
  - **IEX** (1984/87) – consulting and software development
    - Telemarketing, Review Failing Projects in Telecommunications



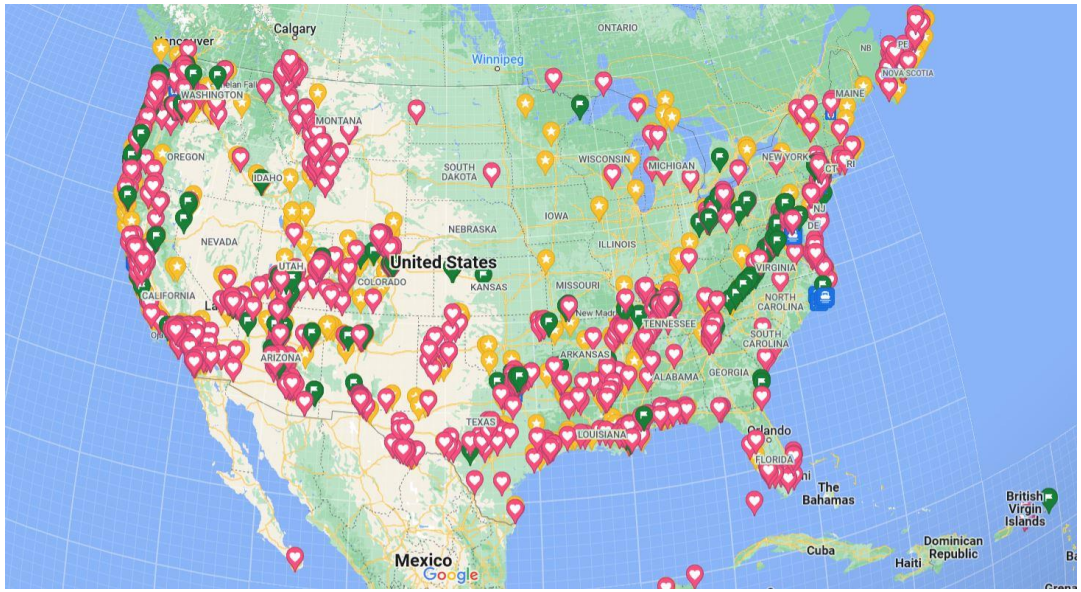
United States (51 years)

- Texas (40 years)
  - **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

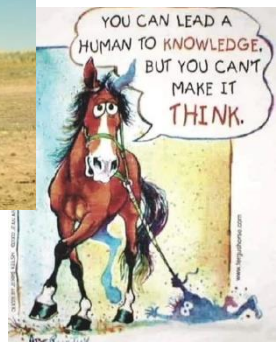
Background - Wanderer
The Journey

United States (50+ years)

- Texas (40 years)
- "Mzungu" *(wanderer in Swahili)* 25+ years so far
  - **Hawaii, Alaska Summer, Great River Road, Antarctica**



My Agenda: Making Your Journey
More Predictable, Less Painful, with Reduce Mediocrity



1. Background

Everyone is Unique
Everything is Complicated
Everyone knows *very little*
SIMPLIFY is MANDATORY

2. Knowledge

Unique, Journey Driven, Unpredictable
An A$$ET to be Maintained
The Brain Filter, K+, K-
Guarantees Mediocrity/Inequality

3. Decisions

Good, Bad, f(t) Use K, K+
There Are No Bad Decisions
8 Feelings & Circumstance
When Forced Into, do you
Go Along or Resist?

