한서대학교
HANSEO UNIVERSITY
General Studies Department

TEDTALKS-II
Week 3

Video-To achieve your most ambitious goals

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Lecturer Introduction

By TedTALKS

How you define Stephen Duneier depends on how you came to know him. Some define him as an expert institutional investor, while others know him as a large scale installation artist, avid outdoorsman, professor, decision strategist, coach, business leader, mindfulness extremist, author, speaker, daredevil or Guinness world record holder. In his talk, Stephen explains that what truly defines him aren't titles, but an approach to decision making that transformed him from someone who struggled with simple tasks to a guy who is continuously achieving even his most ambitious dreams. For thirty years, he has applied cognitive science to investing, business and life. The result has been the turnaround of numerous institutional businesses, career best returns for managers who have adopted his methods, the development of a $1.25 billion dollar hedge fund and a rapidly shrinking bucket list. Mr. Duneier teaches graduate courses on Decision Analysis in UCSB's College of Engineering. His book, AlphaBrain is due for release in early 2017 from Wiley & Sons. Through Bija Advisors, he helps business leaders improve performance by applying proven, proprietary decision-making methods to their own processes. His artwork has been featured around the world and is represented by the Sullivan Goss Gallery. As Commissioner of the League of Professional Educators, Duneier is using cognitive science to alter the landscape of American education. He is the former Head of Currency Option Trading at Bank of America and Emerging Markets at AIG International.

Key Words

1. A marginal improvement in our process can have a huge impact on our end results.
2. In 2011, he became the number one ranked men's tennis player in the world, started earning an average of 14 million a year in prize money alone and winning a dominating 90% of his matches
3. What he does control are all the tiny little decisions that he needs to make correctly along the way in order to move the probability in favor of him achieving these types of results..

4. I like to refer to this as his decision success rate. So, back when he was winning about 49% of the matches he was playing, he was winning about 49% of the points he played. Then to jump up, become number three in the world, and actually earn five million dollars a year
5. I thought I want to make a change. I'm going to make a marginal adjustment, and I'm going to stop being a spectator of my decision-making and start becoming an active participant.
6. Instead of pretending, again, that I would suddenly be able to settle down and focus on things for more than five or ten minutes at a time, I decided to assume I wouldn’t. And so, if I wanted to achieve the type of outcome that I desire
7. If I would get an assignment, let's say, read five chapters in a book, I wouldn't think of it as five chapters, I wouldn't even think of it as one chapter. I would break it down into these tasks that I could achieve, that would require me to focus for just five or ten minutes at a time.

Key Words

8. From that point forward, all the way through to graduation, I was a straight-A student, Dean's List, President's Honor Roll, every semester.

9. You know, you take these big concepts, these complex ideas, these big assignments,

you break them down too much more manageable tasks, and then along the way,

you make a marginal improvement to the process that ups the odds of success in your favor.

10. I started out as an exotic derivatives trader for credit Swiss. It then led me to be global head of currency option trading for Bank of America

11. It's been serving me well as a professional, why aren't I applying this in my personal life,

like to all those big ambitious goals I have for myself?

12. There is actually nothing amazing about what I've just done. I made this marginal adjustment to my daily routine. This marginal adjustment to my process.

13. I didn't actually set the new year's resolution to lose 25 pounds. I set a resolution to hike all 33 trails in the front country of Santa Barbara Mountains.

14. Every one of those steps that I have just described is a tiny little decision that needs to be made correctly along the way in order to achieve the ultimate outcome.

Key Words

15. That's not what it's about. Because if you don't make the right decision
when you're on the couch, there is no decision that occurs at the top of the mountain.

16. You pick up a book and you read one word. If you read one word, you'll read two words, three words; you'll read a sentence, a paragraph, a page, a chapter, a book; you'll read ten books, 30 books, 50 books.

17. In 2012, I got really ambitious. I set 24 new year's resolutions. 12 of them were what I call giving resolutions, where I did 12 charitable things that didn't involve writing a check. But it's not without its failures. I tried to donate blood, and they rejected me because I'd lived in the UK.

18. And so I went home and Googled this, and it turns out it is a thing people do, it's called yarnbombing: you wrap these public structures with yarn. And, the second annual international yarn bombing day was just 82 days away.

