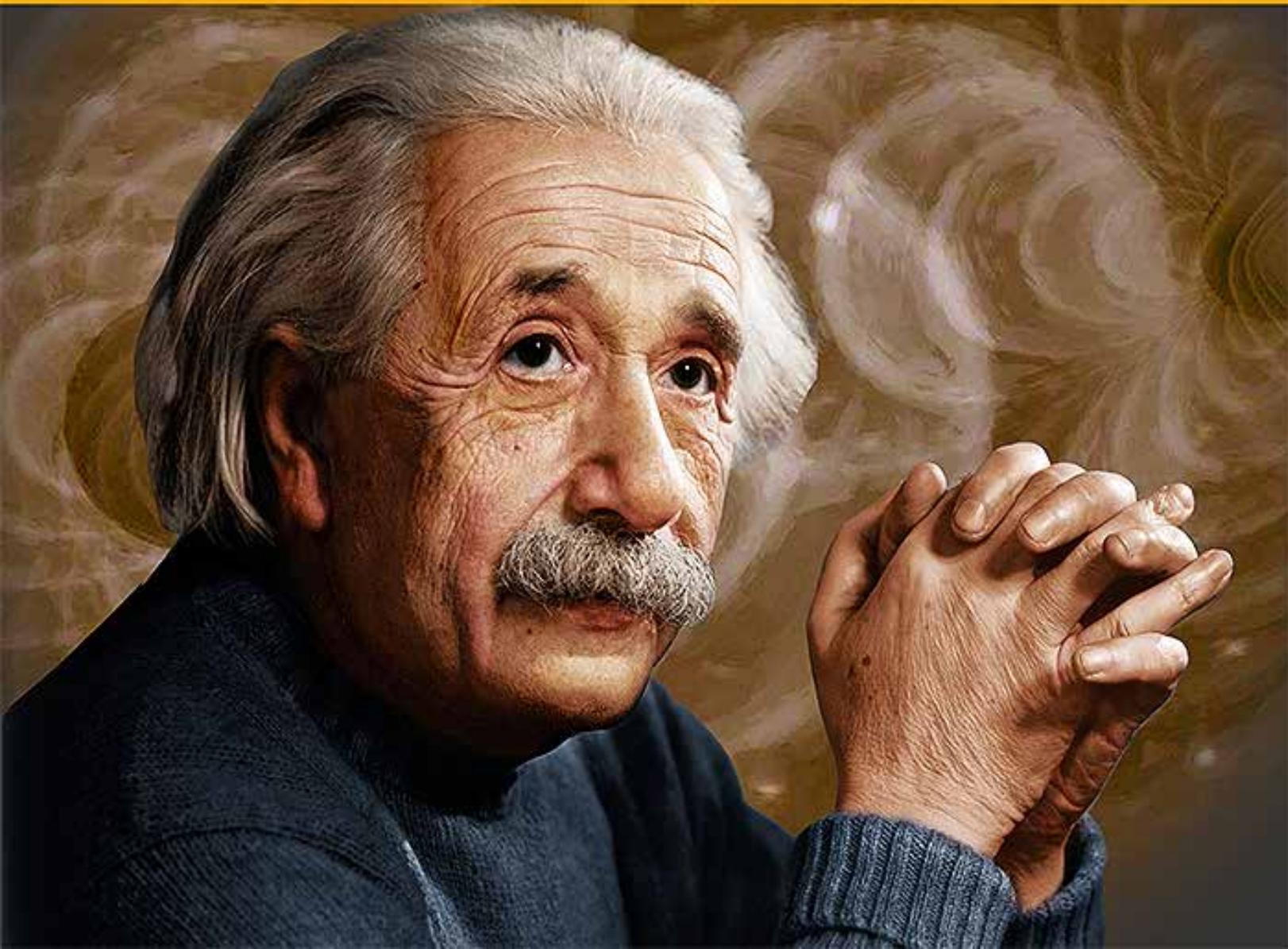
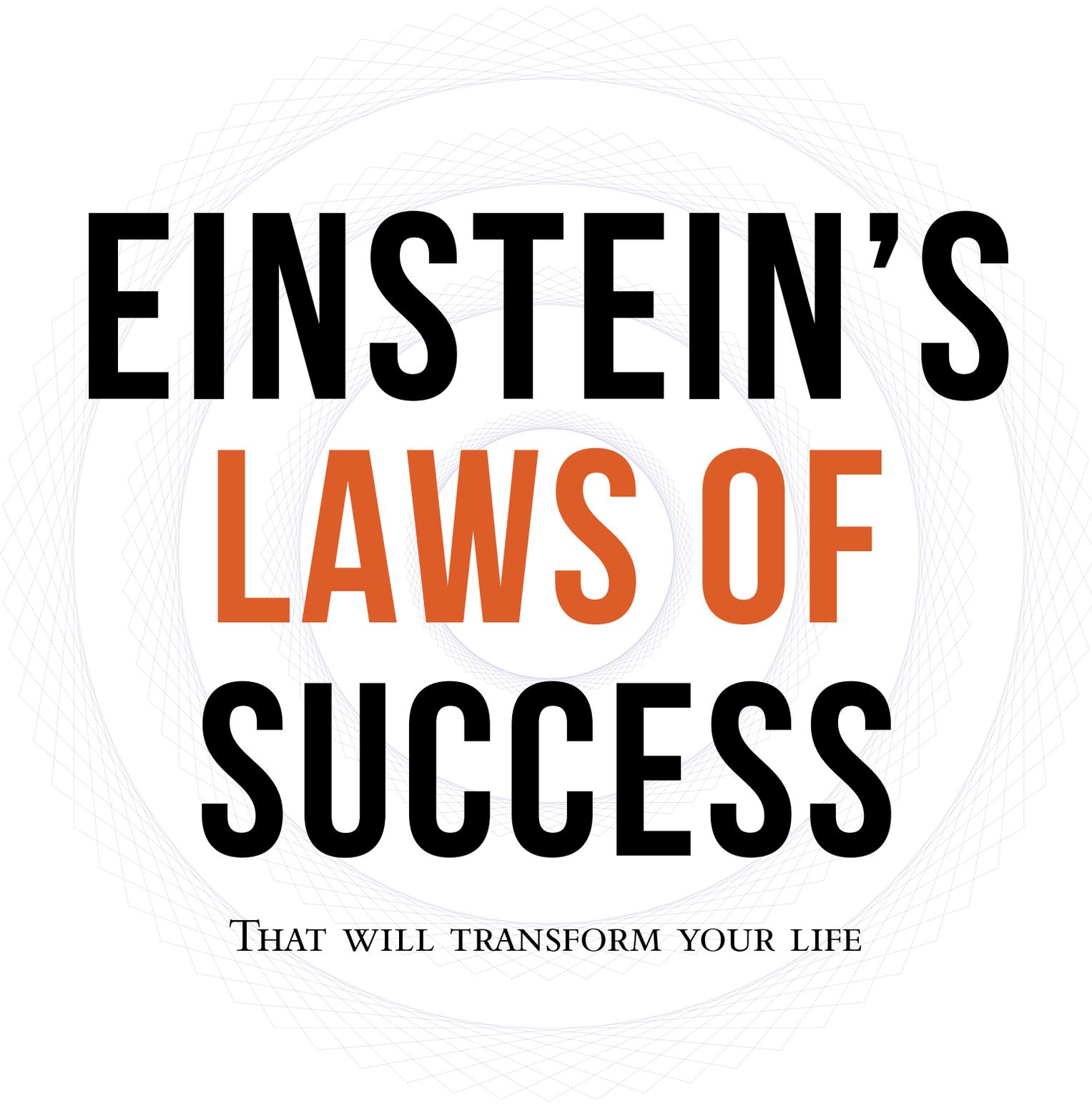