4. Influence & Cooperation

The Human Challenge
The Common
*Bypass*ing the Brain Filter
The Tipping Point
SIMPLIFY

5. Mentoring

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

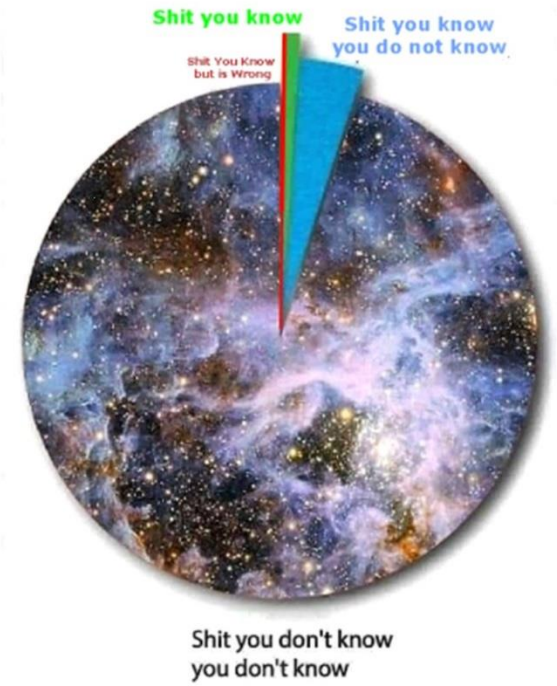
6. How to Absorb Information

Author, Source, Agenda
Wear the KDIC Lenses

Summary

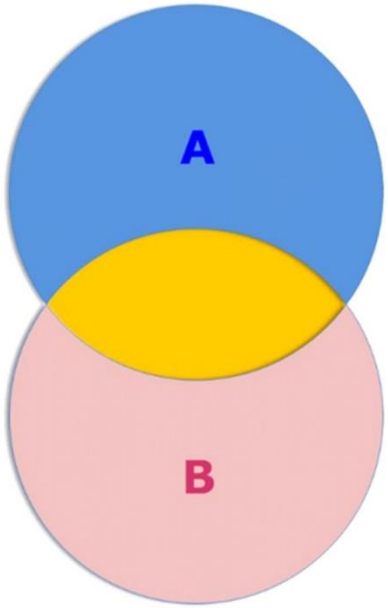
For Those that have to Leave Now

REALITY



KNOWLEDGE/ DECISIONS

INFLUENCE & COOPERATION



War, Unclog the Brain Filter,
Population Control/Influence

SIMPLIFY

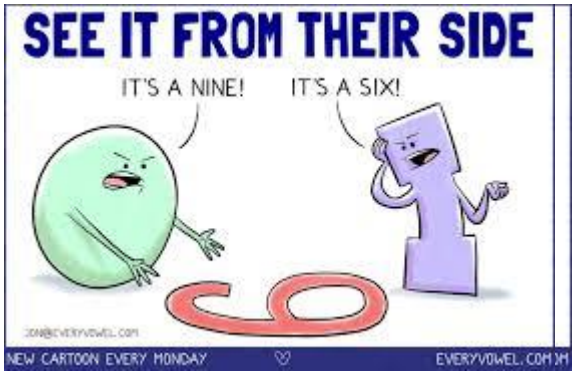
Different Perspectives

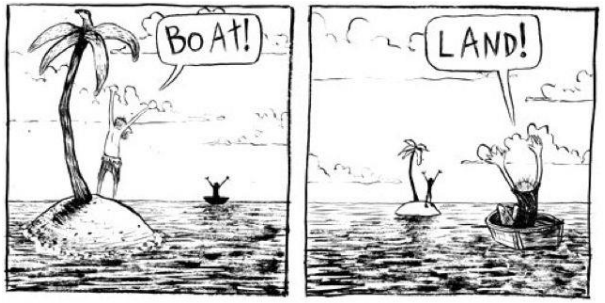
How Little You Know about people!

