Twitter Thread by George Mack



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THREAD: The top 0.1% of ideas I’ve stumbled upon on the internet.

The rabbit holes (without the distractions).

1. Directional Arrows of Progress

“Study the undeniable arrows of progress.” - @wolfejosh

• The future is kinda like a crossword puzzle.

• Nobody is going to spell out for you - but clues exist.

• Wolfe uses the trend line of history as clues for the future.

• E.g. Look at this directional arrow of progress

• Every time the computer gets more powerful, smaller and closer to our bodies.

• Wolfe used this trend line to bet that Brain-Machine interfaces will be huge and started funding companies in the space.



2. The Cobra Effect

”When a measure becomes a goal, it ceases to become a measure” - @G_S_Bhogal

• British colonialists tried to reduce the snake population in India.

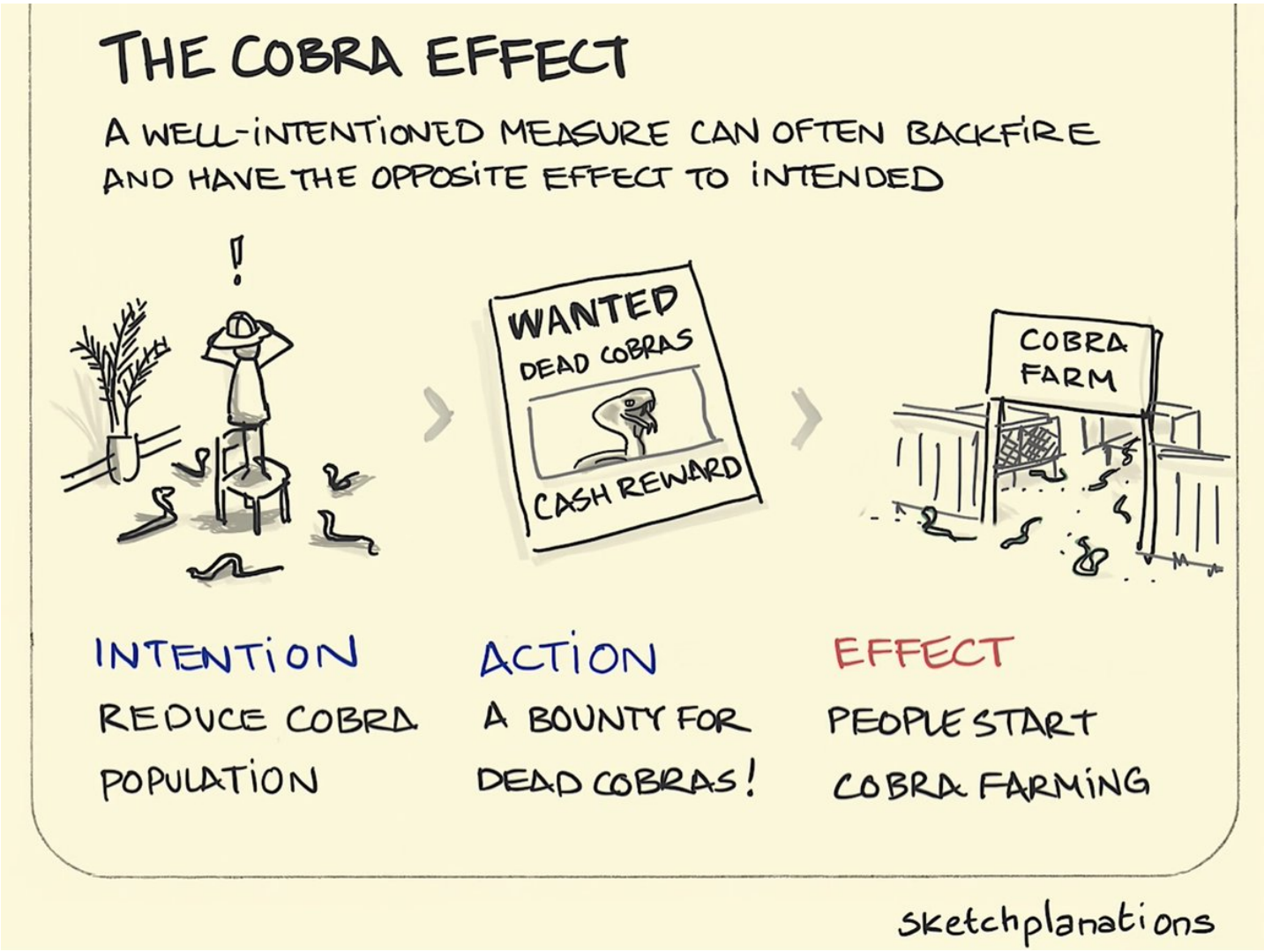
• They offered bounties for dead cobras with cash given out to the killers

• The incentives back-fired...

• The local population started breeding cobras & killing them.