EINSTEIN'S LAWS OF SUCCESS

THAT WILL TRANSFORM YOUR LIFE





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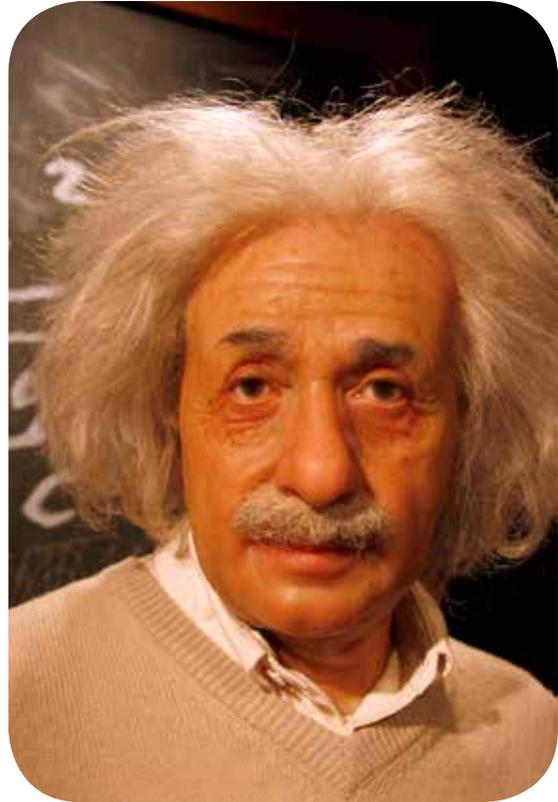
INTRODUCTION