XI + I = X

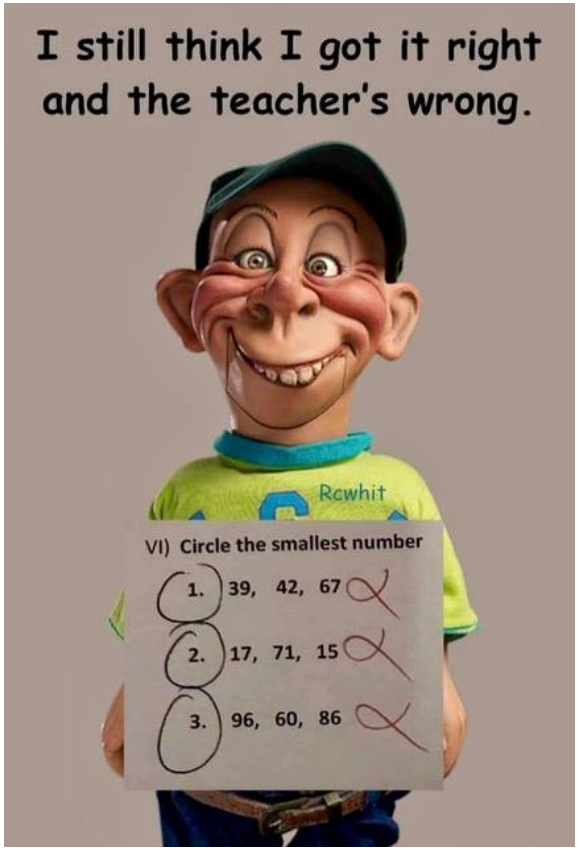
IX + I = X

"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.**

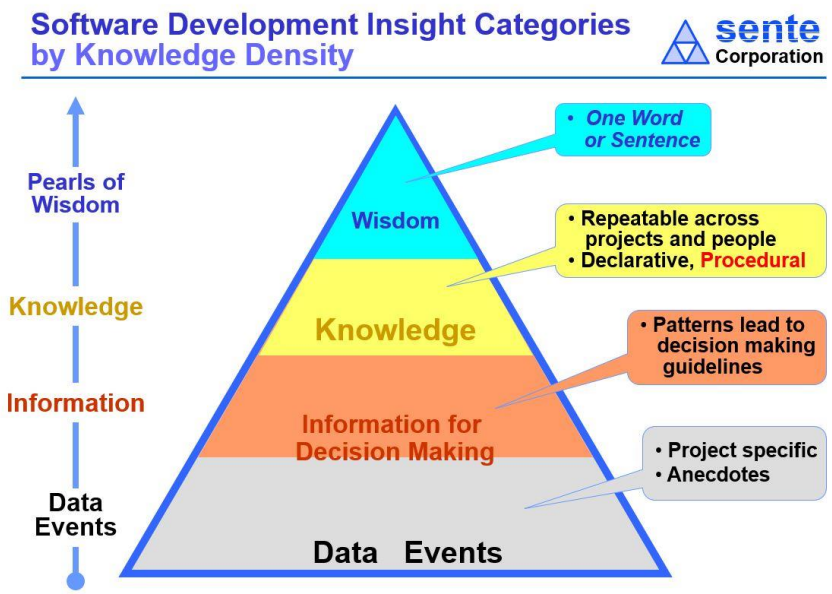
Reminders:

- **All your decisions and predictions will be driven by your knowledge and the Expanded Knowledge you have access to, K+**

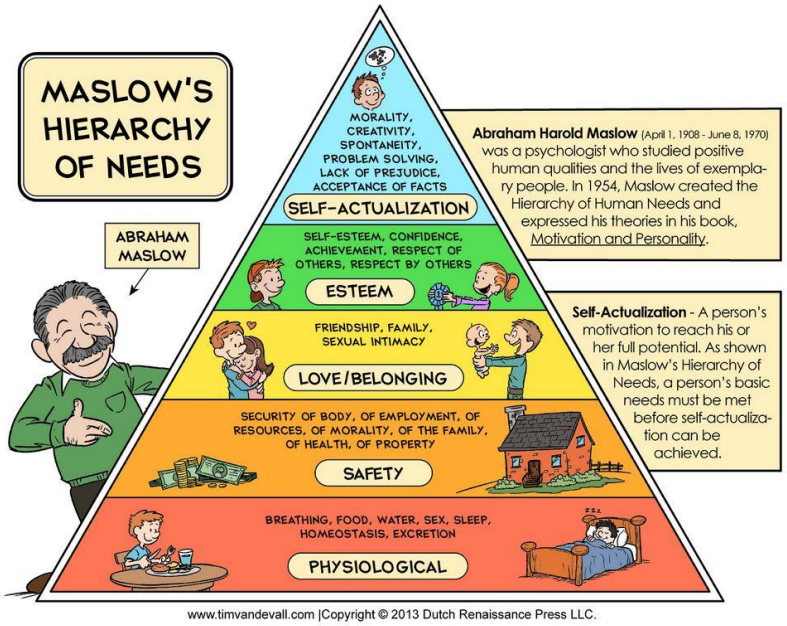
  (family, team members, friends, web, books – the volume is infinite, how do you find it, K- is on the way)

