



Making digital your competitive advantage

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**Online Digital Master Class: HyperThinking**  
HyperActing

## *Lecture 4: HyperActing*

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### Introduction

#### What is this going to be about?

- Making things happen in an environment of permanent change – things will not happen unless you create the right conditions.
- The word 'hyperacting' captures the positive emotions, the stimulation, excitement and enthusiasm of the hyperthinker in full flow. hyperacting is about harnessing mental energy and applying your ideas with passion and clarity.
- Hyperacting is the application of hyperthinking.

#### Subjects discussed in this section include:

- Understanding that success is doing the right thing at the right time - and before anyone else.

### Making things happen at digital speed

Know how to be creative, how to gather the knowledge you need, and how to change your perspective to understand the framework in which you work...

- Opportunities do not come along every day and you need to be sure that when they do you can take advantage.
- You need to get the right intellectual tempo to make things flow correctly. Some principles to help you keep up with the pace of work:
  1. Iteration
  2. Making mistakes
  3. Learning from doing
  4. Improvising

# Learn Start-Up

## Principles:

- Entrepreneurs are everywhere; even if they don't always know it.
- Entrepreneurship is management. A start-up is an institution that requires management geared to its own unique context.
- Validated learning. A start-up teaches how to build a sustainable business. The lessons it teaches can be validated through experiment.
- Innovation accounting. To make the most of an enterprise, we need to measure its progress. This means setting up milestones and prioritizing work. This requires a new kind of accounting that is specifically suited to start-ups.
- Build-measure-learn: The fundamental activity of a start-up is to turn an idea into a product, to see how customers respond, and then to decide whether to pivot or persevere. All start-up processes should be built on these principles.

## References:

The Secret Weapon	<a href="http://www.theseecretweapon.org/">http://www.thesecretweapon.org/</a>
Pivot	<a href="http://www.forbes.com/sites/martinzwilling/2011/09/16/top-10-ways-entrepreneurs-pivot-a-lean-startup/">http://www.forbes.com/sites/martinzwilling/2011/09/16/top-10-ways-entrepreneurs-pivot-a-lean-startup/</a>
Get Things Done	<a href="http://en.wikipedia.org/wiki/Getting_Things_Done">http://en.wikipedia.org/wiki/Getting_Things_Done</a>

## Interesting Lives:

David Allen	<a href="http://en.wikipedia.org/wiki/David_Allen_(author)">http://en.wikipedia.org/wiki/David_Allen_(author)</a>
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