



Transcript of “Jim Kwik: Speed Reading, Memory, & Superlearning - #189”

Bulletproof Radio podcast #189

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Dave: Hey! It's Dave Asprey with Bulletproof Radio. Today's cool fact of the day is about flashbulb memories. These are the memory of emotional or traumatic events. They're often quite wrong despite how vivid they are. We tend to think that because they're so vivid, they're just locked in. We couldn't have possibly forgotten something. Those memories are just as susceptible to forgetting as other memories. Flashbulb memories are more vivid because your amygdala, which processes emotion, and the hippocampus, which codes memories, are so close to each other in your brain, not because the memories are somehow better or more reliable. In other words, if you're having a fear or a fight or flight response from the older parts of your brain, you could get confused.

Today's guest knows an awful lot about the brain and about learning. He's a good friend, someone I deeply admire. It's none other than Jim Kwik. That's actually his real name, by the way. Spelled K-W-I-K. He's the founder of Kwik Learning and a widely recognized world expert in speed reading, memory improvement, brain performance, and accelerated learning. He's the founder and curator of the SuperheroYou website, which is about changing your brain and changing the world. It's an annual learning conference, as well, that features a hand-picked all-star expert faculty and audience of dynamic thinkers, doers, and dreamers. At the [Bulletproof conference](#), Jim gave an amazing talk.

I had a chance to interview him on camera. Jim, at the conference, talked about his world renown memory and speed reading training. He tells us how a childhood brain injury challenged him to create strategies to dramatically enhance his own mental performance. He's since dedicated his life to helping others unleash their true genius. He tells us his recommendations for hacking memory, how to remember names more efficiently, and how to avoid information overload. When he tells this to you, this is the same guy who's trained multiple CEOs of very big companies and some of Hollywood's best known actors and actresses. Jim is the world master at this stuff. He just lays it all out there. He's also an amazingly humble guy. Every time I get a chance to hang out with

him, I'm just like, "I want to see Jim more often." You will learn something from this, I promise you. This is an amazing interview.

Speaker 3: Hey, Jim. Thanks so much for joining us today. Let's start with something fun. Tell us a cool fact about you that not many people know.

Jim: A cool fact about me. I will give you two really cool facts. I recently got to go visit the Amazon rainforest. When I was hiking down there, I actually came across an indigenous tribe. This whole village. I was their very first western contact ever. By the second night, we're having dinner together. Third day, playing with their children. The fourth day, we were doing shamanic journeys with them. It was pretty amazing. The second one is recently I got to spend time ... I work with a lot of people in Hollywood, helping them speed read scripts and memorize their lines ... I got to spend ... A childhood dream come true ... Spend a week on set with the cast of the X-Men. Hugh Jackman and Jennifer Lawrence and everything. We have this wonderful cast photo. It's the cover photo for my Facebook page.

Speaker 3: That's awesome! I love those two facts.

Jim: A lot of fun. I love superhero's.

Speaker 3: You experienced a real brain trauma as a child. What happened, exactly?

Jim: When people see me on stage or on video, they see me do these demonstrations. They know I read a book a day. I'll memorize a room full of people's names or really long numbers or things like that. I always tell people I don't do this to impress you, I do this more to express to you what's really possible because I wasn't born with this ability. In fact, when I was in kindergarten, I had a very bad accident. I had a head trauma. It left me with learning challenges, very serious learning challenges. I always had really bad focus. Very bad concentration. I couldn't understand things that my teachers were teaching me. I was very slow to learn how to read. That created a lot of issues. This is the thing with your brain. It's one of those things where it controls everything. It controls everything in our life. Now we live in millennium of the mind where it's so important but people don't have

the education. They don't know how their brain works so they can work at their brain properly.

Speaker 3: How did the adversity with your brain injury help shape the success story that you are today?