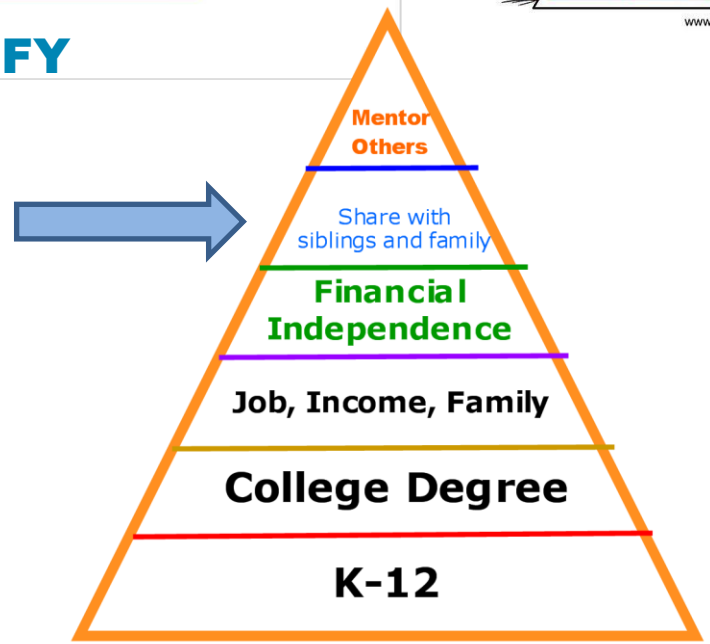
- **Sharing Wisdom/Knowledge On Demand is the most effective**
  - **The Knowledge Business – How to teach the everyday person how to extract their passion and knowledge, share it with those who need it most, and achieve next level success and purpose (Mastermind is the online membership platform)**

Knowledge Ratings



SIMPLIFY





Individual
Family
Tribe
Country

Decisions

- Decisions are driven by **your access to knowledge and experiences** (K+ 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 that is banned), etc.)
  - **No BAD Decisions! Keep Expanding Knowledge Access!**
  - **Every Decisions/Opinion is biased by your K, K+ and Feelings [NPR]**
- 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** that was done over ~3 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 **$195M** offer from Bell South in 1987; the **IEX division** was sold later for **$395M** 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** daily decisions .
    - **Everyone Falls Down**. Getting Back Up is How You Learn How to Walk.

FORWARD

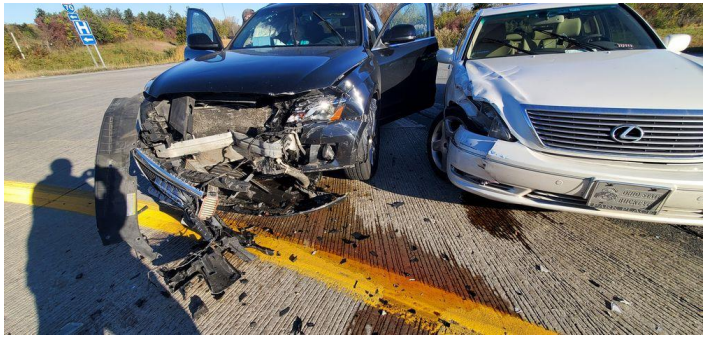
When Do You **Go Along** and When You should **Resist**

