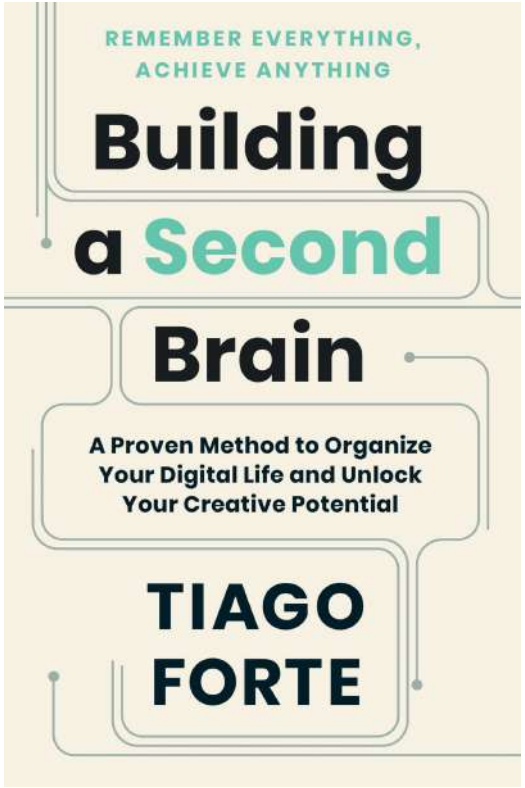
Building A Second Brain

Remember Everything, Achieve Anything

DATAROCKIE

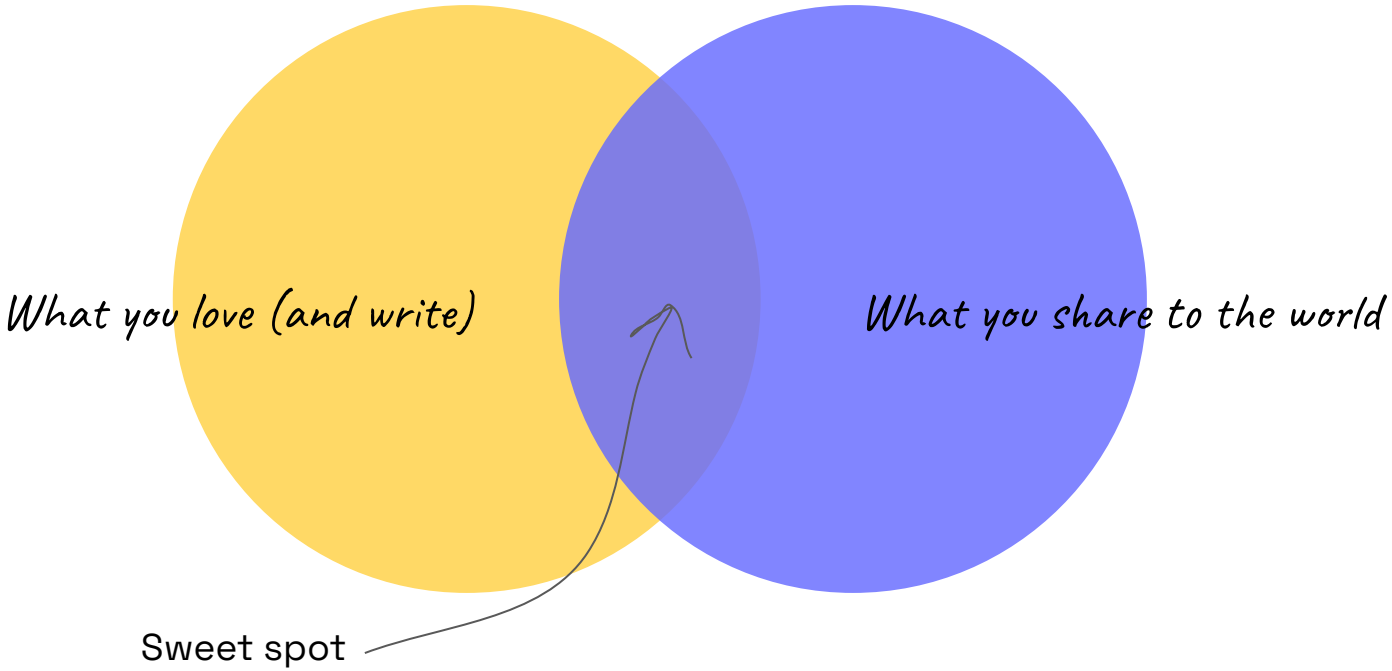

REMEMBER EVERYTHING,
ACHIEVE ANYTHING
Building
a Second
Brain
A Proven Method to Organize
Your Digital Life and Unlock
Your Creative Potential
TIAGO
FORTE

Tiago Forte

Today Topics

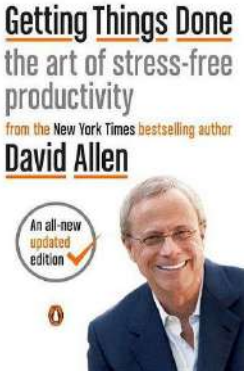
- The Foundation
  - Where It All Started
  - What is a Second Brain?
  - How a Second Brain Works
- The Method
  - Capture
  - Organize
  - Distill
  - Express
- The Shift
  - The Art of Creative Execution
  - The Essential Habits of Digital Organizers
  - The Path to Self-Expression

The power of writing things down
+ The power of sharing


What you love (and write)
What you share to the world
Sweet spot

The Foundation

Understanding what's possible



You mind is for having ideas, not holding them.

David Allen, Getting Things Done

More than half the workforce today can be considered “knowledge workers”

Tiago Forte

26%

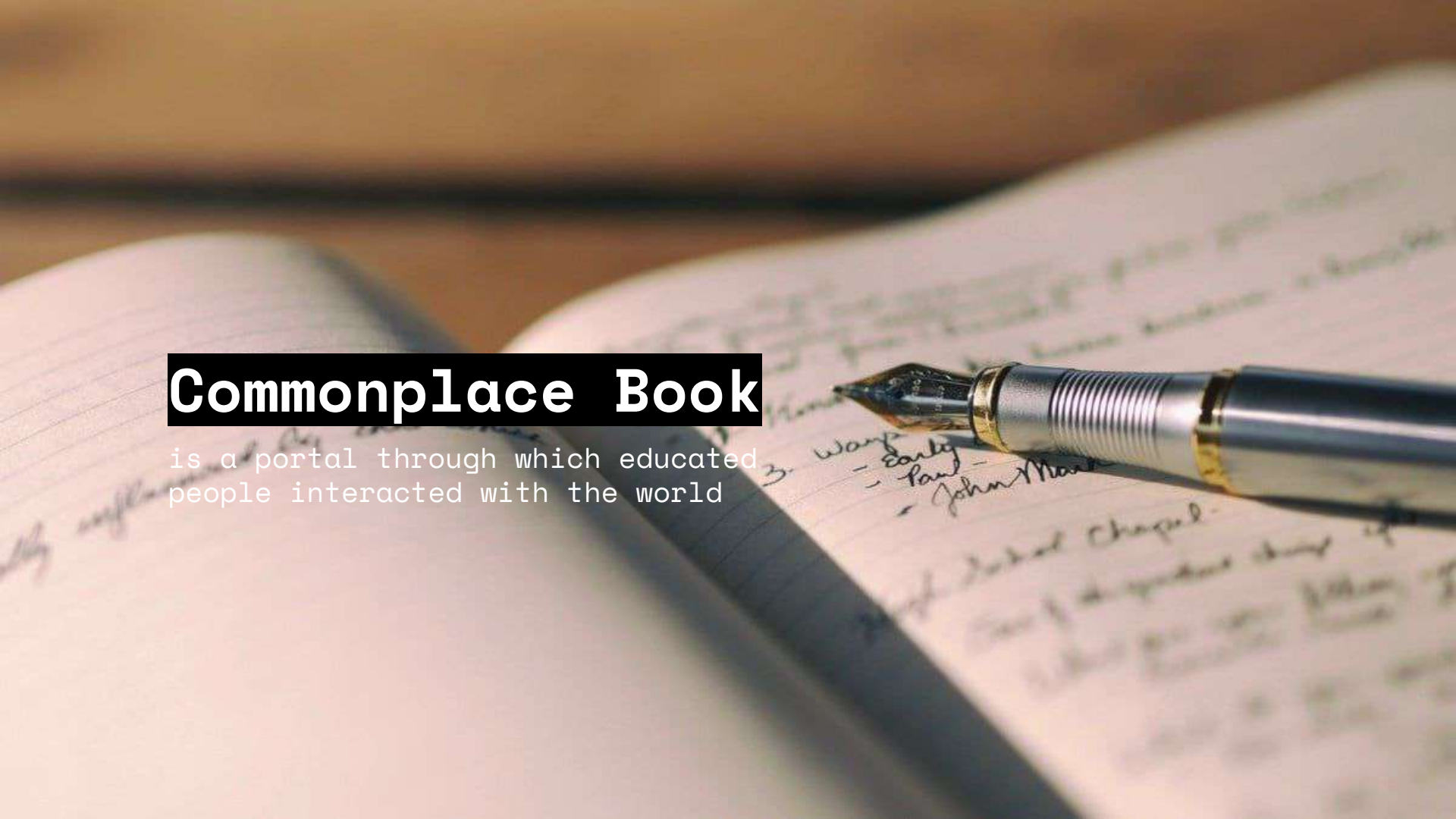
Time spent looking for and consolidating information spread across a variety of systems

56%

Are able to find the information required to do their jobs

What is Second Brain?