Jim: When I had this brain injury, it created a lot of issues all through school. I was learning challenged all through grade school and high school. When I got to college, I wanted to start fresh and make my family proud. I took all these classes and it got worse. In order to keep up, I would actually have to neglect things that were good for me, like sleep and eating and working out and spending time with friends. All the biohacks that you guys teach. The challenge wasn't very sustainable so I ended up passing out from sheer exhaustion in the library and I fell down a flight of stairs and I hit my head again. I woke up in the hospital two days later. I was down to 117 pounds. I was hooked up to all these Ivs. I was very malnourished. I thought, "There has to be a better way."

When I had that thought, I don't know if the universe was just responding, but the nurse came in with a mug of tea. On it, it had a picture of a pretty smart individual, Albert Einstein and had this quote that we've heard through the ages, "The same level of thinking that's created the problem won't solve the problem." It made me ask a brand new question. It's like, "What's the problem here?" I knew my problem was I was a very slow learner. I said, "How do I think differently about it?" I was thinking, "Maybe I could learn how to learn faster." I thought about school. I quickly realized that school taught us what to learn, like subjects, math and history and science and Spanish. There are no classes on how to learn. No classes on creativity, on problem solving, on how to think, on how to concentrate, on how to read faster, on how to improve your memory.

When it comes to your memory, they always teach you three Rs in class, reading, writing, arithmetic. I thought recall could have been the fourth. "Without remembering, there is no learning." Socrates said that. Shortly after that, I started to study this idea of study. I wanted to know how my memory works so I could work my memory. How my brain works so I could work my brain. I wanted to solve this riddle on how to learn

anything faster. I started studying neuroscience, the brain sciences, adult learning theory, multiple intelligence. Anything I could get my hands on to help hack my brain. Come up with these mental shortcuts. Shortly after that, within 30 or 60 days, a light switch went on and I just started to understand things. After I started getting those ... I went from failing to straight As and such, I couldn't help but help other people. I never want people to suffer the way I did.

One of my very first students, she was a freshman. She ended up reading 30 books in 30 days. Could you imagine? Who reads 30 books in 30 days. I wanted to find out not how she did it, because I know how she did it. I wanted to know why. I'm always interested in human motivation, what drives people to do what they do. I find out that her mother was diagnosed with terminal cancer and was given 60 days to live. The books she was reading were books on health, wellness, medicine, psychology, self-help, spirituality. Anything to be able to save her mother's life. I always get choked up even when I ... I don't share this very often, but it's ... I wished her luck and I said keep her in prayers.

Six months later, I get a call from a young lady. I can't even make out the voice because there's just crying. Finally, I realized it's this young girl. I find out that her mother ... They're tears of joy that her mother not only survived, but is really starting to get better and thrive. Doctors don't know how or why. They call it a miracle. Her mother attributes it 100% to the great advice she got from her daughter that got it from all these great books. That's when I realized that ideas can change lives. the right ideas could actually save lives. I've been on a mission ever sense, this is over two decades ago, to help change the way the world learns. Help them fall in love with learning. To help them realize their real genius, what they're capable of. That's the mission.

Speaker 3: Wow. Along those lines, can you tell us what some of your favorite biohacks for memory and speed reading and learning are?

Jim: Yes. Hundreds, hundreds, hundreds of strategies and instrumental shortcuts to help people. What I've done over the past few decades is I get to spend time with people who are absolutely high achievers. The top CEOs and celebrities on the planet and I'd see what works for them.

We put together this curriculum for people. I'll just go through and quick tips to be able to help people. There are four keys to learn anything faster. Any subject or skill. I call it FAST. My last name is Kwik and it really is my last name, K-W-I-K. I didn't change it to do what I do. With a name like Kwik, you could say my life or my destiny was pretty much planned out. I had to be a runner back in school, which is a lot of pressure, too, when your name is Kwik and it says Kwik right on your shirt. I have to be very careful when I'm driving because the worst name to have on your driver's license when you get pulled over for speeding is the name Kwik because you're not going to talk your way out of that ticket. I get to teach people who to learn faster. The FAST method is these are four elements that I know would dramatically help people learn any subject or skill faster.

