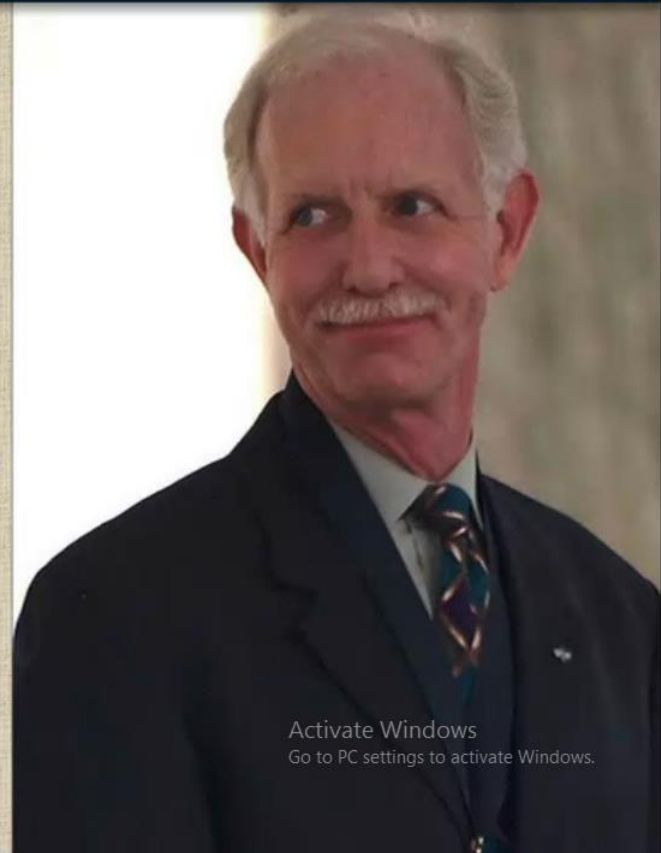


CHUYÊN GIA – BẠN LÀ AI ?

Chesley “Sully” Sullenberger

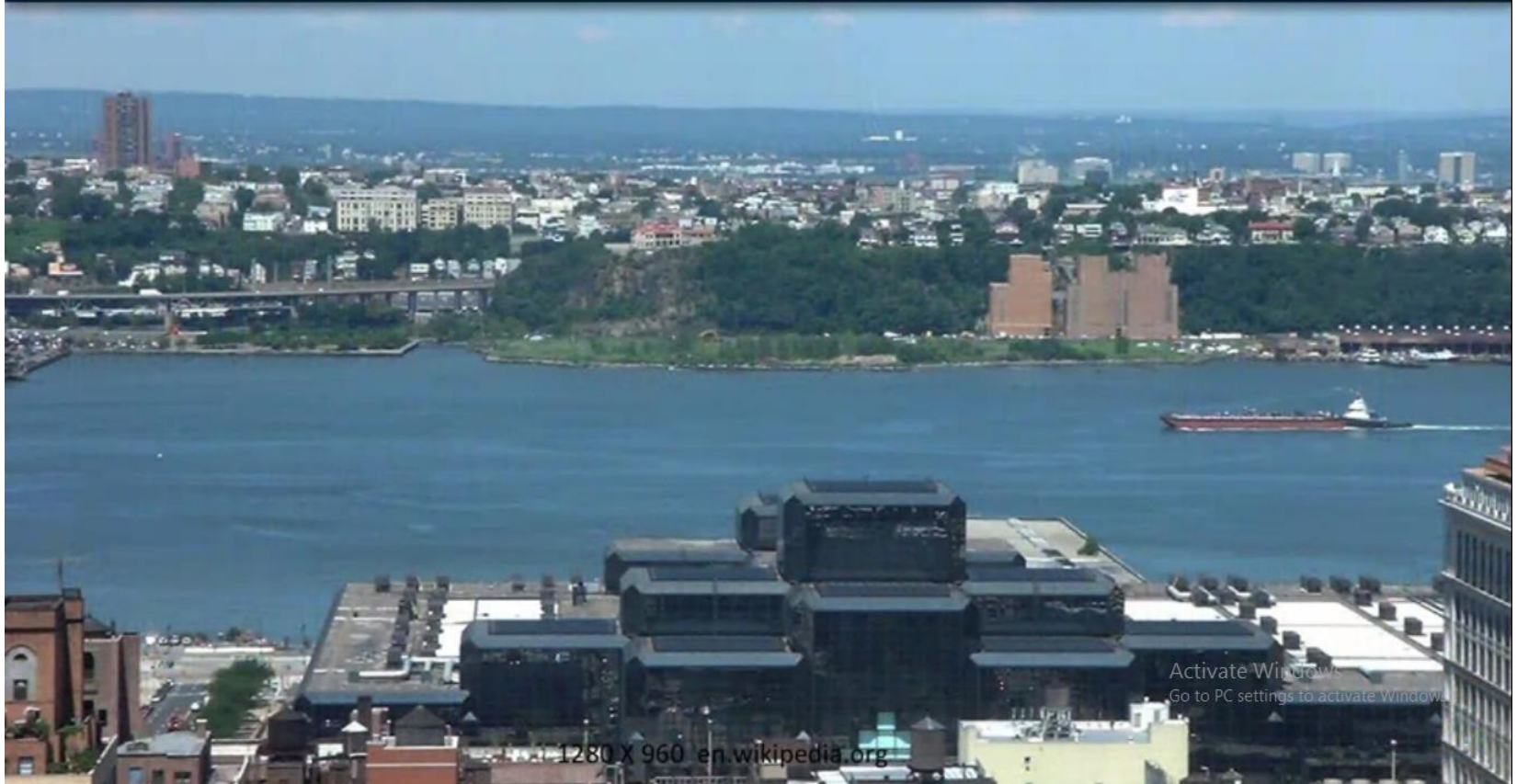
Pilot of US Airways Flight 1549,
January 15, 2009