The name “Einstein” is associated with “genius.” We all know Einstein was a genius at physics. He also enjoyed “rock star” fame in his life time.

Why was he so successful? *The Einstein Success Code* will help you understand and apply these codes to your own life. Here are a few keys to unlock those success codes.

Unlocking the codes to Einstein’s success can help anyone be more successful in his or her own life. After all, we all have our own gifts and talents. Some believe that each person is a genius at something. To unleash that power within us, it is wise to learn how one of history’s most prominent geniuses unlocked his own potential. Then we can apply those same methods in our lives.

Let’s take a look at some of Einstein’s winning ways in this sampling from *The Einstein Success Code*.



Grow Where You’re Planted (Einstein’s Day Job)

Einstein had a pretty ordinary day job. During his most productive years as a scientist, he was doing the old nine-to-five thing at the Swiss Patent Office. His job was to examine and analyze patent applications all day. Then, in the evenings, he would tutor for an hour to bring in some extra cash, and then and only then did he turn to the work that was changing science’s view of the universe.¹

¹ Isaacson, W. (2009). *Einstein: The Life of a Genius*. New York: Carlton Books, an Imprint of HarperCollinsPublishers, p. 21.

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Einstein wasn't even a first-rate patent examiner. He was third-rate! Do you know why? He didn't have a high enough educational degree. That's right. While Einstein was literally up-ending the scientific world with his innovative theories through the writing of revolutionary scientific papers, he was not "Dr. Einstein." He was a struggling third-rate patent application examiner by day.

So if your day job isn't exactly what you want it to be, neither was Einstein's. Yet he succeeded anyway, and so can you.

In some ways, this mundane job worked to Einstein's advantage. Maybe your job can work to yours! Einstein's day job allowed him to bend his mind (a highly flexible instrument in the first place!) around whether or not people's inventions would work in real time. So it did involve some of his favored field physics. Plus, it kept him away from the bureaucratic and highly structured world of the university where everyone thought alike.

He knew the university system and he didn't like it. He finally got his "Dr. Einstein" title when he wrote a dissertation that was on a "safe" topic something he knew the professors would accept not like his theory of relativity, which was revolutionary. Einstein's usual thinking was just too radical to earn him a PhD, and what's more, he knew it.

Einstein didn't remain a third-rate patent examiner forever. He got his PhD, he got visiting scholarships, he went on speaking tours, and he taught at university. He published papers and spent a lot of time at scientific conferences presenting his ideas and listening to the ideas of others. He got to the point where he could pursue his passion full time and be respected, honored, and financially supported by it.

You may be able to do that as well. Be like Einstein and use what spare time you have, even if it is precious little, to pursue your real passion.

So, there are two points to understand here.

- › Your day job doesn't have to prevent you from pursuing something you are more passionate about in your spare time. Your passion may become your full time work if you devote enough effort into it in your spare time.

An interesting survey was done by Marcus Buckingham (a veteran of Gallup and a bestselling author). Buckingham found that when most people are asked to describe their dream job, they see it as being something similar to what they already do at work! With just a little more responsibility here a little more freedom there a little more using their best abilities and strengths here and there, many people (some 60%), are already in place to perform their dream work, their passion²

Is that the case with you? If so, a satisfying, successful life is in your reach. You only have to stretch some to get it.

Go with the “Flow”

Another interesting fact is that 73% of people surveyed said that they get so absorbed in their work at least once a week, that they forget about time, place, food, and everything but the accomplishment of the task. That means they are experiencing what is known as “flow.”³ Flow is a joyful and fulfilling experience; it is when a person is performing at his or her top level; fully and absolutely absorbed in the task at hand.

That’s not too bad for a day job! Buckingham says, though, and rightly so: “We can’t win on once a week. . . Most of us burn out on once a week.”⁴ We need to experience flow a lot more often than one day out of seven.