- **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

Decision

Crossing Rt 56 - London, Ohio *(~8 AM, October 24, 2023)*

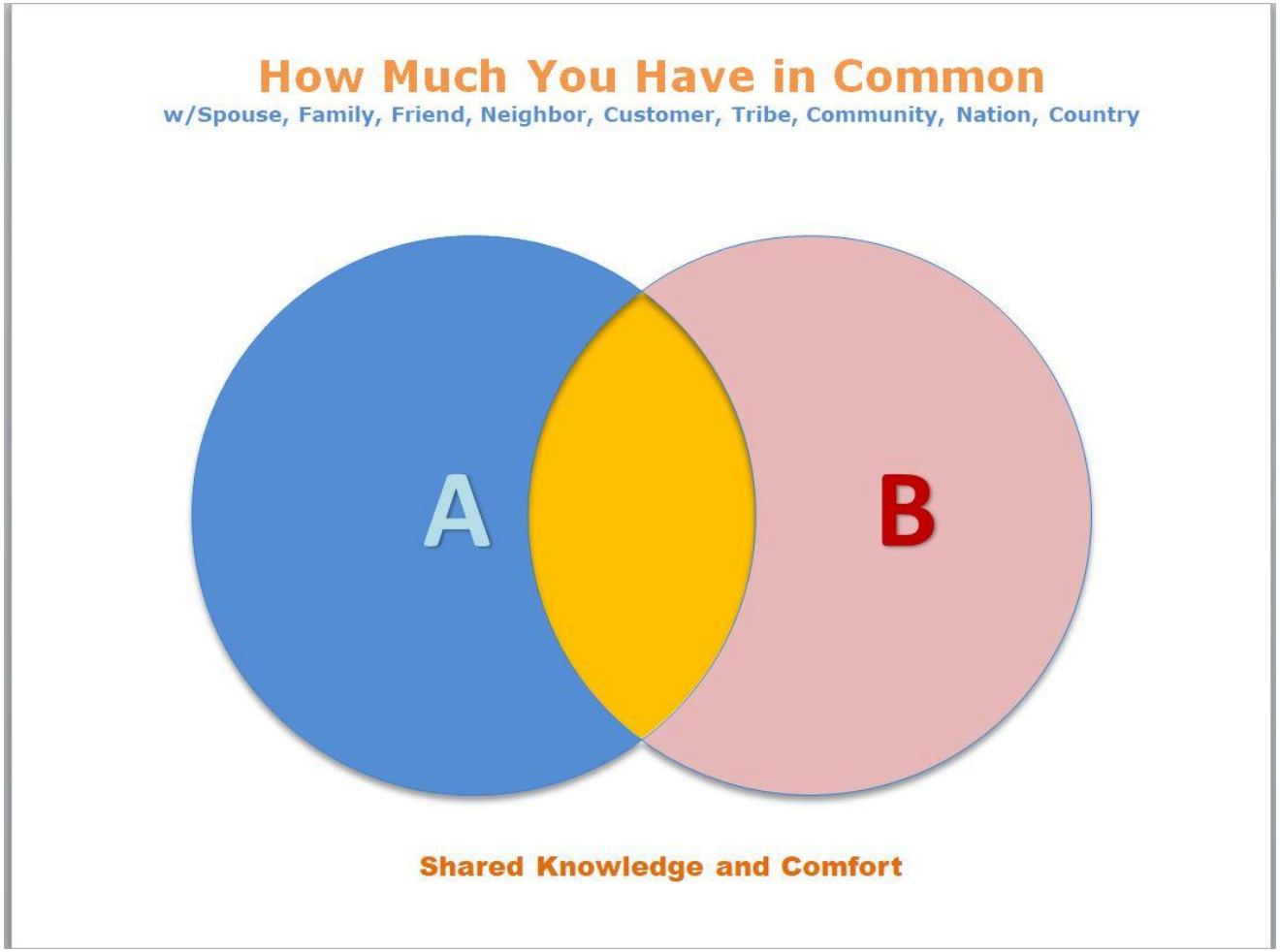
Lyla's
Driving GoWs



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**

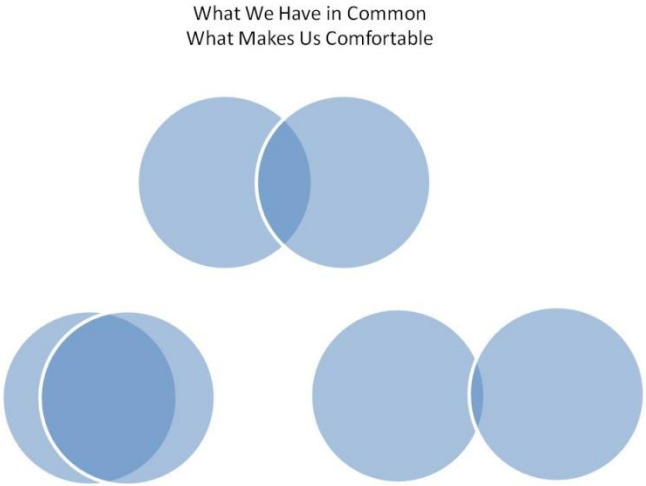


Influence

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 can keep their shoes.**

Influence Theater Play Trial **Life**

Every Decision Made by an Individual is **RIGHT** given the **Knowledge** and **Circumstances**

Sample from David's

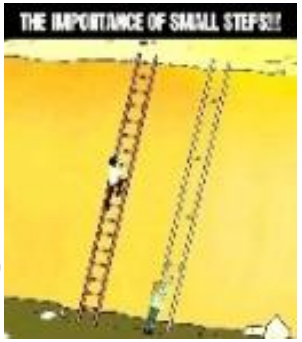
Gems of Wisdom Collection

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 – **Mentoring** (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 & KDIC** (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, Feral Camels AUS, Hunting 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)



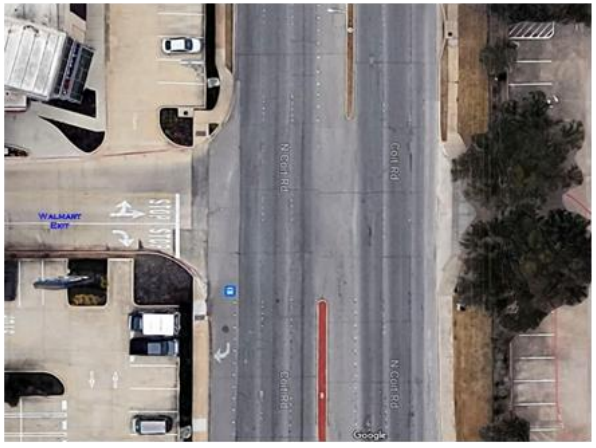
- **Turning Left on "Coit Road, TX"** ***vs.*** **North High** Street, **OH** ***(saves lives)***
- **Picture Taking and Processing** ***(The Three Rules cost me $10K – background, straight, focus)***
- **Fitbit** –Taking Ownership of Your Medical Health *(Hospitals, Doctors, Medication, Supplements, 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 **THROUGH SIMPLIFIED FILTERS**
- **"Under Capitalism, man exploits man. Under Communism, it's just the opposite."** John Kenneth Galbraith
- Just the Good Stuff by Jim VandeHei, 2024