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The Miracle on the Hudson

SCIENCE OF SUCCESS:
WHAT RESEARCHERS KNOW
THAT YOU SHOULD KNOW



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Sullenberger knew he had to:



- Minimize the time spent flying over heavily populated areas to limit casualties in case the landing didn't go as planned
- Land in an area where they'd be rescued quickly, due to the 21-degree weather and icy water
- Keep the nose of the disabled plane up until the very last second to slow the plane down
- Keep the wings level on impact or else the plane might cartwheel down the river after landing
- Stay calm and depend on the rest of the crew to do their jobs so that he could stay hyper-focused on landing the plane

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"Did you at any point pray?"



"I would imagine someone in the back of the plane was taking care of that for me while I was flying the airplane. My focus at that point was so intense on the landing, I thought of nothing else."



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The Miracle on the Hudson

SCIENCE OF SUCCESS:
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Sullenberger's Road to Expertise: 45 Years of Experience Used Wisely

- Began flying at age 16 giving him 45 years of experience by the time he landed the disabled plane in the Hudson River
- Earned degree in Psychology at the U.S. Air Force Academy, with a focus on the psychology of cockpit crew behavior during crises
- Joined National Transportation Safety Boards and U.S. Air Force Committees that investigated airplane accidents

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What Separates Experts from Non-Experts

SCIENCE OF SUCCESS:
WHAT RESEARCHERS KNOW
THAT YOU SHOULD KNOW



- They have achieved the highest level of performance in their fields and typically have a reputation for this achievement.
- Their performance can be objectively measured and compared to the performance of others.
- They consistently get far superior results to those of most others in their chosen field.
- They acquire their expertise through long periods of focused education, training, and experience that differ in significant ways from how most of us learn new knowledge and skills.



Yo-Yo Ma

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Experts develop strategies
for overcoming the
limitations of memory
in their area of expertise

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A mental representation is an image we hold in our mind of:

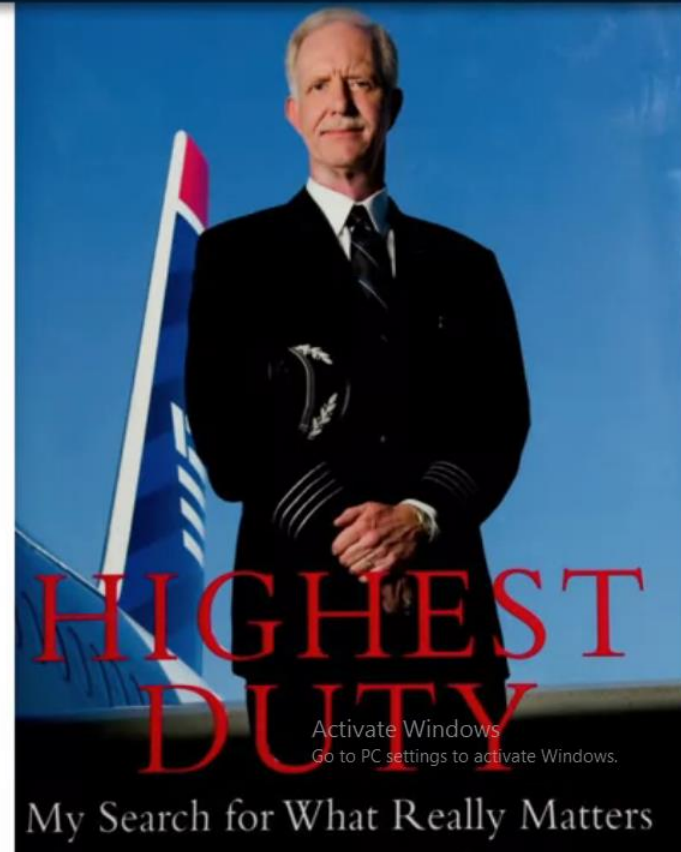
- **what a successful end result should look like**
- **how to get that result**
- **how to assess whether we achieved that result**

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The Power of Mental Representations

“On thousands of flights, I had tried to fly the optimum flight path. I think that helped me more than anything else on Flight 1549. I was going to use the energy of the Airbus, without either engine, to get us safely to the ground... or somewhere.”

