

Your Best Thinking 5 Years Ago Is Your Baggage Today

"Your best thinking 5 years ago is your baggage today" Daniel Priestly and Kevin Harrington in their book, *Key Person of Influence*.

Funny, isn't it, how what worked really well for us a while back (however, you define "a while back") might not work today.

Have you noticed that the world has changed quite a bit?

Have you noticed that new AI thingy that is changing the way you and I learn, function, and yes, even **live** in our world today?



Principles That Still Matter Today

I think that Daniel and Kevin were right and that it could be baggage for us today if we're still holding onto techniques that do not work.



At the same time, there are certain principles that worked before that still matter today.

It seems that our society has lost a lot of the value of being kind, being humble, treating others with decency and respect – especially those with whom we disagree about politics or philosophy.

I think the point is that we have to continue learning and most creators that I've met embrace the idea of lifelong learning.

What Got You Here Won't Get You There

It was the brilliant Marshall Goldsmith who is famous for a similar idea with the title of his best-selling book, "*What Got You Here Won't Get You There: How Successful People Become Even More Successful.*"

Most successful people will agree that we need to continue to refresh our knowledge base and keep learning.

The real good news is that medical science and neural science now show us that as we get older, our brains do not have to get worse.

(Can I hear a loud "Yes!" from those of us "of a certain age" reading this???)

If we keep practicing, reading, and stretching our minds, we can stay productive and healthy much longer than many thought was possible years ago.

Finding Balance With AI

Today we need a more pragmatic methodology to embrace AI without going to either extreme.

Extreme #1: Complete Rejection

One extreme would be to cross our arms and refuse to embrace anything new with AI. Some do this by coming up with a feeble, miserable excuse like "AI is gonna take over the world," or "It's going to put all human beings out of work" or some folderol (clever word!) like that.

That approach is like holding your hands over your ears and screaming "La la la la la" over and over.

It doesn't work and is certainly not a good business approach.

Extreme #2: Frantic Adoption

The other extreme is where we dash about in a frenetic way trying to stay on top of every new development with AI. With new breakthroughs coming daily (yes, every day!) that is an impossible task.

It can also drive you cuckoo (technical term!) and not in a good way! 🤪

In our Stark Raving Entrepreneurs programs we talk about this regularly.

6 Approaches To Deal With AI

Given that you should NOT go to either extreme, here are some approaches many have found helpful to deal with the massive amount of AI.



#1 Define Your Specific Goals

What do you want to achieve in your work with AI tools? What do you want to accomplish with your writing, video work, audio work, and more? How would you like to use graphics? Be specific for you and your work.



#2 Create A Tool Selection Framework

Develop your own unique criteria for evaluating the tools you need. Base this on functionality, ease of use, cost-effectiveness, and relevance to your niche.



#3 Get A System For Your Content Creation

I've addressed this many times in our Stark Raving Entrepreneurs programs. Find the right systems that work for you. Borrow from others picking and choosing what works for them and customizing it for your own workflow.

More Approaches To Deal With AI



#4 Schedule Regular Reviews

Dedicate time to regularly review your toolkit and process of learning. Make it a point to select good sources of learning for you in your field. This is vitally important!



#5 Collaborate With Your Team(s)

We often say at Stark Raving Entrepreneurs the words of that Japanese saying "None of us is as smart as all of us." Have teams (yes, more than one) to help you be aware of potentially useful new tools and ideas. Learn from others. Be with groups that are dedicated to helping each other. Many have told us this is one of the strongest benefits of our community. We're all learning together!



#6 Stay Educated Without Overloading Yourself

That "without overloading yourself" is a tough one for those of us who love learning! Yes, I'm talking to YOU my fellow life-long learner! We know we need to keep learning. Make it your practice to continually develop systems that work for you. Embrace what helps you achieve your goals and put others in the "Nice, but not for me right now" bucket.

These 6 steps can help you to enjoy the process even more.

See The WOW! of ChatGPT's Advanced Voice

To help you learn how AI can help you learn better and more in line with your personalized, customized style watch this video I put together to see the WOW! of what ChatGPT can do for you with its "Advanced Voice" feature.

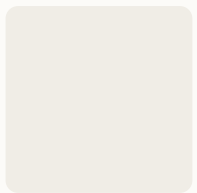


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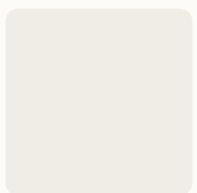


Let's Connect!

Please leave a comment here on LinkedIn and let us know what you think of these 6 steps. What is working for you? What is not working for you? If we can help, please let us know.



To Your Success,



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