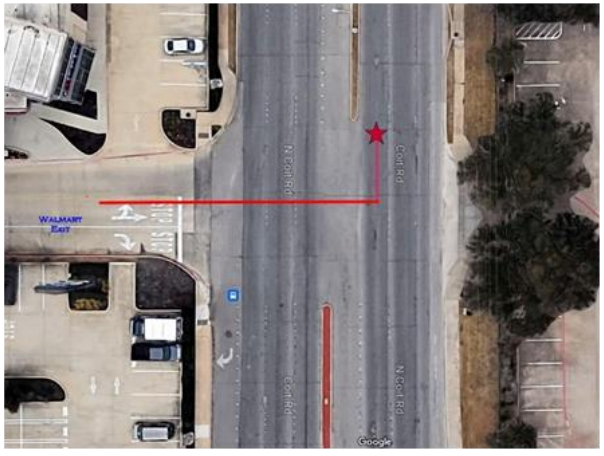
David's Career with a Knowledge Business Glasses
Hindsight Perspective

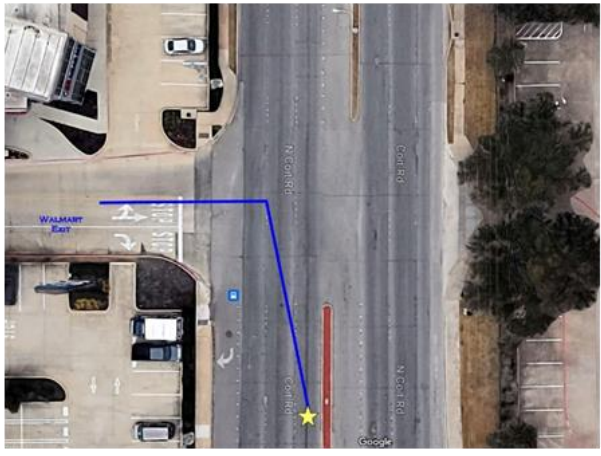
- **Education – ES, HS, Universities** (degrees, success criteria, initial human relationships, etc.)
- **Jobs/Projects – New Skills, Teamwork, Expanded Team Sizes, Mentoring** (Influence)
  - Get promoted (or higher ranking) to expand impact within and organization (Expanded Influence, **Mentoring** – team members)
  - Change Jobs **within the same** Company (more $, more interesting – learning opportunities, more and more connections/influence)
  - Changing Jobs to another Company (requires rebuilding INFLUENCE – **reuse connections**?)
- **Start a Consulting Business** to expand impact without a hiring/firing process (larger impact faster, no long-term commitment – you better deliver, **mentoring client** staff, multiple clients, etc.)
  - **Teaching courses** to expose the audience to **Knowledge Available and raise Awareness to How much more is accessible**
- **Start a Knowledge Business** to expand knowledge sharing – helping others build a profitable knowledge sharing enterprise
  - MENTORING NEW Knowledge Businesses

7b. Save Lives

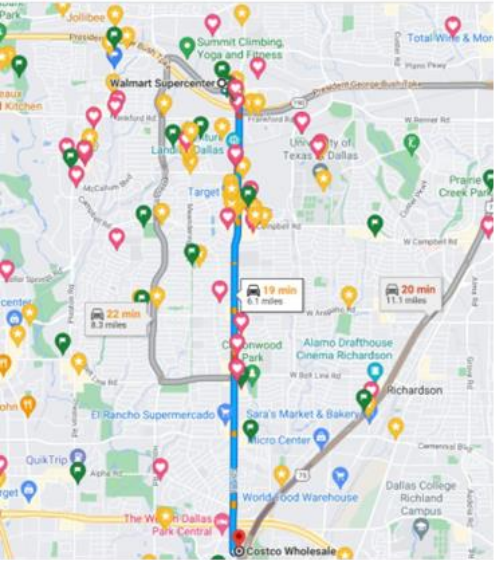
- Turning Left on "Coit Road" *(save lives)* – *Compare with N. High Street*
  - NJ, CA, Dallas