Pilot Sully Sullenberger



What Separates Experts from Non-Experts

SCIENCE OF SUCCESS:
WHAT RESEARCHERS KNOW
THAT YOU SHOULD KNOW

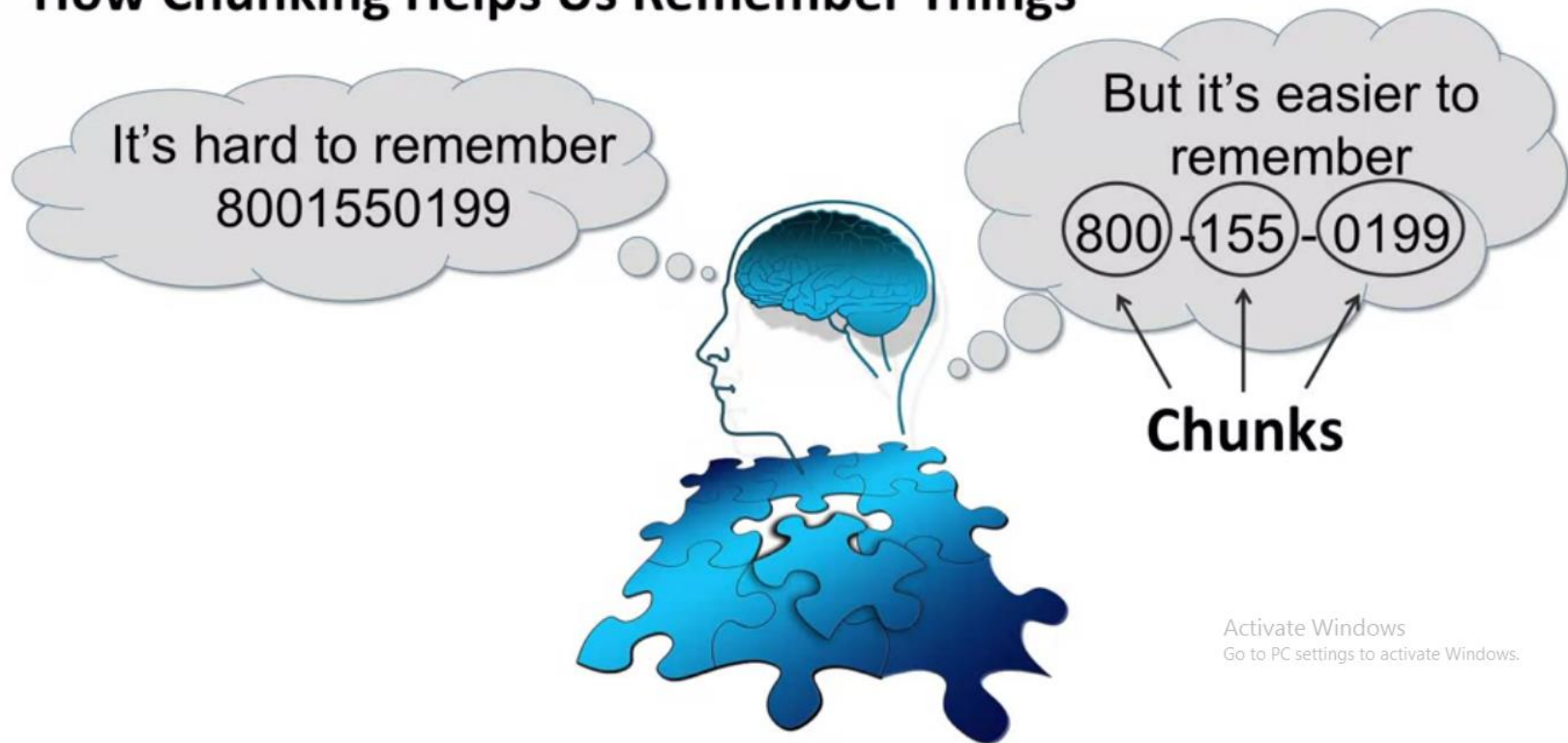


Michael Phelps

**Bob Bowman,
Coach**

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How Chunking Helps Us Remember Things





Lessons About Expertise

- Experts have more and deeper knowledge in their area of expertise because they have more chunks and mental representations than novice or average performers.
- They are able to use their extensive number of mental representations and chunks to make faster and better decisions in routine and non-routine situations.
- The structure of experts' brains actually changes as a result of their years of intense training.
- Developing world-class expertise comes with a cost. Gains in expertise in one area may result in losses of expertise in other areas.