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How To Be An Old Dog And Still Learn New Tricks

Reinventing Yourself In the Age Of AI



Doesn't it seem like
things are changing
faster than ever?



**It's not your
imagination.**

1. Internet
2. Email
3. Web
4. Social
5. Mobile

6.92B

smartphone users



1B

ChatGPT users

“In 20 years following the Internet space, we cannot recall a faster ramp in a consumer internet app.”

Lloyd Walmsley, internet researcher at USB Investment Bank

Two questions:

**Q. How do you know
when to make a big
change?**

**Q. How do you know
what big change to
make?**

IDK

but here's what worked for me

1990s

Musician

2000s

Coder

2010s

Consultant

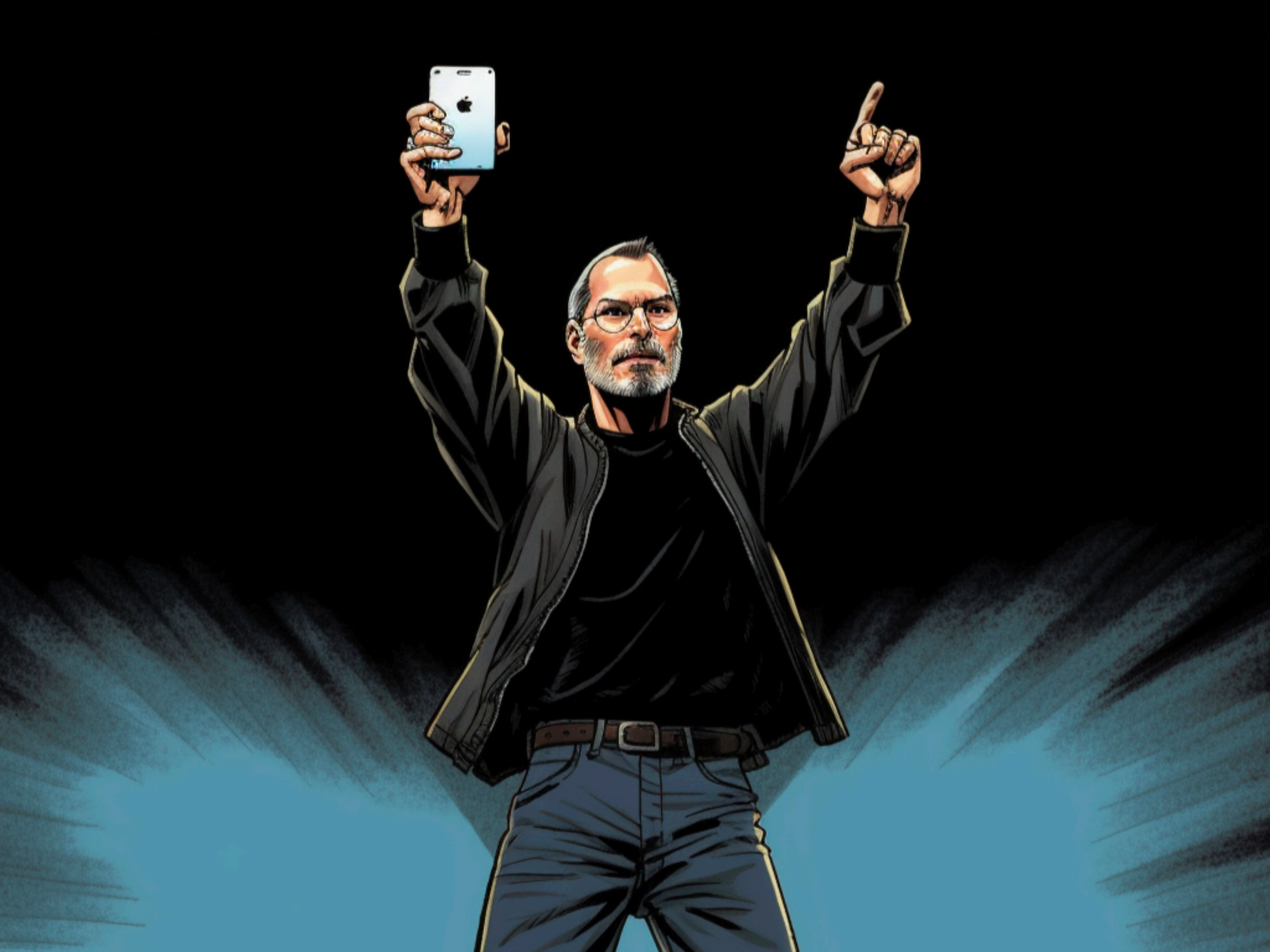
2020s

Coach