F-A-S-T. The F actually stands for forget. It's kind of weird to talk about learning and reading and memory and start with forgetting, but I find that a lot of people don't learn anything brand new because they feel like they know the subject already. Let's say they know nutrition or they know exercise and they're going to a seminar or a great conference and they're learning something, but they don't learn it because sometimes you have to temporarily suspend or forget what you already know about something so you can learn something brand new. I really do believe in the ... It's kind of cliché and cheesy, but I do believe your mind is like a parachute; it only works when it's open. Forget the things that you already know. You also want to forget about limitations.

A lot of people have this negative self talk about how good their memory is or how smart they are. I believe that ... I run these marathons and there is these ... I was reading a book and one of the chapters started with the psychology of running a marathon. It said, "Your brain is a supercomputer and your self-talk is a program that will run. If you tell yourself you are not good at remembering names, you will not remember the name of the next person you meet because you program your supercomputer not to." That's the thing. Your mind is always eavesdropping on your self-talk. You want to forget about your limitations temporarily.

Also, you want to forget about everything else that's going on situationally. They say you can only consciously focus on seven plus or minus two bits of information, according to Harvard study done by George Miller. If you're in an event or you're listening to a great podcast like this one, or you're reading a book and you have seven chunks of information you can focus on, but maybe two of them is thinking about the kids, and three of them is thinking about work, then that only leaves you one or two to really focus here. Set that aside. That's the F, is forget.

The A is active. You want to activate. That's the challenge because if you're stressed right now, if people watching this are very stressed, they're overloaded, they're overwhelmed, too much to read, too little time, email, texts, everything. One of the reasons why is it's not your fault because we all grew up with the 20th century education. The 20th century education prepared us for a world that doesn't exist anymore. A world of factories and farms. Now, we live in an age of electric cars and space ships that are going to Mars. Our vehicle of choice, when it comes to learning, is the horse and buggy. That's how most people ... It's like a lot of people are trying to take a simple water out of a fire hose and they're very ill prepared.

Part of it is this 20th century education was based on the model of rote learning, repetition. Rote is like rotary. It's like a wheel, like a rotary club. It's like the teacher would sit here and teach some kind of fact and the students would repeat it. They'd repeat it again. The teacher would repeat it and this would be the wheel. That's not ... The challenge with rote learning is it takes time. There's frequency. If someone wants to build some muscles, the same thing with your brain, they could go to the gym and go more frequently. They could also increase their duration. They spend more time in the gym. Or they can do immense intensity. The great thing about intensity is it doesn't take time. That's what learning is for people. You don't have to go over and repeat facts 50 or 100 times or spend hours and hours of studying. You do it intensely, take something ordinary and make it extraordinary in your mind and you can do it.

The other challenge about 20th century education was very passive. It was like sit quietly by yourself. Don't talk to your neighbor. It was based

on a model of consumption. You're there, you don't have any responsibility. It's the teacher's responsibility to make you consume this information. In 21st century, it's really based on creation, not consumption. That requires to be very active. Here's the thing. There's going to be a lot of Tweetables in here. Learning is not a spectator sport. Learning is not a spectator sport. It's just like working out your body. What you put in is what you get out. I would encourage people to be active. The A in FAST is active. That's taking notes, it's posting things, it's sharing with your friends, it's doing all these things. Active note taking. Whether you're doing mind mapping by Tony Buzan. For me, very simply, for taking notes, which I encourage everyone to do while they're doing this because people know that there's a learning curve but there's also a forgetting curve.

You go to learn something really important, but what happens a day or two later? 80% of it can be gone within 48 hours. One of the ways to boost it up is by taking notes. How do you take notes? One of the good ways to take notes is take a piece of paper. I like pen and paper, I'm very old school. Put a line down the page. On the left side, you're taking notes which is you're capturing notes and the ideas. You would write fast and all the things that we're talking about. The right side, you would actually ... This is capture notes, this is creating notes. This is note taking, this is note making. On the right side, you're actually writing your impressions of what you're writing here. These are the questions that you would have. How you are going to be able to use it. How it relates to the things that you already know. Symbols, scheduling, everything would be there. If people are going to distract themselves with the right brain and try to imagine and day dream, then they can do it on the right side. That's like a whole brain note taking hack. That's the A, is being active, not staying passively.