Information is the fundamental building block of everything you do


Commonplace Book
is a portal through which educated people interacted with the world

Digital Commonplace Book

Is what [Tiago] call a second brain. Think of it as the combination of a study notebook, a personal journal and a sketchbook for new ideas.

Rethinking Notetaking: Notes as Knowledge Building Blocks

Tiago Forte

Note is a piece of content that

- Interpreted through **your lens**
- Curated according to **your taste**
- Translated into **your own words**
- Drawn from **your life experience**
- Stored in **a secure place**

Inputs

Outputs

Second Brain

A thinking tool + production system

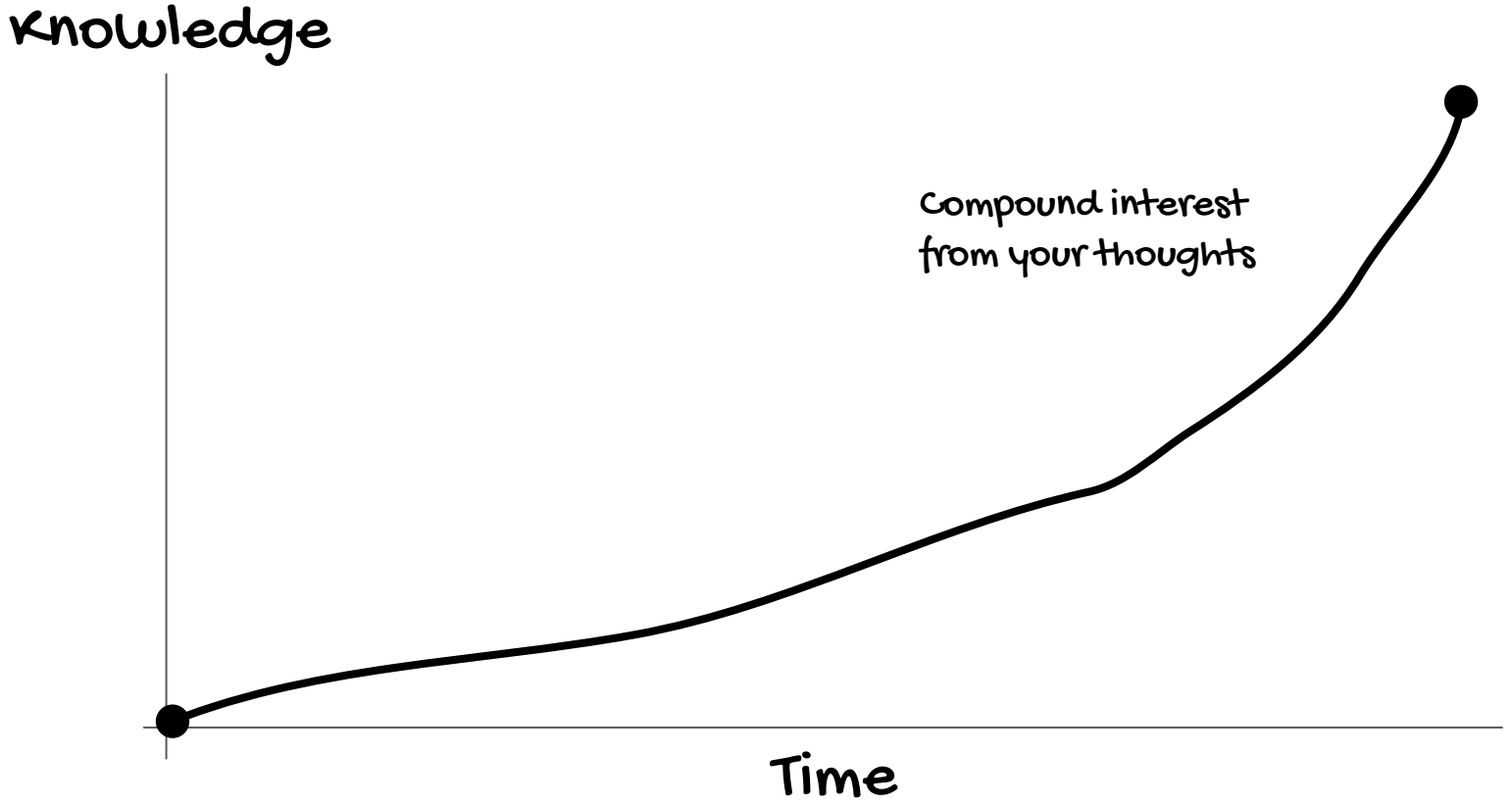
The Superpower of Second Brain

- Making our ideas concrete
- Revealing new associations between ideas
- Incubating our ideas over time
- Sharpening our unique perspectives

Connect the dots backwards

(Only if you can remember the dots)