Flow is when you really love your work and are absolutely absorbed in it. Here is an example of flow, and there are several more in The Einstein Success Code. A historian was studying events in the nineteenth century. He was so absorbed in his work, so totally one with it, that he was startled when he heard a car horn honk on the street outside his office. Now, sure, a loud car horn can startle anyone. Yet the reason he said he was so startled was that, in the world he was mentally inhabiting, there were no cars. It was the horse and buggy era. He was fully absorbed in the

² Buckingham. M. (2007). *Go: Put Your Strengths to Work*. New York: Free Press, a Division of Simon & Schuster, Inc. Pg. 15..

³ Buckingham. M. (2007). *Go: Put Your Strengths to Work*. New York: Free Press, a Division of Simon & Schuster, Inc. Pg. 16.

⁴ Ibid.



world of the nineteenth century as he studied it. His mind had to come catapulting back to the present time to realize that cars actually existed and they honked.

That's flow. You forget about time; you forget about place; you forget where you are; you forget to eat or sleep. You are one with your passion, and for those moments, that is all that counts with you.

Brain research seems to indicate that flow should be a natural state when we are working, because the brain is at its best then. It's in gear! Daniel Goleman reports that the different areas of the brain are in sync during flow the task-specific brain

centers are going full speed, lighting up the brain scans, while the brain areas not related to the task are at rest.⁵ Thus, we feel great, like we are performing at our best, doing what we were meant to do, and our very brains are balanced in perfectly functioning synchronicity.

How could you help but succeed and be joyful in your chosen work if you are in flow a lot? If you are absolutely absorbed in it, at 100% focus, you are experiencing real joy in your work. How could you help but achieve amazing things? That's why you either have to try to tailor the job you do to suit you better, seek a job that is closer to the mark of what you want and like to do, or you have to develop your passion in your free hours to the point where it can replace your day job and you can successfully do it full time. You really must go with the "flow"!

Go Where You're Stronger

If you can't quit your day job at this time, see if you can tailor it to play a little more to your strengths. That will make you happier and more energized at work. If your day job requires you to do things you are competent at or even good at but that leave you feeling depleted and unhappy, things that you dread doing, then those things are what Buckingham would label weaknesses.⁶

Working with your weaknesses doesn't bring you the same momentum and success as does working with your strengths. The solution is to see if you can lead with your strengths at work and shore up your weaknesses. This can mean you might want to trade with someone a bit. Use others to complement your strengths and try to arrange so that you complement theirs too:

"Sally, I know you really struggle with the numbers part our presentations. I really struggle with the theory part. From now on, instead of both of us presenting the numbers and theory of our sections, why I don't I present the numbers for both sections and you present the theory for both?"

5 Goleman, D. (2013). *Focus: the Hidden Driver of Excellence*. New York: HarperCollins, Publishers. P. 202.

6 Buckingham, op. cit., pp. 98-99.



That's a two-fer! "Two 'fer' the price of one!" as they say. You get to do more of what you enjoy as a strength while making sure you are covered on your weakness.

That is win-win, and it propels your day job a little closer to your dream job, where you are using those exciting and revitalizing strengths of yours.

Over, Under, Around, and Through

Meanwhile, if your day job just doesn't cut it and shows no signs of doing so, fire up your true passion in your off hours by pursuing where your curiosity leads you



about the topic you are deeply interested in. There's nothing that says you can't use your coffee break or lunch time and evenings to study up on your passion. Ask yourself questions about it. Follow leads and links. Learn more about it. As you gain expertise, you will have more to offer in this field that you love.

Use your imagination to think how doing what you love might be monetized, and use what is known as "lateral thinking" to be creative in this way. Don't approach everything in a linear way like how you get from A to D. Einstein didn't. He challenged assumptions and thought "outside the box." He approached problems from behind, underneath, to the side, and from above. He asked what if, why, and how, and he also used visualization to try to glimpse the answers. He engaged

in what is known as “lateral thinking,” which starts with challenging assumptions.

If you think, “I majored in accounting; therefore, I must be an accountant,” it is time to think again. Lateral thinking would mean taking a different approach, throwing out such assumptions. “I majored in accounting; therefore, I can do something with numbers. What would I love to do in my chosen field?”