• When the government discovered this, the reward program was scrapped.

• The cobra breeders then released their $0 snakes into the street, making the problem much worse.



3. Shaan Clubs

• Cliche trope: "You're the average of the 5 people you spend the most time with"

• @ShaanVP takes this simple cliche and actually implements it - by creating clubs of similar people.

• He wanted to learn poker, so lived in a house of people learning poker

• He wanted to learn e-commerce, so created an e-commerce Zoom club.

• "I have a method of trying to get good at something... I form a mastermind of other people in the same boat." - @ShaanVP

• So simple and nobody does it. I felt like an idiot after hearing it.

4. Asch Negative

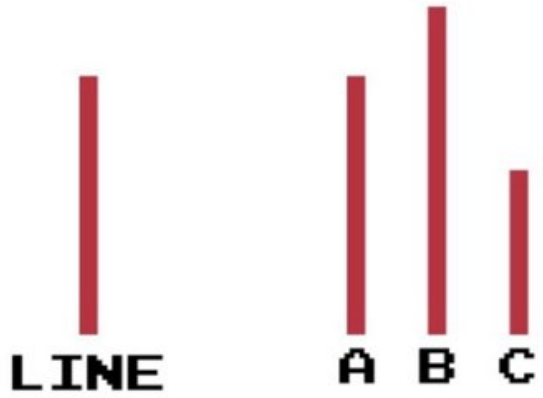
• The obvious answer is A.

• Asch’s study found that if actors gave the wrong answer, other people would sometimes copy them.

• “Asch Negative“ is a trait where people go against the room. (Contrarian for the sake of truth)

H/T @EricRWeinstein

WHICH LINE IS
THE SAME LENGTH
AS THE LINE
ON THE LEFT?



2 interesting ideas this leads to:

A. Asch Negative will be a test in schools of the future

• How many macro-atrocities (genocide) or micro-atrocities (bullying) could be prevented by having Asch-Negative training for kids?

Watch "@DerrenBrown - The Push" on Netflix



B. We need people to create new words

• Before @EricRWeinstein introduced Asch-Negative, there weren't any words to truly describe it - resulting in low adoption

• Society's belief system is like open-sourced software

• New words create new functions & forks in the code

5. CEO's > Presidents

• With the rise of a remote population that can migrate easier, @balajis argues that future presidents will look like CEO's.

• They will focus less on politics - and more on sales, recruitment, and product of their city.

• Early signs are here...

• Smaller cities (startups) will think outside the box to compete with huge attractive cities (mega-corps)

• LA or NYC is the mega-corps that don't have to innovate because they're number 1

• Most challenger cities will fail - like startups. (But % will thrive)

Travel › News

A year in paradise: Barbados to offer long-term stays to remote workers

6. Calendar-Priority Alignment

• When @rabois meets with a new CEO, he asks to see:

1. Their priorities
2. Their calendar

• They rarely ever match.

• So simple. So obvious. Rarely ever done. I felt stupid after hearing it.

Reminds me of Munger on Mozart being miserable his whole life - because he overspent his income

"If Mozart can't get by with this kind of asinine conduct, I don't think you should try."

If elite CEO's fail the calendar-priority alignment test, I'm 99% sure we are (I am).

7. Write Before Action

• @Conaw writes down what he plans to do, and how he plans to do it (in detail) before he does it

• "Why? Because sometimes I realize as I am halfway through writing things out that there is a fundamentally better approach."