1990s

Musician



2000s

Coder



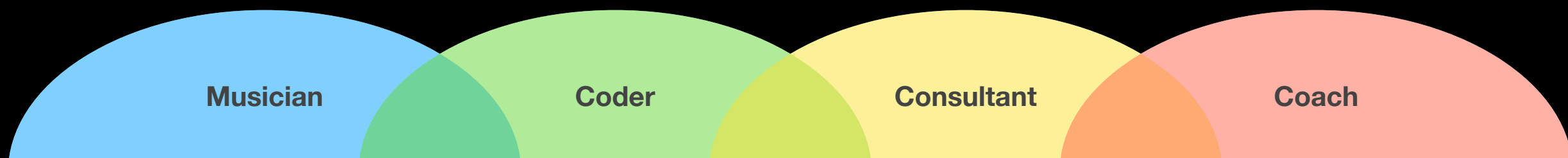
2010s

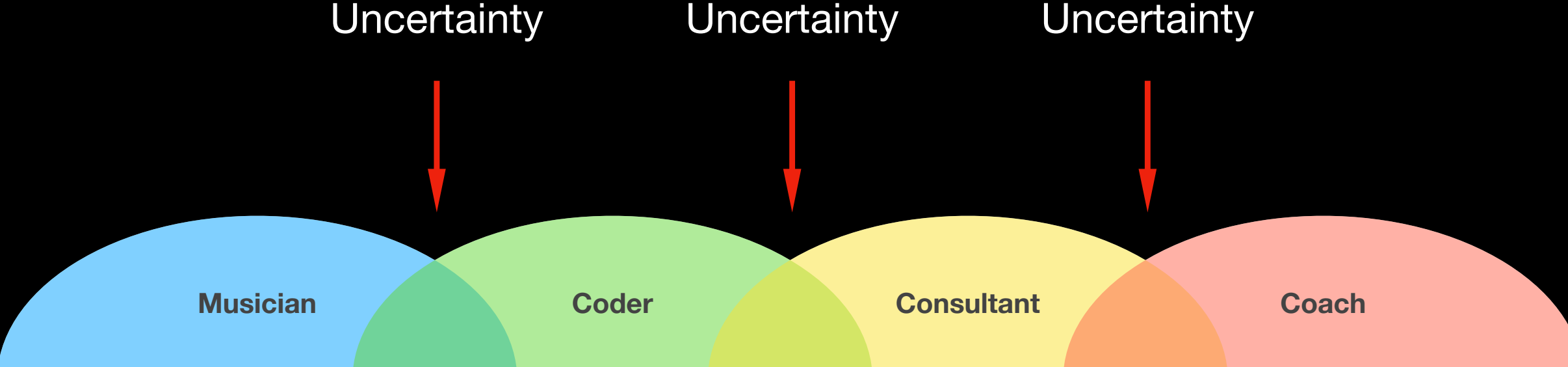
Consultant



2020s

Coach



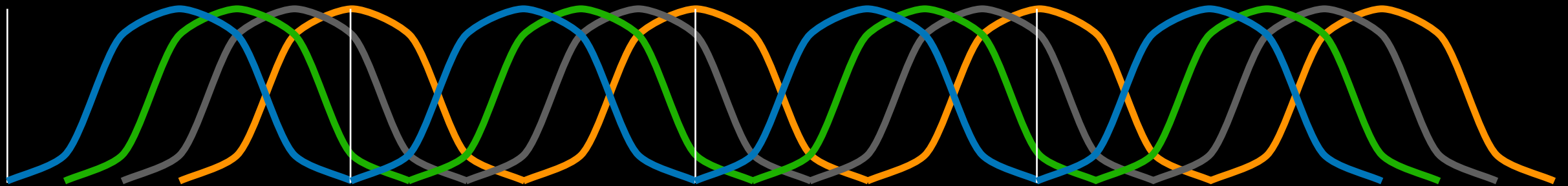


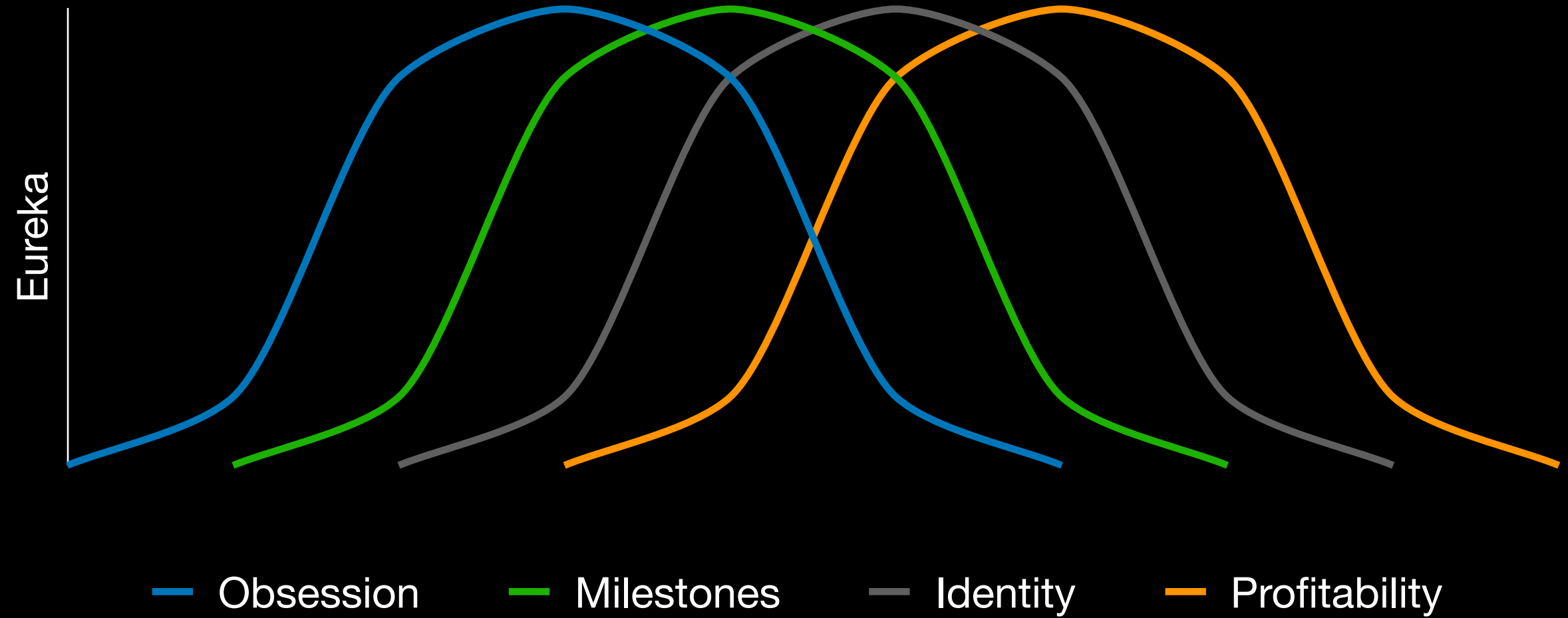
Musician

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1. Eureka
2. Obsessions
3. Milestones
4. Identity
5. Profitability