The S in FAST stands for state. Here's the thing that you want to write down. All learning is state dependent. All learning is state dependent. State is basically the current condition or the mood of your brain and your body. That's something that's fully in your control. A lot of people feel like if they're bored or something like that, that it's because it's their environment. I really believe that we're not thermometers, that we're really thermostats, meaning that if you're in a room ... The

thermometer's something that's reacting to the environment. It's representing what the environment is representing. A thermostat you set a high standard and then the environment changes along with it. That's responsibility.

Recently I got to introduce two of my superheroes. I use superheroes a lot in my metaphors because I mentioned that it took me a couple years to learn how to read, longer than everyone else. I learned how to read by reading comic books because late at night I would read these comic books. For some reason, the words never made sense to me, but something about the images and the pictures and the stories and good versus evil really brought it to life for me. I liked that. My favorite, actually, were the X-Men because the X-Men never fit in. They were these mutants that never fit in. I always felt like I didn't fit in. I thought I was broken growing up.

Going back to my heroes, I got to introduce Stan Lee who's the creator of X-Men and Spiderman and Iron Man and The Avengers. I got to introduce him to Richard Branson over dinner. When I went to pick up Stan, we're in the back of the car and we're in LA and a 10 minute ride ends up taking an hour. I'm talking to him and I'm like, "Who's your favorite superhero?" He's like, "Iron Man." He asked me, I was like, "Mine is Spiderman." He looks right at me, he says, "With great power comes great responsibility." Something we've all heard. I'm thinking ... In my mind, I'm very skeptical. Even as a kid. If I see someone, I just think differently. I just say, "You know, Stan, the opposite is also true. Yes, with great power comes great responsibility. But also, with great responsibility comes great power."

What that makes me think about when state is when take responsibility for something, we have the power to change it. We have responsibility, we're able to respond. With our state or our mood, a lot of us feel like we're at the effect of everything but when we're really a cause. What I would do is I never want to learn something, I want to learn a new subject or skill and learn it fast. I never want to go in there with a bored state. That's how most people are conditioned with school. They're bored and their physiology, and their focus, their psychology is level set

and the emotion that you tried information is how it gets coded. Emotion tied to ideas become long term memories. We know that.

Music or certain foods that bring back emotions, we remember, it floods back. A lot of people learn stuff in a bored state so they don't code it. They're equally motivated to actually use it. Control your state. You control your state by moving your body, by changing your focus, by asking new questions. Questions really are the answer. A lot of people who are really slow readers and they'll read ... I don't know if anyone had this experience, but you'd read a page in a book, get to the end, and just forget what you just read. A lot of people forget because they have no questions. Questions are the answer. Even back when you're learning SATs, you would read these reading comprehension chapters and then get to the questions and hope that you have the answer there. Why not read the questions first and then read the content first? That would be the thing. Control your state.

Part of also state is moving your body. Here's a phrase. As your body moves, your brain grooves. As your body moves, your brain grooves. Some people literally have to move around more to actually understand and to learn. Also, there's certain ways of moving your body that actually build your brain power. Recently, Oxford did a study. They found out that juggling actually builds your brain. Jugglers have bigger brains and create more white matter. There's all these studies done, they call them neurobics, that by using, for example, your opposite hand to eat or your opposite hand to go brush your teeth, actually builds your brain power. It's really really exciting. Even simple things like moving your wrist back and forth. We're all on the computers all day, right? Just moving like this but actually be mindful about it in making one go twice as fast, you see how one is going literally twice as fast. You can try this at home, too, also, as well. It doesn't matter which way you do it.

Speaker 3: That's almost like the trick of can you pat your head while you're rubbing your belly?