Steve Jobs


Knowledge
Compound interest
from your thoughts
Time

The Neural Center of Your Second Brain 🧠

Stages of PKM

Personal Knowledge Management

Remembering Connecting Creating

The CODE method

Remembering what matters

Capture

Keep what resonates

Organize

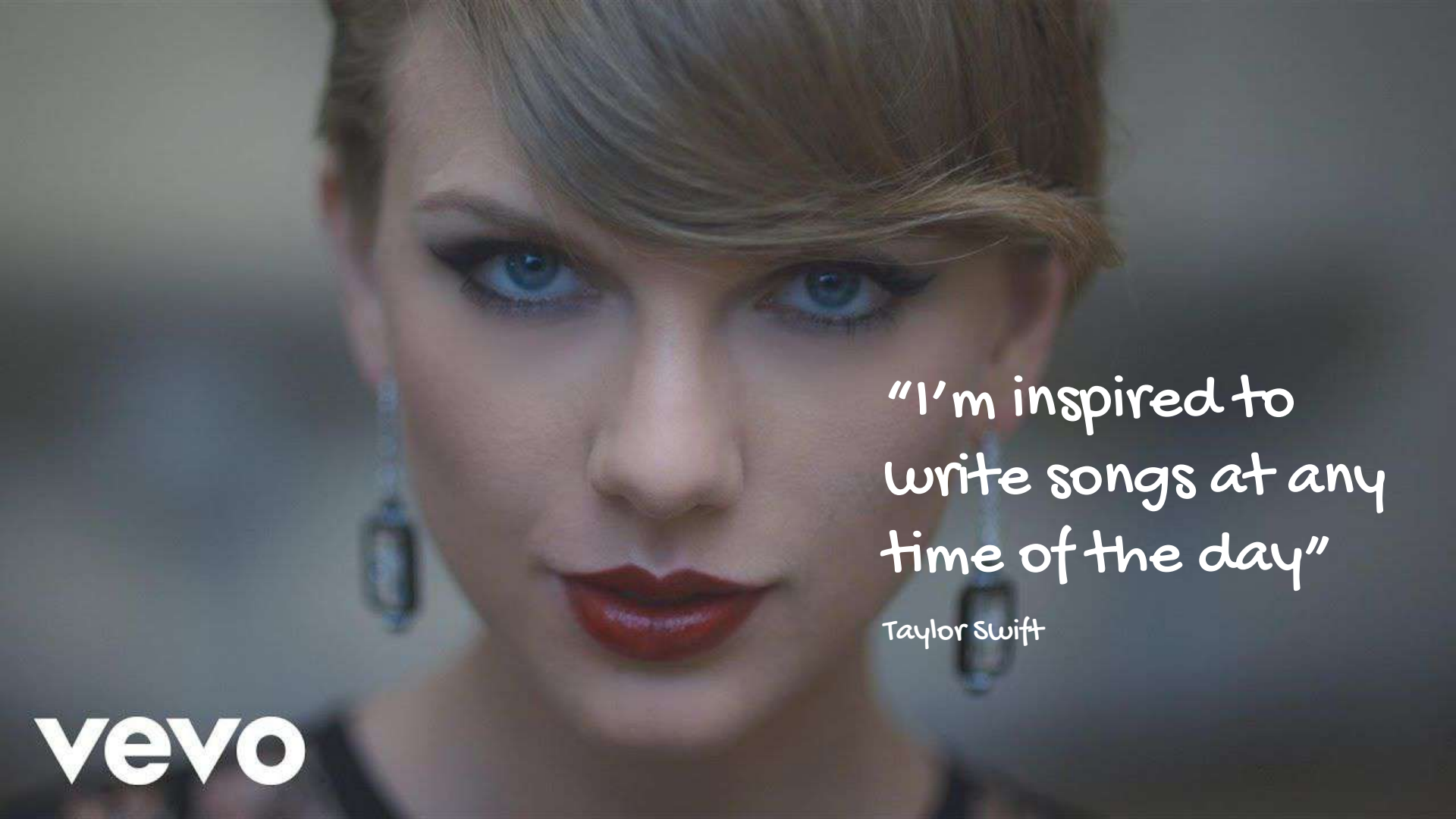
Save for actionability

Distill

Find the essence

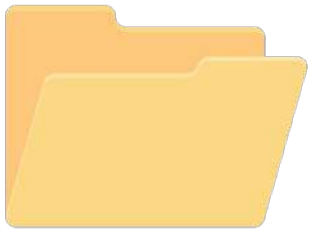
Express

Show your work

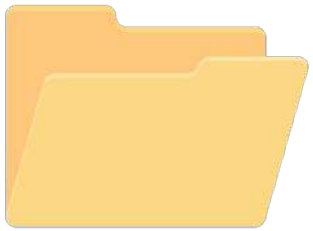

"I'm inspired to write songs at any time of the day"
Taylor Swift
vevo

Choose to consume information that adds value to our lives and let go of the rest.

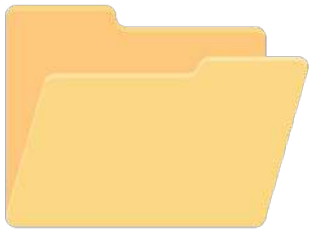
Tiago Forte



Marketing



Philosophy



Data Science

Organize your note for action, asking “How is this going to help me move forward”

Tiago Forte

You now

"How can I make this as useful as possible for my future self?"

You in the future

Every note is seed to new idea. Distill your notes down to their essence.

Tiago Forte

SHOW YOUR WORK!
From the author of the NEW YORK TIMES BESTSELLER STEAL LIKE AN ARTIST
10 WAYS TO SHARE YOUR CREATIVITY AND GET DISCOVERED
AUSTIN KLEON

Shift as much of your time and effort as possible from consuming to creating.

Tiago Forte

Inputs

Outputs

Second Brain

A thinking tool + production system

The Method

The four steps of CODE

Capture

What resonates

External

- Highlights
- Quotes
- Bookmarks & Favorites
- Voice memos
- Meeting notes
- Images
- Takeaways

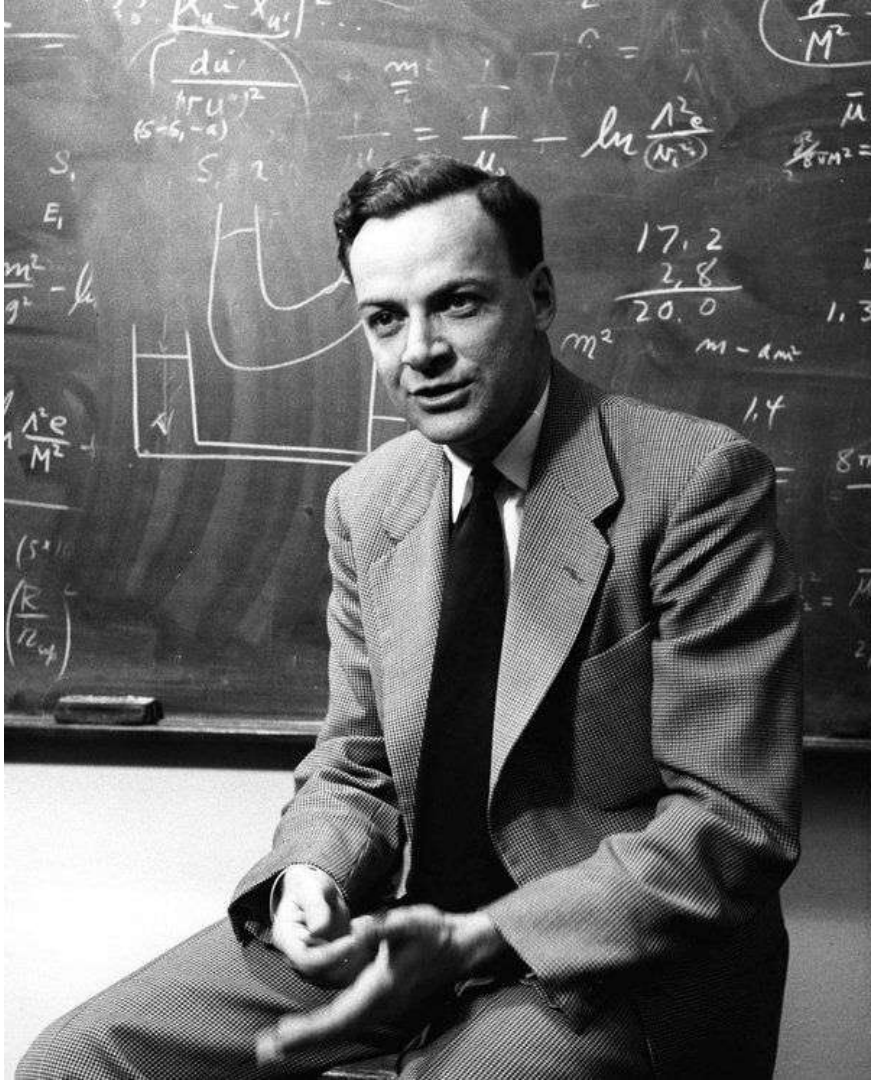
Internal

- Stories
- Insights
- Memories
- Reflections
- Musings (Random Ideas)

Twelve Favorite Problems

Approach to Capturing

Richard Feynman



How do I live less in the past and more in the present?

How can I speed up and relax at the same time?

How to not be crazy at work?

Ask Questions

- Does it inspire me?
- Is it useful?
- Is it personal?
- Is it surprising?

Once our thoughts are outside our head, we can examine them, play with them, make them better.

Tiago Forte

Tool for Capturing

A read later app

In any piece of content, the value is not evenly distributed.

Tiago Forte

Use a read later app to save

pocket

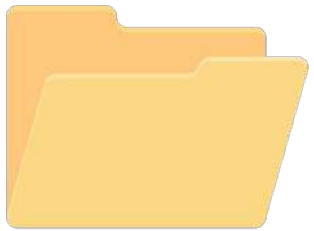
Organize

For Action

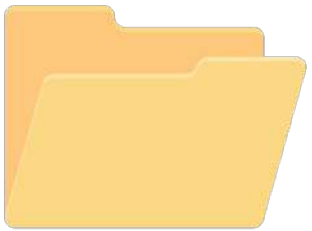
The Cathedral Effect

Design space for your idea

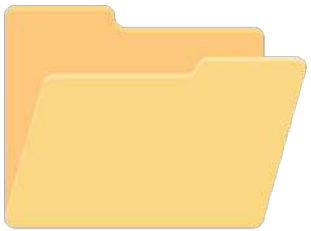
Project



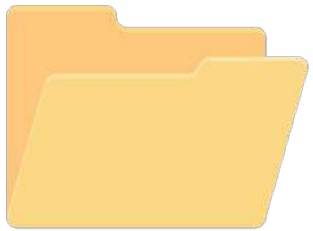
Area



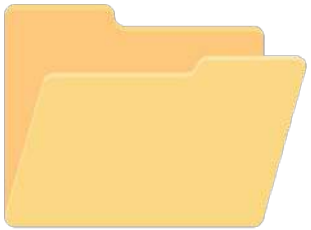
Resource



Archive

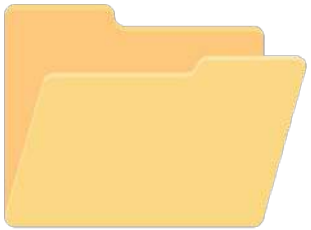


Project



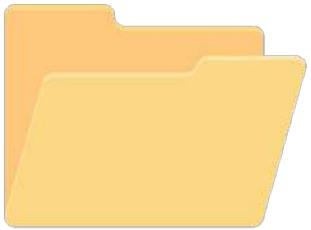
Short-term efforts in your work or life

Area



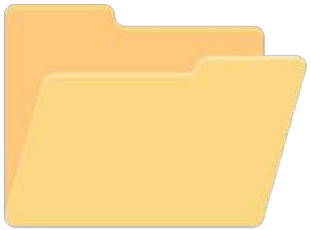
Long-term responsibilities your want to manage over time

Resource



Topics or **interests** that may be useful in the future

Archive



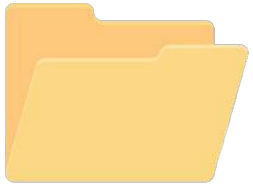
Inactive items from the other three categories

You'll always need to use multiple platforms to move your projects forward. No single platform can do everything.