19. I set the goal to wrap six massive boulders in Los Padres National Forest at the top of the mountains. But if I was going to pull this off, I'd need help. So at this point, I had a few thousand followers on social media as "The Yarnbomber.“

20. So I kept going with bigger, more ambitious projects that would require me to work with new materials, like fiberglass, and wood, and metals, which culminates in a project that is currently at TMC, here in Tucson,

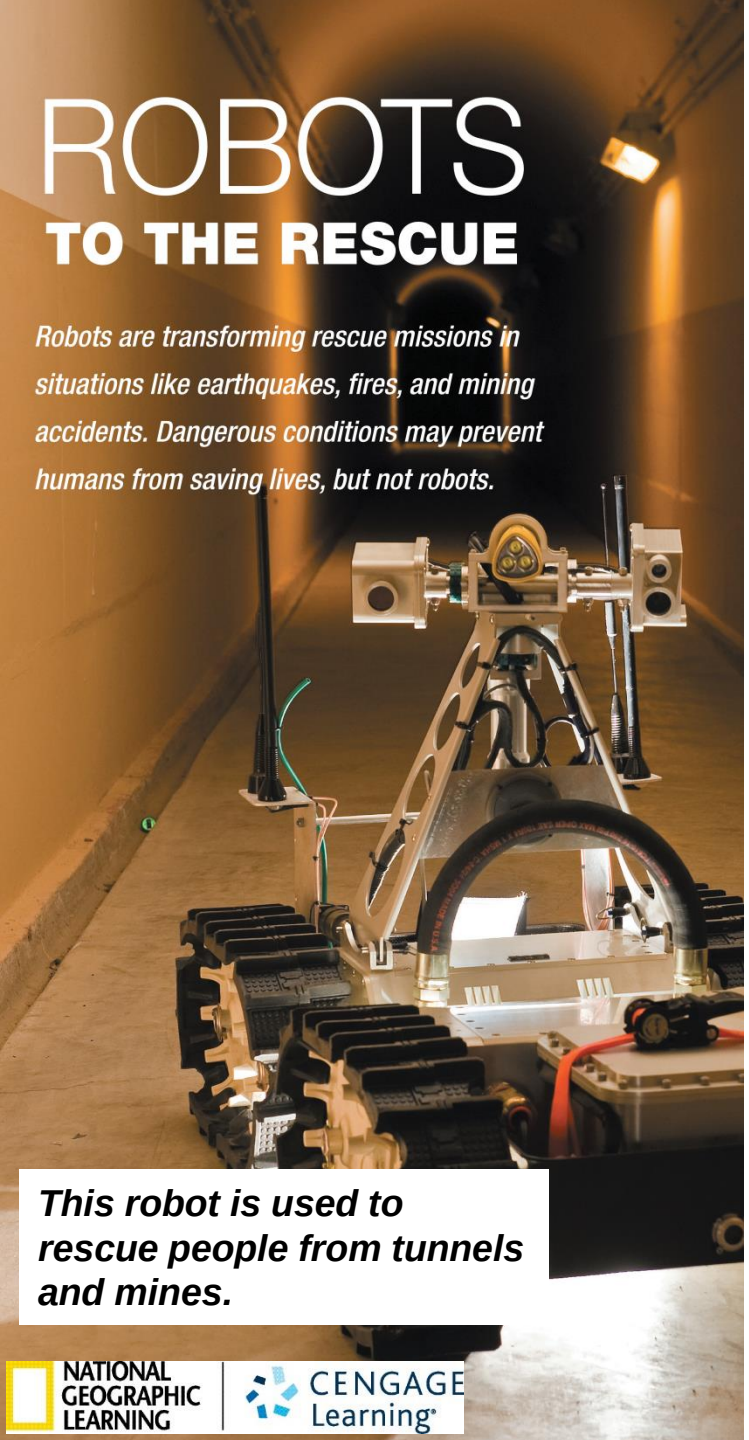
21. and I went to the website of Guinness. I was curious what's the world's largest granny square.
And it turns out there's no category for it.

Key Words

22. I finally reached more than half a million stitches, incorporated more than 30 miles of yarn, and I am now the official Guinness world record holder for the largest crocheted granny square.

23. All I do is take really big, ambitious projects that people seem to marvel at, break them down to their simplest form and then just make marginal improvements along the way to improve my odds of achieving them.

24. I'm hoping to inspire several of you to pull some of those ambitious dreams that you have for yourself off the bookshelf and start pursuing them by making that marginal adjustment to your routine.



She may have a broken leg, but she couldn't be happier. Morgan Bailey, 15, is lucky to be alive.