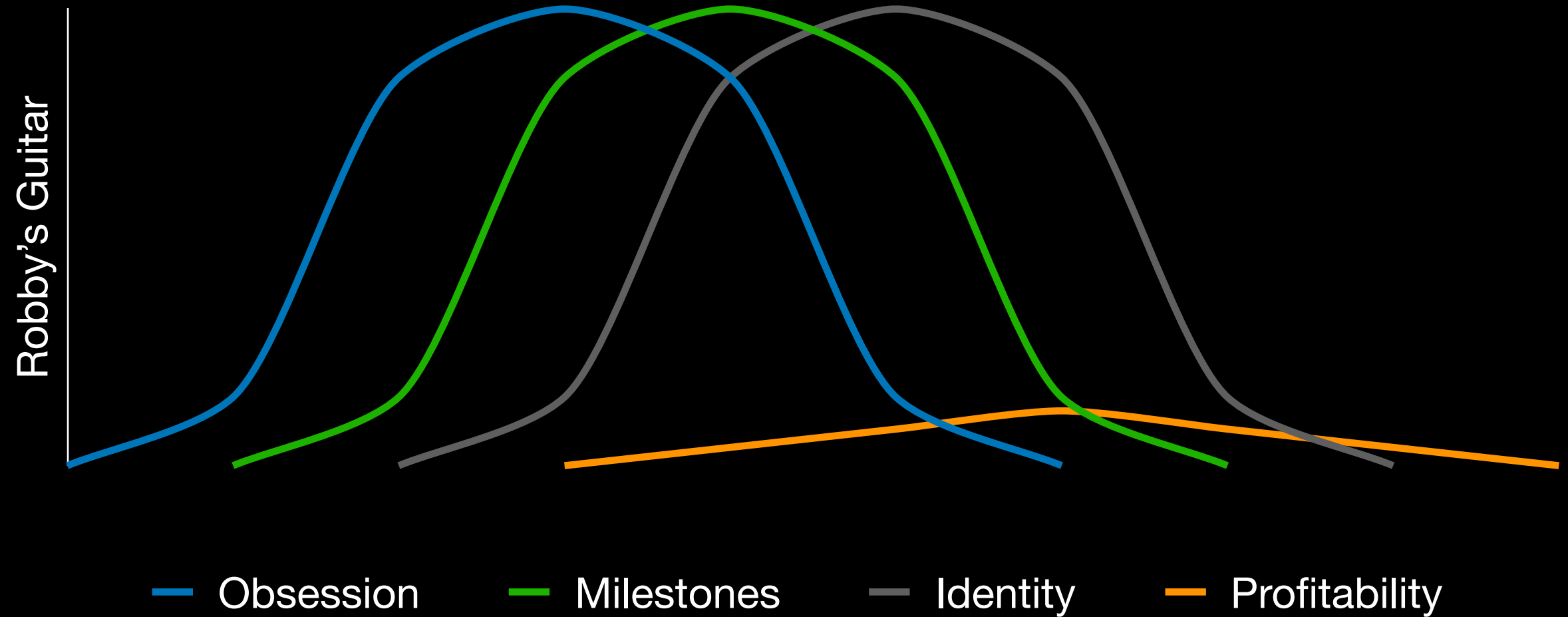
Eurekas lead
to obsessions

Obsessions lead
to milestones

**Milestones lead
to identity**

**Profitability is required
to sustain obsession**

Musician



**How do I increase my odds
of reaching profitability?**



Cost doesn't dictate
price, value does

A man with dark hair and glasses, wearing a red and white patterned jacket over a black shirt, stands in the center of the frame. He has a surprised or overwhelmed expression. He is surrounded by a massive amount of US dollar bills. The bills are falling all around him, creating a dense, chaotic shower of money. Some bills are in sharp focus in the foreground, while others are blurred in the background, suggesting a high-speed motion or a large volume of cash. The lighting is dramatic, with a warm, golden glow on the left side, possibly from a lamp, and the rest of the scene is darker, emphasizing the falling money.

How do you make a
million dollars?



Create 10 million
dollars of value

Okay, but...

**What do I mean by
“create value?”**

Help people you like
get what they want

**Q. How do you know
when to make a big
change?**

**A. If you are bored or
frustrated or bitter about
your current situation.**

**Q. How do you know
what big change to
make?**

A. Pick something that excites you enough to get you through the uncertainty AND could create enough value to sustain your obsession.

Q&A

Observations

In case we have extra time (fat chance lol!)

- I didn't go looking for any of my obsessions. It was more like they hit me out of the blue.
- Be patient waiting for your next obsession to hit, and when it does, jump down the rabbit hole.
- Some obsessions will burn out in months, some will go on for years. I think that after a few months of exploration, you can usually tell roughly how big the rabbit hole is, how deep it goes, and how much value it could potentially create.
- I loved every phase I went through. There were always ups and downs, but overall, my day-to-day has always been really fun.
- If you want to capture value, first, you have to create value. All the tips and tricks and skills and talent and expertise don't amount to a penny of value if they don't improve someone else's life.
- Find a way to make other people's lives better doing something you are pretty good at and enjoy.