Jim: Right, exactly. The last one, the T in FAST stands for teach. It stands for teach. That's the thing. If you had to watch a video or a training or read a book and you had to present it to someone the very next day, would you

pay different levels of attention? Would you organize the information differently? Would you capture that information differently? Here's the thing. If I ever want to learn something really fast, a subject or a skill, I also put my professor's cap on or my coaching cap. I think, "How would I teach this to someone else?" All of a sudden I find that my retention of the information is twofold. I'm going there with a specific intention be able to share it. Here's the secret. When you teach something to someone else, you get to learn it twice.

Speaker 3: You are an internationally renown speed reader. It might sound obvious but what is speed reading exactly and why is it a tool to use for optimal performance?

Jim: Reading is really fundamental because leaders are readers. I recently got to do a presentation and Bill Gates was there. I asked him if he can have any one super power, what would it be? He said, "The ability to read faster." He's even quoted as being asked that. Warren Buffett ... We're talking about wealth, here. Some of the wealthiest people in the country would say, "I've probably wasted 10 years of my life reading slowly." Leaders are readers and the reason why reading faster and speed reading is a super power is because if somebody has decades of experience in health and in fitness and productivity and business and marketing, whatever the choice is, decades of experience, and you can sit down in a couple of days and read that, you can absorb, literally download decades in the days. That's a wonderful hack.

Speed reading is very important. What speed reading is basically exactly what it sounds like. It's reading with greater velocity, with greater acceleration, with greater ... Not only that, though, because traditional speed reading, as it's been known, is more skimming or scanning or skipping words and getting the gist of what people read. That's what it's traditionally been associated with. Our clients are heads of Fortune 100 companies. They're some of the top achievers and world shakers literally on the globe. You don't want your doctor, your lawyer, your financial adviser just to get the gist of what he or she reads. What we focus on, maybe because our background in learning and background in memory, is not skipping words or skimming things. It's actually not just speed reading but also smart reading.

How to also improve your focus, your concentration. For people who read something and they can't concentrate, not only do they forget what they read but their mind wanders all the time and they have no reading focus. How do you improve also comprehension? How do you boost retention? How do you boost overall reading enjoyment for things? That's what we focus on, those kind of hacks.

Speaker 3: You're also a master of memory. We've all played the card game Old Maid before, but what are some tricks the masters are using to retain information?

Jim: Memory's another super power. What I'm all about, with the whole superhero methos, we have a website called SuperheroYou, y-o-u. I think that's all about a superhero has two qualities. They have power. They've develop a strength, a talent, a unique gift. They also ... Just having a super power doesn't make you a superhero. You have to use that power for good. They save the day. For your career, for your family, for your friends, your community, and such. I think memory's a real super power for people. The ability to walk into a room and meet 20 strangers and remember all their names, that's a super power in today's age.

A lot of challenges people have nowadays is they feel absentminded. They have senior moments are coming a little bit early. They'll walk into a room and just forget why they're there. They're taking a shower and they can't remember if they've shampooed their hair and they end up doing it twice. They misplace things like their wallet, their purse, their cellphone. People call their own cellphone hoping they kept it on so it rings somewhere in their home. They lose their keys. If not their keys, something much larger like their car. Do you see them using their car alarm trying to figure out where they parked their car and such? The challenge with people forgetting, I believe two of the most costly words nowadays are, "I forgot." I forgot to do it. I forgot to bring it. I forgot that person's name. It wastes time and it wastes resources and money.

There are some really amazing mental shortcuts to be able to remember things. One of them ... I'm always really big on framework because once people understand the framework, they can apply it towards different

strategies. I always tell people to remember MOM. Always remember MOM, M-O-M. These are the three elements. Usually if somebody forgets something, anything. If they want to learn another language. If they want to learn ... Give a speech without notes. Pin numbers, pass codes. Any of the things that we train people. If they're forgetting something, usually one of the three elements are gone. The first M stands for motivation. A lot of people will say they're horrible at remembering names. If I had a briefcase here of \$100,000 cash for you or your favorite charity if you just remember the next stranger, everyone's going to remember that person's name. It had nothing to do with the potential or capability. It had everything to do with whether they wanted to or not.