Tiago Forte

Project	**Area**
Lose 10 pounds	Health
Publish a book	Writing
Save 3 months of expenses	Finance
Create app mockup	Product Design
Develop contract template	Legal
Run first facebook ads	Marketing

Projects



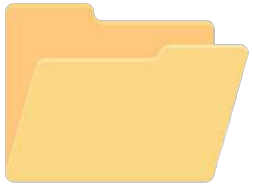
A Humble Guide to Data Science

Data Science Bootcamp Batch 6

Data Analyst 7-Month Program

Building Home

Areas



- BC_R
- BC_Python
- DA_cheatsheets
- Home Design

Organizing Information like a Kitchen
Project

Area

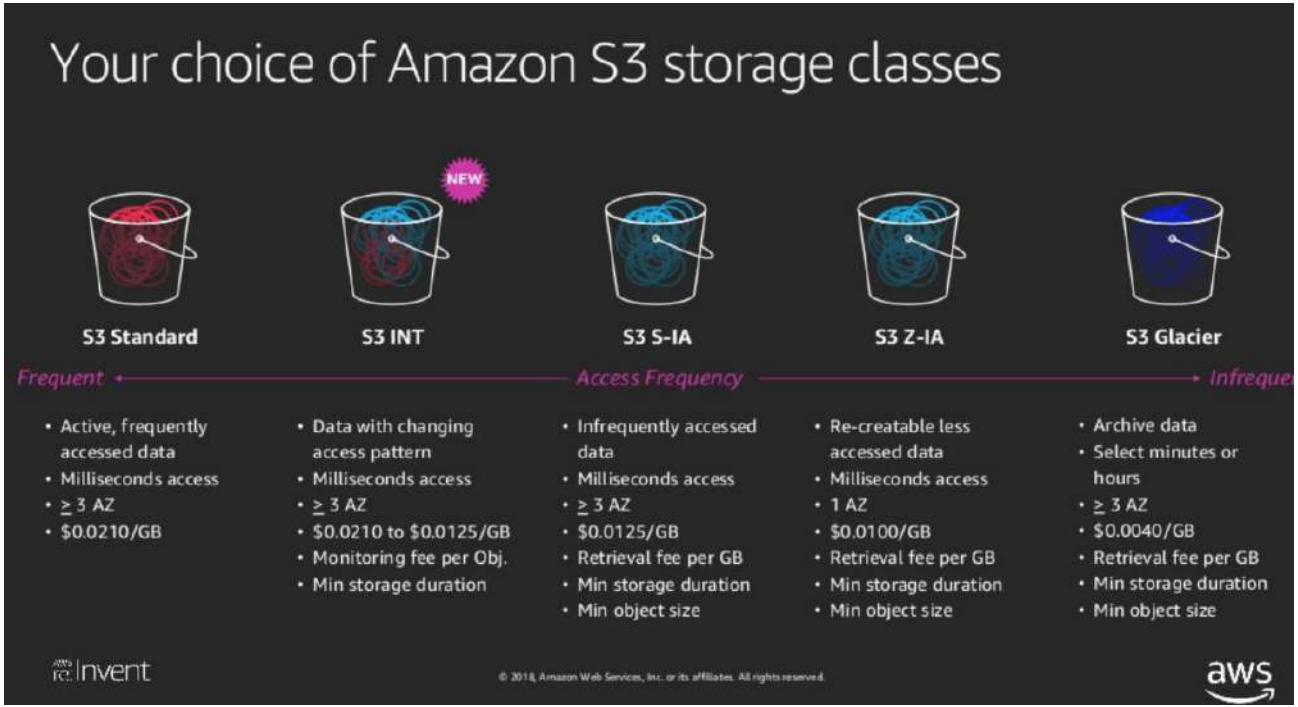
Fridge, you want to check more often

Archive

Frozen/ Cold Storage

Resource

Available to use, but out of sight in the meantime



AWS S3 storage classes

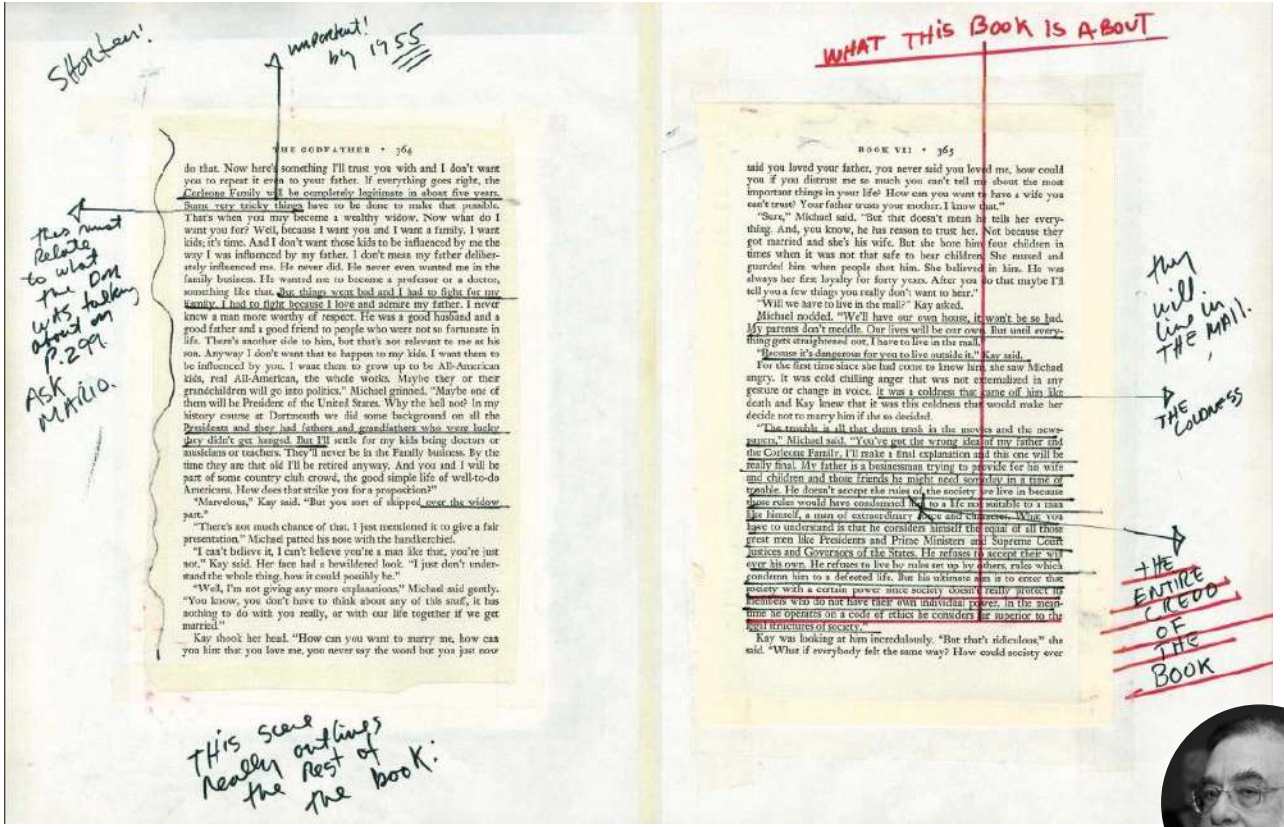
Move Quickly, Touch Lightly.

Tiago Forte

Distill

Find the essence

One of the greatest critical and commercial successes in **filmmaking history.**



Francis Coppola's Notebook (Godfather)

Distillation is at the very heart of all effective communication.

Tiago Forte

Highlight 2.0

Progressive Summarization

Capture Notes **Bold** Passages Highlight Passages Executive Summary

Highlighting 2.0: The Progressive Summarization Technique

Progressive Summarization is the technique I teach to distill notes down to their most important points. It is a simple process of taking the raw notes you've captured and organized and distilling them into usable material that can directly inform a current project. Progressive Summarization takes advantage of a tool and a habit that we are all intimately familiar with—highlighting—while leveraging the unique capabilities of technology to make those highlights far more useful than anything you did in school. The technique is simple: you highlight the main points of a note, and then highlight the main points of those highlights, and so on, distilling the essence of a note in several "layers." Each of these layers uses a different kind of formatting so you can easily tell them apart.

Forte, Tiago. Building a Second Brain (p. 120). Profile. Kindle Edition.

