# ACT ON WHAT YOU LEARN

*"Knowledge without action is useless." – Walter Evert Myer*

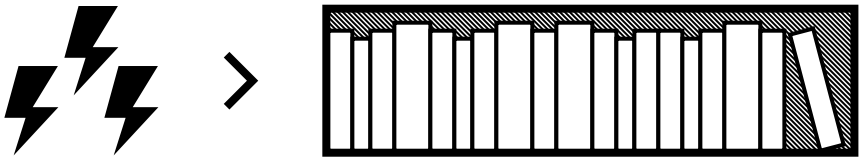
## Express It

### SPEAK IT

**Speak** what's below *out loud*, with enthusiasm, certainty, and belief. **Improvise** what you say as *much* as you want (actually, this is preferred). **Visualize** what you say - see it in your head before the words leave your lips. **Brackets** contain instructions that explain something specific to do.

### *What, Why, and How*

- There is a *big* difference between capturing ideas and acting on them. *Capturing* ideas involves a lot of highlighting, underlining, and taking notes - which IS important - but *acting* on what you learn involves planning, doing, and changing who you are and what you do.
- When you learn something, if it doesn't affect or change who you are or what you do, then the fact that you learned it really has *little* value. For example:
    - If your thinking is always cloudy in the morning, and you discover that it's because you consume too much sugar for breakfast (cereals, juices, donuts, etc.), your cloudy thinking won't improve by reading another book or article. It will *only* improve if you take action on what you learned, and you minimize how much sugar you consume in the morning.
    - If your daily productivity stinks, and you've learned ideas and strategies for improving it, it will *only* get better if you act on what you learn, not if you simply consume more ideas and strategies.
- Filling your head with tons of ideas by reading a lot of books (quantity) isn't *nearly* as important as taking a selection of the best ideas that you discover (quality) and *doing* something with them! ***It's better to take massive action than it is to have a massive bookshelf!***



- Taking action on an idea is the key to experiencing the benefits of that idea.
- When you take action on an idea or strategy that you learn, you not only see that it *really* works, but you end up understanding *why* and *how* it works. This level of understanding gives you deeper insight to how the world works, which has a powerful effect on your thoughts, beliefs, and decisions.
- ***When you:***
    - Learn something valuable

    ***Then you will:***
    - **Describe it:** What it is, what it means, how it works
    - **State why it matters/its benefits:** What emotionally-compelling reasons there are for using/doing/believing it
    - **Explain how you will use it:** Including where and when you will use it, the steps or process of using it, and real-world scenarios when you'll use it
    - **Take action on it!**

### EXPLAIN IT

- Explain whether you're currently better at capturing or acting on what you learn, then provide some specific examples that prove your belief one way or another.
- Explain what you can specifically do to improve your ability and desire to *act* on what you learn.

### TEACH IT

- Identify something of real value that you recently learned and then: Describe it, state why it matters, and how you will specifically take action to use it.