Motivation. What's your motivation? What's your motive? What's your motive for action? Always start with why. I believe that there's a success formula. I call it H cubed. That success is from your head to your heart to your hands. Head to heart, hands. If you're ever learning something you could visualize something in your mind. You could affirm things and think things, but if you're not acting with your hands then you don't know it. Usually what's missing is the heart. It's the emotion. It's the energy emotion. I had a martial arts instructor years ago tell me, "You can't steer a parked car. You need energy." That's the fuel. I'm always trying to figure out why you want to remember. For example, to remember people's names, ask yourself, "Why do I want to remember this person's name?" Reasons reap results. Reasons reap results. If you can't come up with one reason, you won't. Maybe it's to practice what I just learned from this podcast. Maybe it just to show this person respect. Maybe it's to make this sale.

The O in MOM, this is very important, if you do this with me, just take your right hand, just shake it out like this. Make a fist and put it to your chin. Where's your chin? That's the thing. The O stands for observation. Observation. A lot of people, when they forget things, they blame their retention. It has nothing to do with their retention, it has everything to do with their attention. Leaders are readers. Leaders also have amazing memories. I got to spend a number of times with president Clinton. Bill Clinton, people know him for ... Regardless of your political ... Amazing charisma, amazing connector, amazing communicator. What a lot of people don't realize is he has an incredible memory. An incredible

memory. Every time I've seen him, he knows exactly who I am. That's what leaders do.

I've interviewed him and asked him how he does it and stuff. One of the things I think he does is ... He says he doesn't use any memory techniques. He has this powerful presence. Everyone knows he has a powerful presence. I think his powerful presence, his unbelievable memory, comes from being powerfully present. That his powerful presence comes from being powerfully present. When we're together ... Recently I got sat next to him at a fundraiser. It was me, Forest Whitaker, Richard Branson, Ashton Kutcher, his twin brother, and president Clinton. We're talking and there's ... I mention these name, also, to put pictures in people's minds. As you're watching this, you have pictures ... It's not like John Smith, it's like people. There are a lot more important people in the room, but when he's communicating to you, it's like no one else exists.

A lot of times, a lot of people aren't remembering names or things because they're not present. They're looking over your shoulder. They're seeing who else is in the room. They're not even listening because what they're doing is they're thinking about how they're going to respond to somebody. If there's a conversation with you and yourself and you and somebody else, which one are you more likely to pay attention to? It's always going to be you and you. A lot of people ... Even if you look at the word listen and you scramble it, it becomes the word silent. That's what a lot of people aren't doing. I realize that his memory, his powerful presence, came from being powerfully present. It's almost uneasy when somebody fully focuses on you because you're not used to it ever. I think that's just ... I think, really, the art of memory is the art of presence and really paying attention. That's the O.

Finally, the M in MOM, the second M is mechanics. These are the brain hacks. These are the memory hacks, the shortcuts, the techniques, the tools, the strategies. I just focus more on motivation and observation because if you're motivated to remember something and you really pay attention and observe, then you'll be able to do it.

Speaker 3: Can honing a great memory make you more money?

Jim: Absolutely. Memory will absolutely make you money because here's the thing. In the age that we live in right now, it's no longer brute strength, it's all brain strength. It's not muscle power. You're paid for your mind power in today's age. Knowledge is not only power. Knowledge is profit. I don't just mean financial profit, that's obvious. I mean all the treasures of your life. Your health. Your career. Your family. Your relationship. Everything is determined by these ideas. These ideas equal income because we live in a knowledge economy. Upgrading your memory can absolutely upgrade your money. Upgrading your brain will absolutely upgrade your business also, as well. Here's the thing. The after you can learn, the faster you can earn. College students right now entering the work force, they're estimated to have anywhere from 10 to 14 different careers. Not jobs. Different careers. The world is changing so fast. If I think there's one power to master in the 21st century, it's the ability to learn rapidly. The ability to learn rapidly. That's what they call meta skill. Meta skill, just learning faster, that's why our company is Kwik Learning. Just learning anything faster, that'll help you master any subject that you need to.

Speaker 3: You just mentioned Kwik Learning. What is the Kwik Learning platform and how can it help biohackers achieve greater learning abilities?