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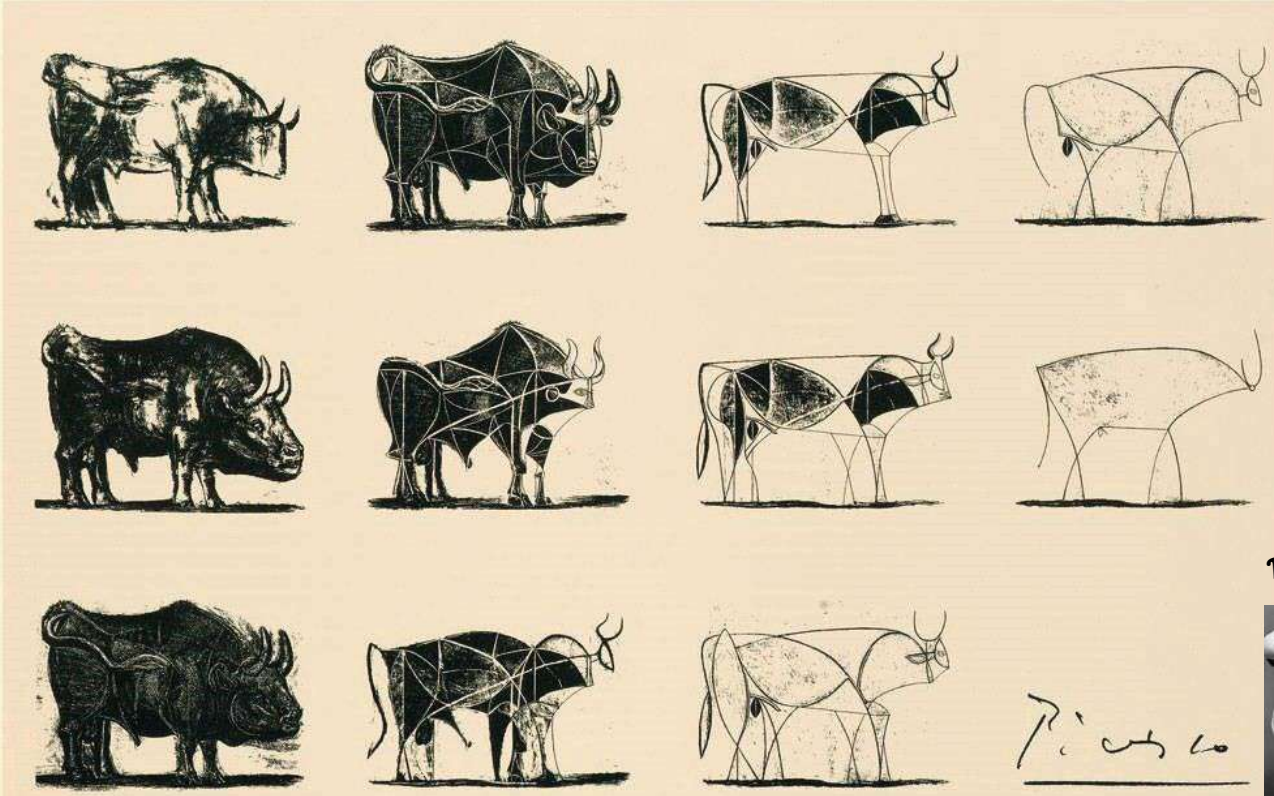
Summary:

- Progressive summarization distill information into layers
  - First, bold text
  - Then, highlight
  - Then, write a summary
- Important points can be used in our current projects



Pablo Picasso

In making decision about what to keep, we inevitably have to make decisions about what to throw away.

Tiago Forte

Keep your future self in mind.

The effort we put into progressive summarization is meant for one purpose: to make it easy to find and work with our notes in the future.

Express

Show your work

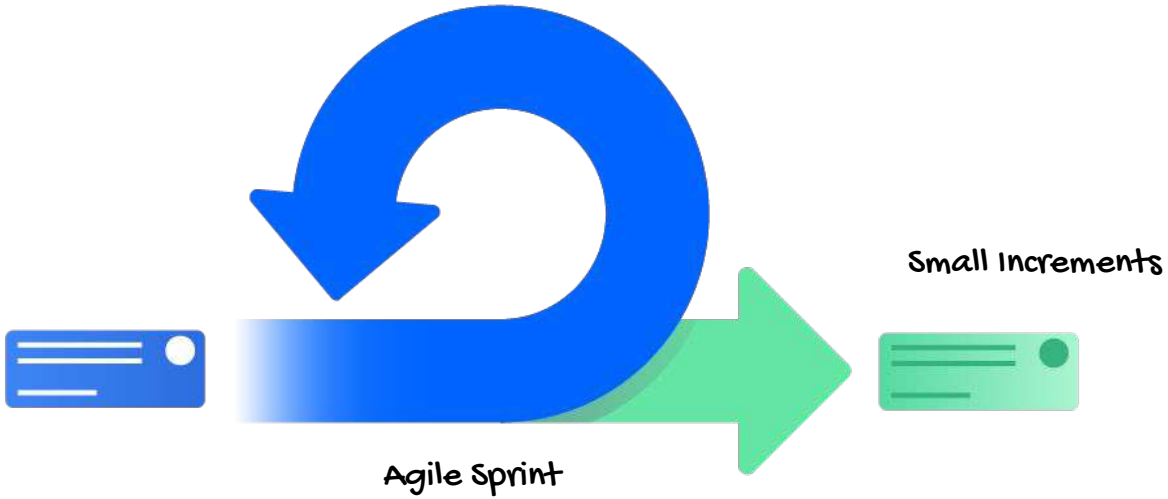
Intermediate Packets: The Power of Thinking Small

- Modules
- Betas
- Sketches
- Pilots
- Prototypes
- Concept Cars
- Demos

Intermediate packets are small pieces of work-in-process. They are concrete, individual building blocks that make up your work.

By thinking small, you can focus on creating just one IP each time you sit down to work.

Tiago Forte


Small Increments
Agile Sprint

Over time your ability to quickly tap these creative assets and combine them into something new will make all the difference.

Tiago Forte

Reuse Your Past Work

1. Search
2. Browse
3. Tag
4. Serendipity (Chance)

Three Stages of Expressing

Remembering → Connecting → Creating

We only know what we make.

You have to believe that the smallest idea has the potential to change people's lives.

Tiago Forte

The CODE method

Remembering what matters

Capture

Keep what resonates

Organize

Save for actionability

Distill

Find the essence

Express

Show your work

CODE method is designed to help your human brain do what it does best. Imagine. Invent. Innovate. Create.

Tiago Forte

Archetypes

Know your trait, choose your second brain

Pick a Notes App: Your Notetaking Style (Part 1)

https://www.youtube.com/watch?v=f3dDVtJ2sec

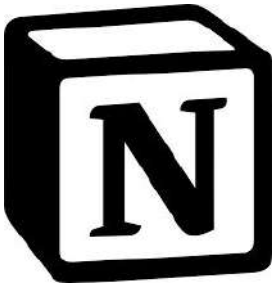
4 Note-Taking Archetypes

- Architect
- Gardener
- Librarian
- (Student)

Librarian

Gardener

Architect



Obsidian

Learn How to Markdown

Markdown for Everyone

https://www.markdownguide.org/basic-syntax/

```
# H1
## H2
### H3
#### H4
##### H5
###### H6

 -  item1
    -  item2
```

```
**bold text**
_italic text_

> Block Quote

[link](url)
![alt text](image url)

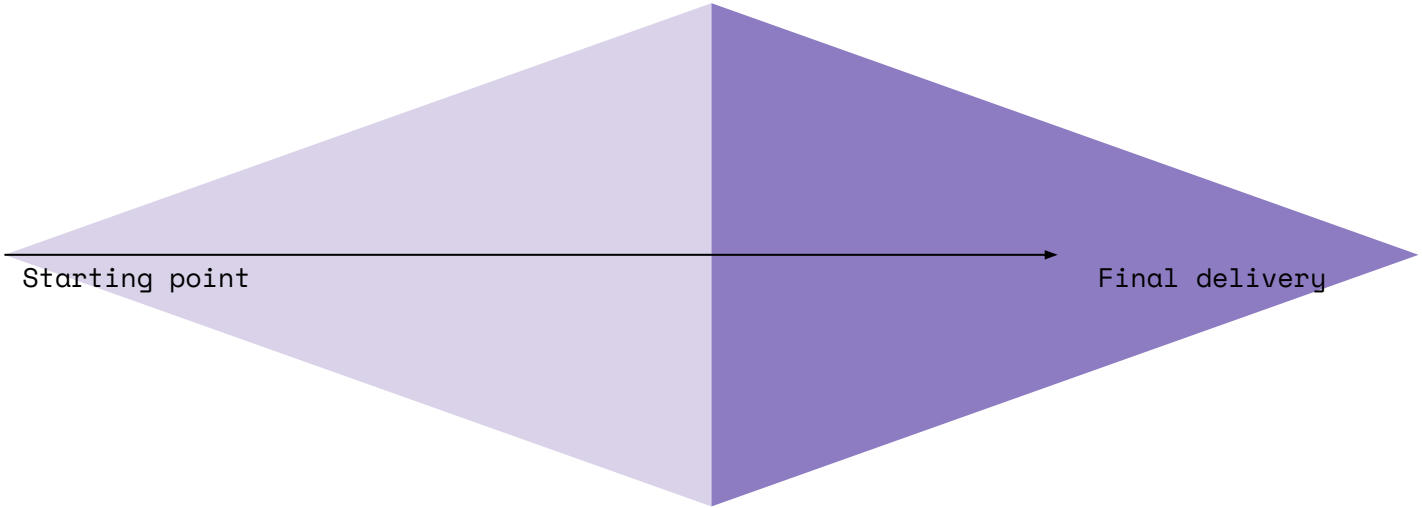
```code block```
```
```