We can take an example from Einstein’s life. One time Einstein was in a coffee shop with a friend. They were both students at the Zurich Polytechnic Institute. Einstein put some matchsticks on the table and asked his friend what the length of five matches would be if they were lined up and if each one was two and a half inches long. The friend said that, of course, they would measure twelve and a half inches. Einstein said, “That’s what you say . . . But I very much doubt it.” He then asserted, “I don’t believe in mathematics.”⁷

What? The greatest scientist in human history didn’t believe in mathematics? A physicist, no less, who depends on math to prove his theories? If Einstein didn’t believe in math, what happened with $E = mc^2$? Isn’t that a mathematical formula? Sure it is, and Einstein used math all the time. At the same time, he challenged its assumptions, thinking that things might be very different from what they seemed to be at first.

That’s lateral thinking! You challenge all the assumptions underlying a problem you want to solve, because they are getting in the way of solving it.

Start fresh. That’s how geniuses do it, and you are a genius at something in this life.

Tear Up the Instruction Book

At Zurich Polytechnic, Einstein, once again, as a mere student, trashed the instructions on how to do an experiment in physics. He didn’t just speak out against it, as is the common meaning of “trashed” these days he actually balled

⁷ Brian, D. (1996). *Einstein, a Life*. New York: John Wiley & Sons, Inc. Pg. 76.



up the instructions and threw them in a garbage can. The indignant professor told Einstein he should study literature or medicine or anything but physics, at which, the professor said, Einstein was “hopeless.”⁸ Yet, somehow, Einstein’s solutions to physics problems always worked, in class as in later life.

Tear up the instruction book you have received about life and career success and how to go about it. Learn from a genius. Forge your own unique path. It may be the road less traveled, but, as in the famous Robert Frost poem, the road less traveled may make “all the difference” for you.

⁸ Brian, D. Op. Cit. Pp. 17- 18.

“Perseverance Furthers”

We all know the term “work smart” as opposed to “work hard.” Of course, you have to work hard. The difference is that, with your passion, it doesn't feel like work a lot of the time. That doesn't mean you don't have to persevere, though, through times when the going does get rough, and solutions seems hopelessly out of sight and all your work doesn't seem to bearing fruit.

Even if you are following your passion, it won't all be flow! One of Einstein's success codes was definitely perseverance. You don't work eight hours at a day job, go home and do more work to earn money, and then at last turn to your passion and change your world in those few spare hours if you are not a persevering person. Perseverance furthers, as the *I Ching* says.

Steve Jobs once said in an interview, “I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”⁹

Steve Jobs another person whose name is associated with genius plugging an old-fashioned virtue like perseverance? Just so.

Jobs said these words about perseverance in 1995, two years before he returned to Apple Computer after having been forced out. Jobs was suffering a great deal at this time. He had founded NeXT Computer, but its products were flopping. What was more, when Apple took him back, the company was nearly bankrupt after stiff competition from IBM made PCs the order of the day in the business and personal computers worlds, and left Macs for the more esoteric user.

By persevering, though, Jobs was able to turn Apple around. He not only saved the company's financial bacon, he also made it a leader once again with innovative technology. Working tirelessly (and at a \$1 a year salary!) Jobs produced revolutionary products like the iPod, the iPhone, iTunes, the iPad products that were game changers in several industries. He put whole worlds in the hands of everyday people in ways no one had imagined before.

⁹ Steve Jobs. (1995). NeXT Computer interview with Daniel Morrow, executive director of Computerworld Information Technology Awards Foundation. Available at <https://vimeo.com/31813340>.

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We all know the story of how Thomas Edison found the right filament for his light bulb on the one thousandth try. This persevering person thought nothing of all the trial and error he had gone through. He said he simply had found 999 ways a light bulb would not work and on the thousandth try, he found a way to light up the whole world.

Perseverance furthers.

It takes perseverance to get through the dark times, and even brilliant people like Einstein, Jobs, and Edison had dark times. They too had to persevere through some failures like Einstein being a third-rate examiner, Jobs being edged out of his own company and then receiving a diagnosis of pancreatic cancer, and Edison failing time after time to achieve his inventive goal. Without perseverance none of these men would have been successful. We would all be the poorer for that! We're grateful for the perseverance of geniuses who changed our lives for the better.

Let's work so that others are grateful for our perseverance too, for the value it brings to their lives.

A Baker's Dozen Success Codes

There are thirteen success codes in *The Einstein Success Code* book. Eleven full codes and two bonus ones make up a baker's dozen of keys to your success. The book is full of examples from Einstein's life and words, as well as those of other successful people, and clear explanations of how each code works. Full of insights, the book cannot help but bring you to new thinking and applications for the benefit of your great success.

I hope this sample of concepts and examples from the book have already given you some fresh approaches to give your success a boost!