• So simple. Rarely done

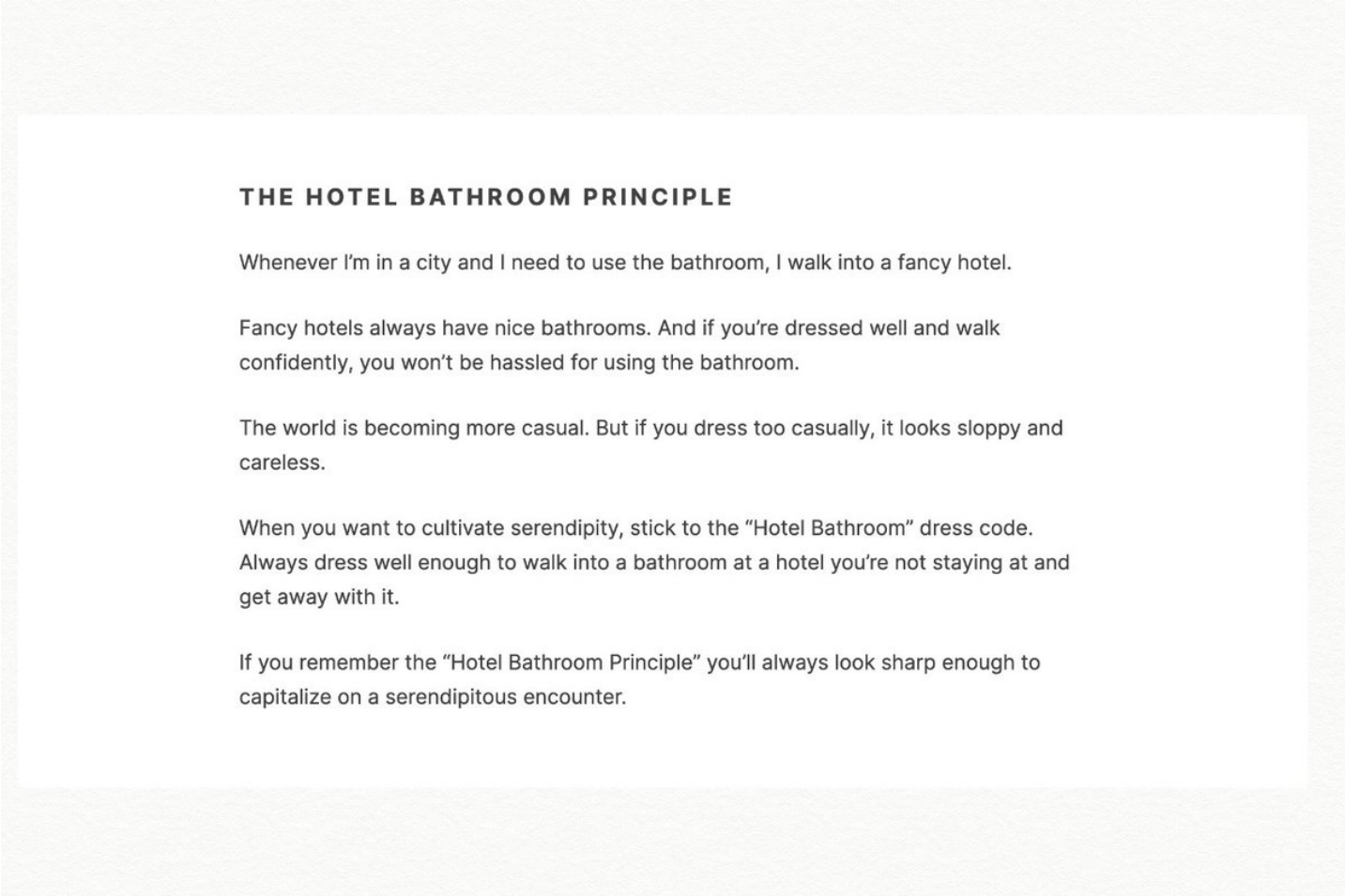
• "...my main reasons for writing things down is because I want to find out if there is work I can safely avoid." - @Conaw

• "Another advantage of breaking down the steps into detailed and discreet chunks of work -- you don't have to do everything yourself." - @Conaw

8. The Hotel Bathroom Principle

• "When you want to cultivate serendipity, stick to the 'Hotel Bathroom' dress code.

Always dress well enough to walk into any a bathroom at a hotel you're not staying at and get away with it." - @david_perell



THE HOTEL BATHROOM PRINCIPLE

Whenever I'm in a city and I need to use the bathroom, I walk into a fancy hotel.

Fancy hotels always have nice bathrooms. And if you're dressed well and walk confidently, you won't be hassled for using the bathroom.

The world is becoming more casual. But if you dress too casually, it looks sloppy and careless.

When you want to cultivate serendipity, stick to the "Hotel Bathroom" dress code. Always dress well enough to walk into a bathroom at a hotel you're not staying at and get away with it.

If you remember the "Hotel Bathroom Principle" you'll always look sharp enough to capitalize on a serendipitous encounter.

9. Knowledge = The Value

• "(Knowledge) it's not inside the thing itself. For example, oil is useless unless you know how to refine it, burn it, and use it for combustion.

Information is useless unless there's a brain there to receive it." - @naval

Naval: The value is in the knowledge, and the knowledge is inside the observer and the creator, in other words, a human. It's not inside the thing itself. For example, oil is useless unless you know how to refine it, burn it, and use it for combustion. Information is useless unless there's a brain there to receive it.

There could be a signal broadcasting English into outer space, but if there isn't a creature capable of understanding what that language is, how it works, and who's conveying it, then it's just modulated electromagnetic frequencies that don't mean anything. So a lot of the information—a lot of the value—is within a particular knowledge-bearing entity.

• The internet is kinda like college. Educational but full of distractions.

• Customisable algorithms of the future should optimise for the individual's goals - rather than the goals of the platform.

• Until then, we're all swimming in sewage trying to find nuggets of gold.

I occasionally send out a newsletter of new ideas + tools I'm exploring.

Clouds = Big Ideas + Mental Models

Dirt = Leveraged Tools + Automation/No-Code + Software.

100% high signal. 0% spam.

Check it out ■https://t.co/gZLFoqxVV0