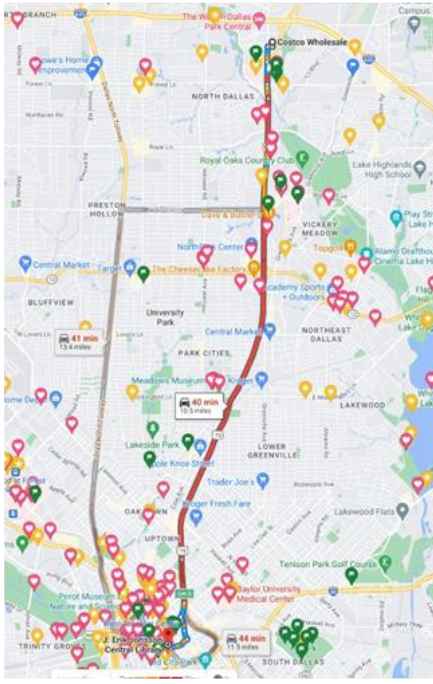




There are 2-3 accidents between GWB Turnpike and I-635



I-75 I-635 to Downtown is in RED



8. Gifts and Presents

david@sente.com, +1 972-489-1911

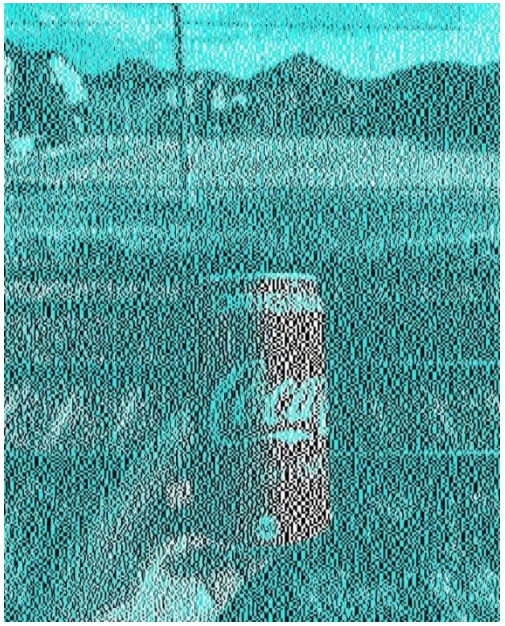
- Downloads

Print Edition*(.pdf):*
https://drive.google.com/file/d/14F7FBEsmdixWjwkfq5JCkfXnPXgmHuTi/view?usp=drive_link

KDI Gifts:
https://drive.google.com/drive/folders/1h6IsKZKuY7WmlgMvpQ3MVAX3oZw5UB35?usp=drive_link

Booklist, Knowledge Gem Collections (Franklyn, Carnegie, Jacobs, and Real people)
  - Abstract, Bio, Video

- Books and Articles
  - *** **Influence**, Robert Cialdini
  - *** **How to Think**, Alan Jacobs
  - *** **Just the Good Stuff No-BS Secrets to Success**, Jim VandeHei, **2024**
  - *** **Smart Brevity The Power of Saying More with Less Jim VandeHei 2022**
  - *** **Happiness is a Serious Problem,** Dennis Prager
  - ** **What Is This Thing Called Knowledge** Duncan Richard (2023)
  - **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
  - **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]



Coca Cola Can; Columbus 1941

The KDIC Compass for a Life Journey

1. You Are Unique

Journey, Knowledge, Biases

Everything is Complicated

Everyone knows *very little*

6. How to Absorb Information

Wear Your KDIC Lenses

Biases vs. Common

Author, Source, Agenda

2. Knowledge

K+, A$$ET

Maintain and Share

The Brain Filter

5. Mentoring

G.o.W Sharing

Grow Mentors

3. Decisions

No Bad Decisions

Feelings & Circumstances

Forward

4. Influence

The Common

Every Interaction has an Impact!

SIMPLIFY

The King David Experiment ($1K) - May 2023

david@sente.com, +1 972-489-1911

Schedule under your control – it is 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
  - *** **Happiness is a Serious Problem,** Dennis Prager

- **Your A$$ETS** - Papers, Presentations, Documents, Revenue, Art, Degrees, GoW, 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**