Jim: My passion is changing the way the world learns. They say you use 10% of your mental potential. You use 10% of your brain. I think we use 100% of our brain, it's just how we're actually using it. What I'm all about is helping people upgrade their brain because we live in the millennium of the mind. There's so much potential. If people wanted to improve their self esteem overnight, just study your brain. What we focus on is functionally, practically, because we work with such high achievers around the world. They don't have time to just learn little tricks to be able to do fancy things at parties. They need to ... How do you remember names? How do you give a speech without notes? How do I learn another language? The various things that are very extremely practical.

What Kwik Learning is is the body of knowledge. It's basically what I wish I would have had growing up, a simple, easy, fun system for be able to learn things faster. Whether it's to read faster, we have a problem

called Kwik Reading, which is all about reading speed, focus, comprehension, and retention. Kwik Recall, which is all about improving your memory so you can be better with names, faces, client information, product information, speech without, pin numbers, anything you'd like to be able to do. Program called Kwik Thinking to help decision making, problem solving, creativity. Kwiklearning.com. K-w-i-k learning.com is a great resource and a great blog for people who would just want to have fun again with learning. To be able to catch up, keep up, get ahead, and just live at the greatest potential.

Speaker 3: What does it mean to you personally to speak at the 2014 [Bulletproof Biohacking conference](#) into the work that you're doing?

Jim: I love the [Bulletproof conference](#) because, honestly, when I step into the room, these are my people. I look at everyone here because I see everyone here. They have these wavy capes behind them. They're like real life superheros. For me, it's like family. It's like kindred spirits. People who are dedicated to life long learner. Not only that, but they're doing something about it. I think that's the difference. I don't really think knowledge is power. I think knowledge is potential power. Just knowing something is not going to make a difference, but actually doing something. People who show up at these event or watch it on video, those are the people that roll up their sleeves. I have the utmost respect for people who go through, who might be struggling but they're turning their struggles into strength. That inspires me a lot.

Speaker 3: All right. Finally, tell us what your top three recommendations are for kicking ass at life and being bulletproof.

Jim: My three top recommendations. I'll give you this. I would say that remember this, GPA. Remember back in school, your grade point average. You're always concerned about your grades. I would say, if you want to upgrade your life on a daily basis, GPA, I would say the first, the G stands for gratitude. One of the things I do every single day is I think about what can I pay attention to that I'm grateful for that day? I schedule this, by the way. Every part of this is scheduling because if you don't schedule it, it never happens. I'll schedule a time just to be grateful. I'll go through and I'll think about everything that I'm grateful

for that I acknowledge, I get to keep tomorrow. I really go through a list. It puts me in such a state to receive, also, as well. I recommend gratitude exercises.

The P is play. I think what the world needs right now, because we're so multitasking, we're digital device, everything, we're so hooked on everything. I think we don't have enough time to... time. You didn't just hang out, but you actually scheduled time to actually play with people. Having fun, having exploring. That's why children are such fast learners. Accelerated learning. I built Kwik Learning based on research and role modeling. I think the fastest learners on the planet are children. Think about it. I don't even mean age. Stan Lee is 92 years old. He is the youngest old person that I know because he has two passions. He still goes to work at 92, 9 to 5, telling stories. How awesome is that? His other passion is his wife who's one year older. He's a big kid. Play. The P in GPA is schedule time to play, to have fun, to explore and be a kid again.

Finally, the A in GPA. What I would do on a daily basis to get the most out of life is abilities. What I mean about abilities is we all have these unique abilities. These super powers that I'm always talking about. I would dedicate scheduled time every single day to enhance your abilities. Your unique gifts. Your unique super powers. Whether it's reading or having deep conversations and masterminds. Watching or listening to amazing podcasts. Spend time developing your abilities. Let those super powers shine so you can go out there and save the world.

Speaker 3: All right. Along the lines of your first tip, I'm going to express my gratitude for you being on the show today. Thank you so much, Jim.

Jim: Thank you so much. Thank you, everyone.

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