The Shift

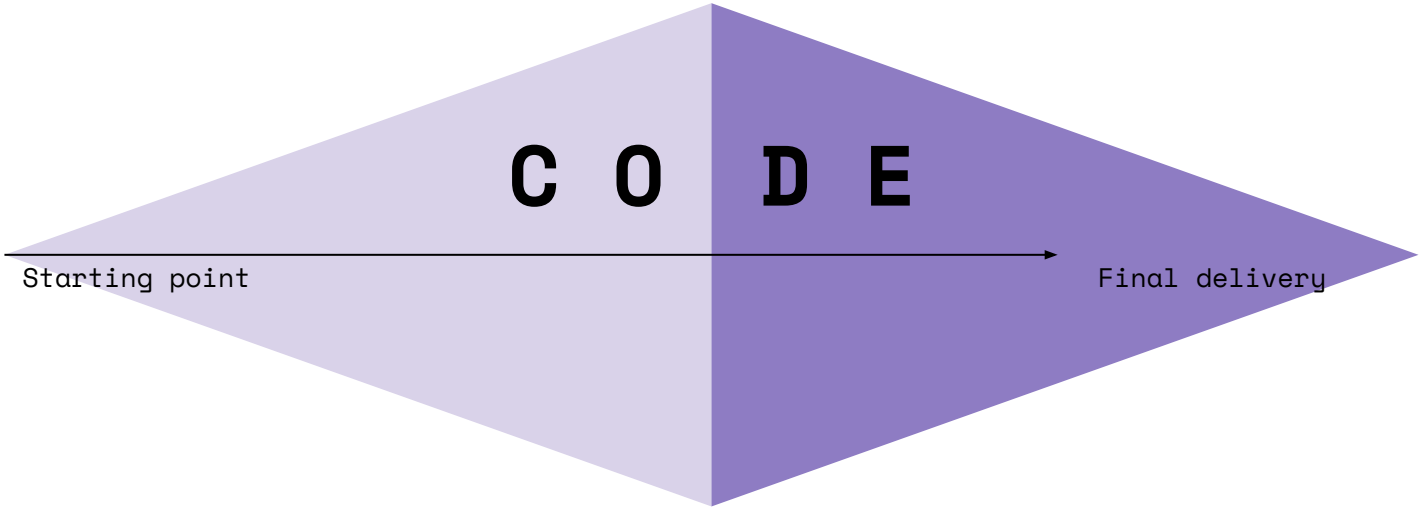
Making Things Happen

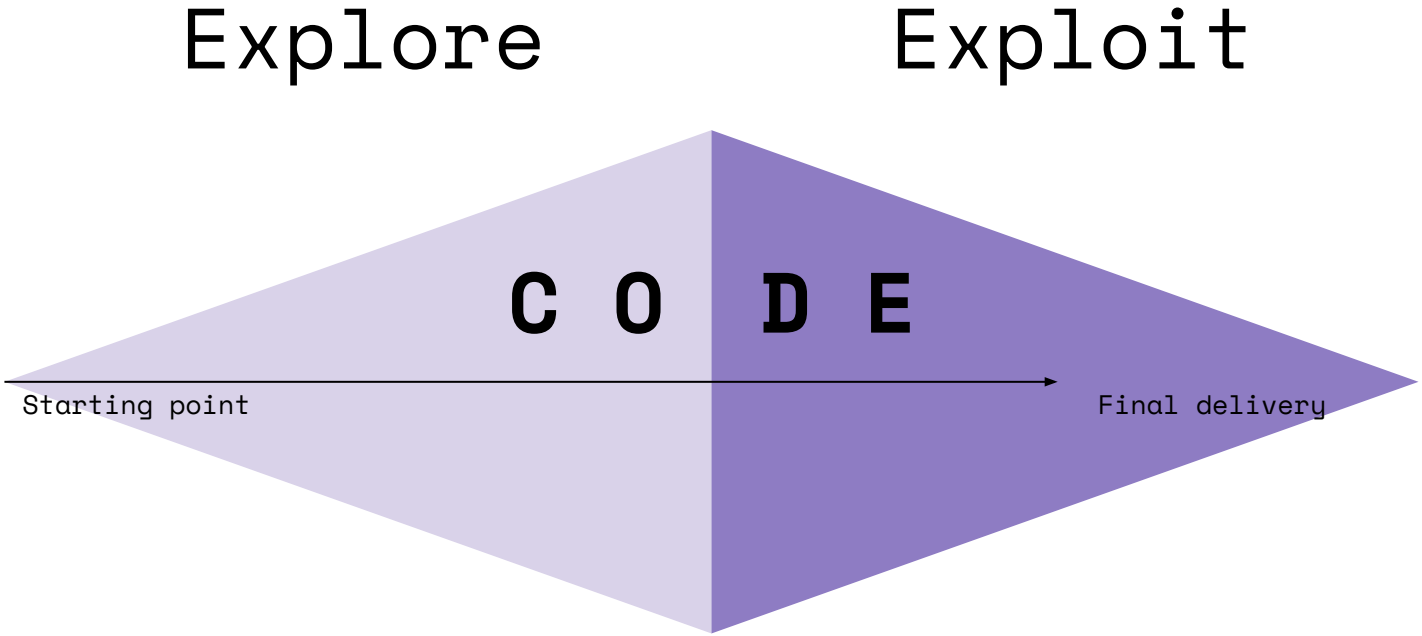
Divergence

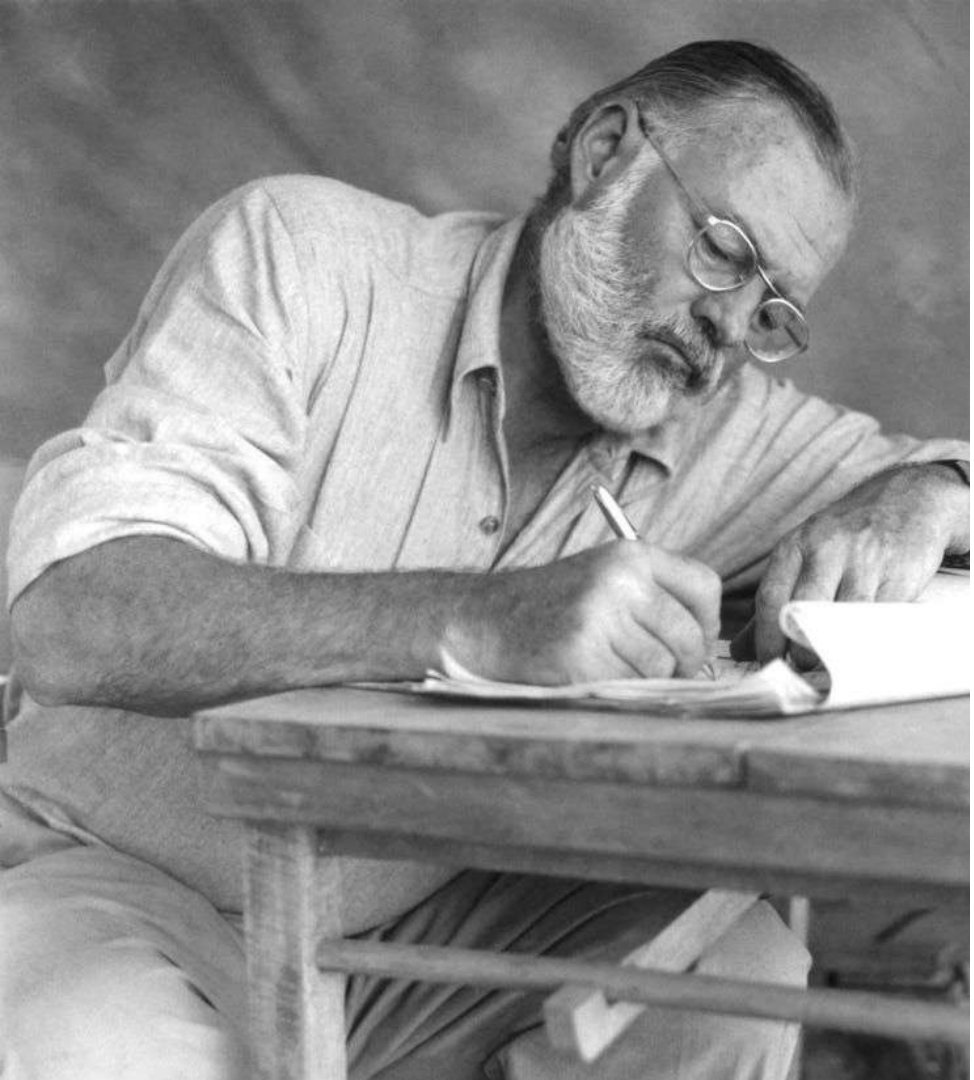
Convergence



Divergence Convergence




Explore
Exploit
C O D E
Starting point
Final delivery



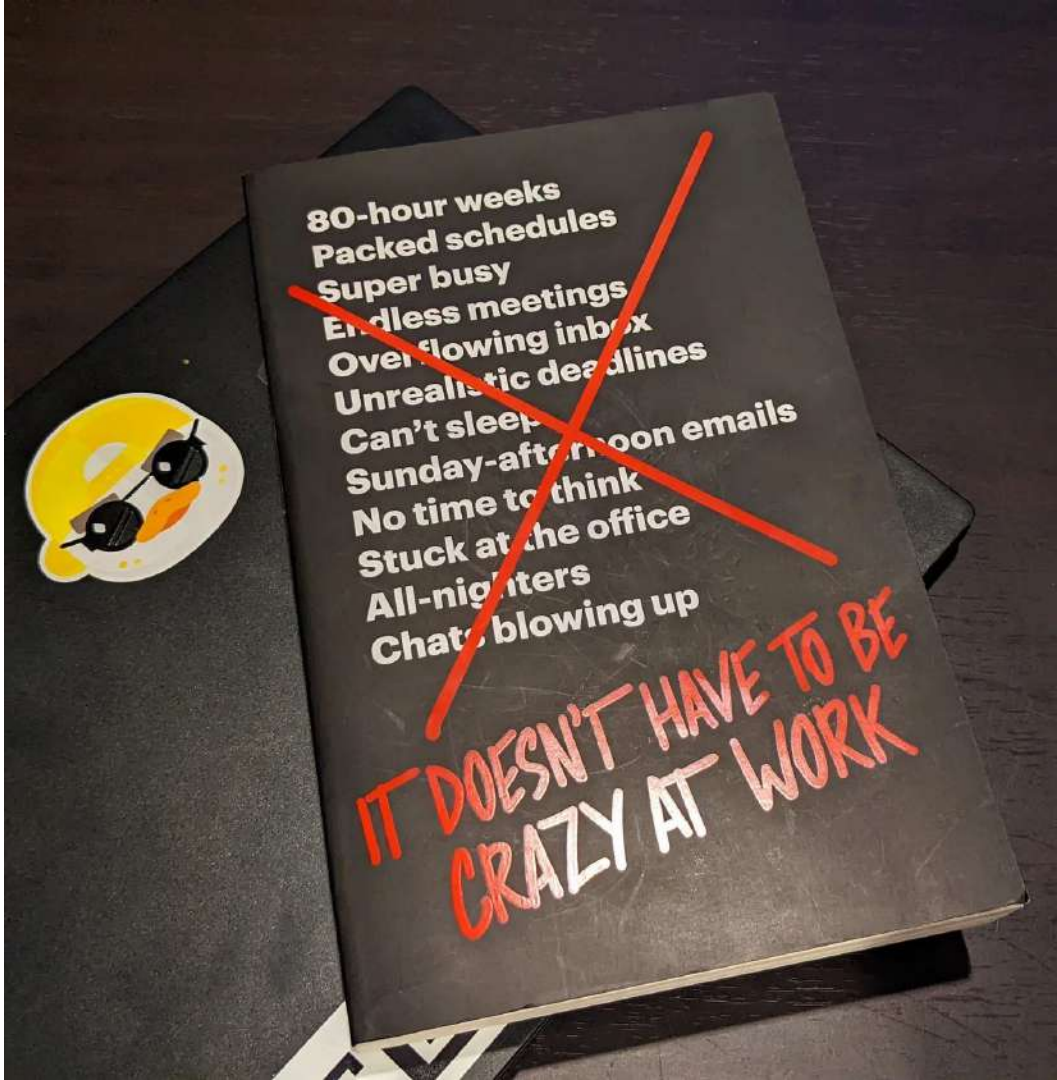
Hemingway Bridge

Ernest Hemingway

1. Write down ideas for next steps
2. Write down the current status
3. Write down any details you have in mind that are likely to be forgotten once you step away
4. Write out your intention for the next work session

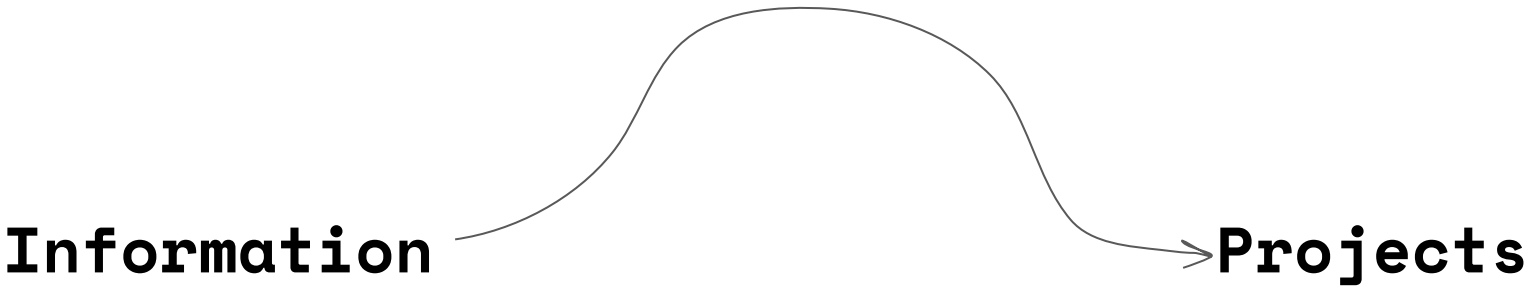
Dial Down the Scope

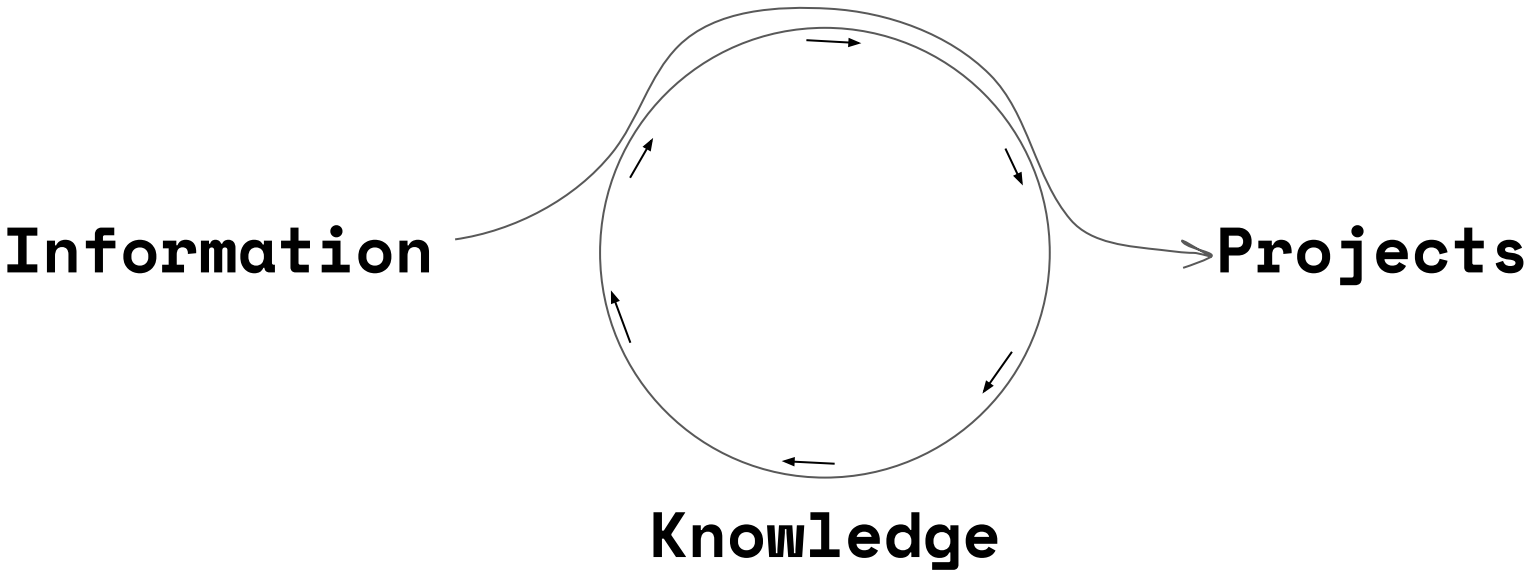
Ship Something Small and Concrete

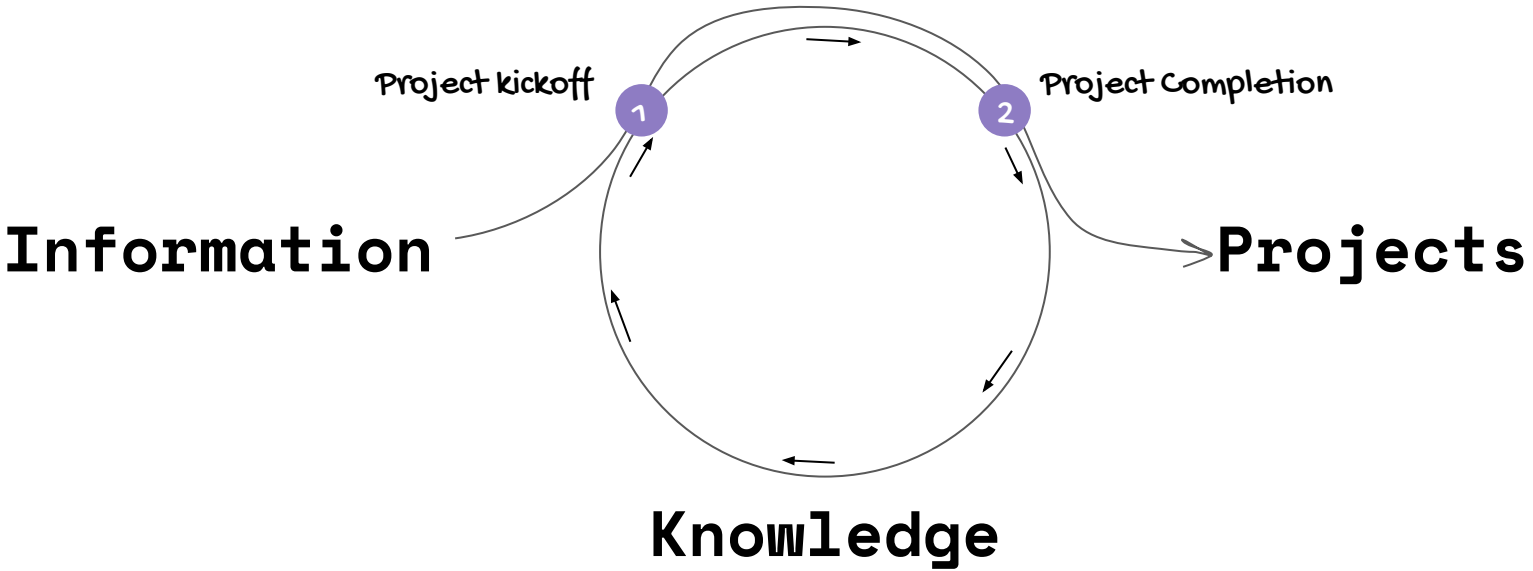


Habits

The Essential Habits for Digital Organizers


Information
Projects


Information
Projects
Knowledge


Project kickoff
1
2
Project Completion
Information
Projects
Knowledge

A Weekly Review

1. Clear email inbox
2. Clear computer desktop
3. Clear notes inbox/ read later
4. Check calendar
5. Choose tasks for next week

Bullet Journal Method [BUJO]

Ryder Carroll

A Monthly Review

1. Review and update goals
2. Review and update project list
3. Review areas of responsibility
4. Review someday/ maybe tasks
5. Reprioritize tasks

A perfect system you don’t use isn’t perfect.

Tiago Forte

The Path

To Self-Expression

The quality of our thinking define our quality of life.

Tiago Forte

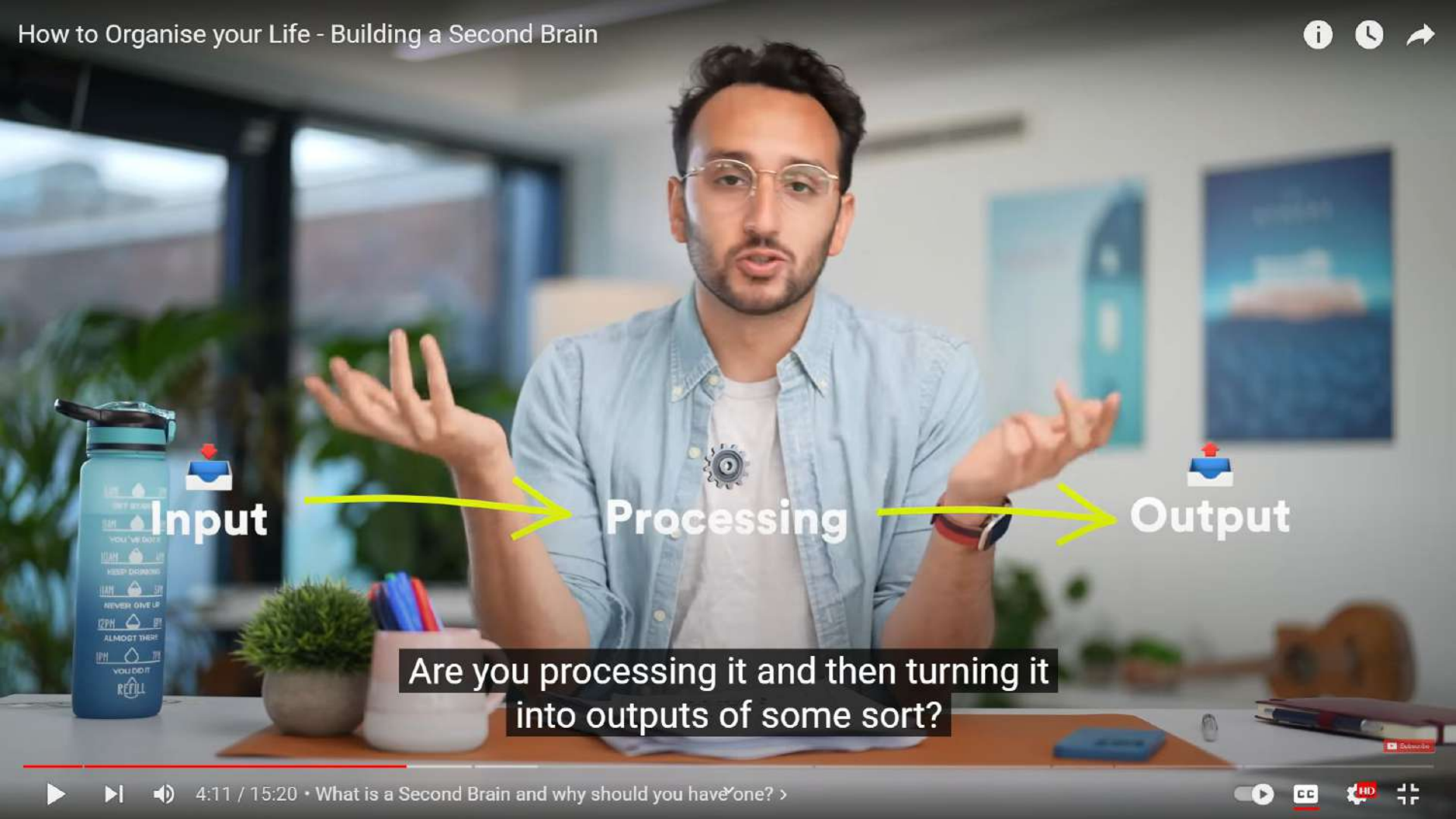
- Giving your first brain a **new job**
- The shift from scarcity to **abundance**
- The shift from obligation to **service**
- The shift from consuming to **creating**
- Our fundamental need for **self-expression**

The purpose of knowledge is to be shared.

Tiago Forte

The Takeaway

Remember what matters


How to Organise your Life - Building a Second Brain
Input
Processing
Output
Are you processing it and then turning it into outputs of some sort?
4:11 / 15:20 • What is a Second Brain and why should you have one? ›

1. Decide what you want to capture
2. Choose your notes app
3. Choose a capture tool
4. Get set up with PARA
5. Get inspired by identifying your 12 favorite problems
6. Automatically capture your ebook highlights
7. Practice progressive summarization
8. Experiment with just one intermediate package
9. Make progress on one deliverable
10. Schedule a weekly review
11. Assess your notetaking proficiency
12. Join the KPM community

Your Turn

The courage to share

Building A Second Brain

Remember Everything, Achieve Anything

DATAROCKIE