It seemed like a normal Tuesday for Morgan. She was at school. It was fourth period, and she was the first student to arrive in the gymnasium for her physical education class.

Suddenly there was a loud noise.

"There was a sharp, cracking noise and then a loud boom. After that, I don't remember anything," said Morgan. "I guess I passed out.[1]"

The roof of the gymnasium had collapsed under the heavy snow. Morgan was trapped underneath. She couldn't escape.

"I woke up, and there was a big piece of wood on my leg. I couldn't move it. I was starting to get cold."

Fortunately, help was nearby. A new program using rescue robots was tried for the first time.

[1] If you *pass out*, you become unconscious.

"We were nervous about using the robot," said Derrick Sneed, the man in charge of the program. "But in the end, the robot gave us reliable information. It went extremely well."

The rescue robot was able to go into the gym and locate Morgan's exact position.

"We send in robots first because it's just more practical. A situation may not be safe for humans," said Mr. Sneed. A gas leak,[2] for example, could kill you or me but wouldn't hurt a robot."

Although it didn't happen in Morgan's case, some rescue robots can bring fresh air or water to people who are trapped.

"Once we identified Morgan's location and knew it was safe to go in, a couple of our men went in to rescue her," says Sneed. "Her leg was broken, and she was scared, but thankfully, she was alive."

Doctors sent Morgan home from the hospital after only two days. What's the first thing she wanted to do? "I wanted to meet my hero!" Morgan laughs. "That little robot saved my life!"

[2] When a *gas leak* happens, the air is not safe to breathe.

3 READING

A. Make predictions. Read the title of the news article. Then look at the photo and read the caption. What do you think this article is about? Tell a partner. Then read the article to check your ideas.

3 READING

B. Infer meaning. Find the four underlined words in the passage and read the sentences they are in. Then match each word with its definition. One definition is extra.

1. collapsed ___c___
2. trapped ___d___
3. position ___e___
4. identified ___a___

a. discovered
b. put something down
c. fell down
d. unable to escape or move
e. location, place

3 READING

C. Sequence events. Morgan is telling people what happened. Number the events (1–9) in the order they happened.

8 They took me to the hospital.

4 Then the roof of the gym fell down, and I passed out.

2 I went to the gym for my class.

9 I have to stay for a couple of days, but I'm feeling much better!

6 Then suddenly, this little robot appeared.

1 It was snowing really hard on Tuesday morning.

7 A couple of men found me.

5 When I woke up, I tried to move, but I couldn't. I was scared.

3 I heard this really loud sound.

3 READING

D. In what other kinds of situations could rescue robots be used? Tell a partner.

Answers will vary.

4 GRAMMAR

A. Turn to page 215. Complete the exercises. Then do B and C below.

Comparisons with *as*... *as*
Phone A is 12 centimeters. Phone B is 12 centimeters. Phone A is **as** big **as** phone B. Phone A costs $100. Phone B costs $100. Phone A costs **as** much **as** phone B.
Camera A isn't **as** affordable **as** Camera B. Maria didn't do **as** well **as** Carlos on the test.

4 GRAMMAR

B. Read about the two cars. Then, with a partner, make sentences using *(not) as… as* about them. Which car do you think is better?

Both the Fiat and Tesla are electric cars.

	Car 1: Fiat 500e	Car 2: Tesla Model S
price	$32,000	$100,000+
durability	lasts 5+ years	lasts 5+ years
popularity	very popular	only with the rich

They're both electric cars, but the Tesla isn't as affordable as the Fiat.

4 GRAMMAR

C. With your partner, complete the chart with two more electronic devices (for example, two different phones, two different tablets). In your opinion, which product is better? Explain with sentences using (*not) as… as.*

Answers will vary.

	1: _____	2: _____
price		
size		
durability		
popularity		

5 WRITING

A. Read the paragraph. What two things is the writer comparing? Which one does she like more? Why? Tell a partner.

I used to own a BeFit activity tracker, but two months ago, I got an iLife. Of the two activity trackers, I like the iLife better for a couple of reasons. First, the iLife lets me do a lot of things. I can track my activity. I can also see who is calling me, set alarms for myself, and many other things. The BeFit doesn't have as many features. Second, the BeFit uses a lot of power, so its battery doesn't last as long as the iLife's. For these two reasons, I think the iLife is a better product.

BeFit and iLife; iLife. It has more features and uses less power.

5 WRITING

B. Look at the two products you compared in Grammar C. Choose one and in a paragraph explain which product you think is better.

5 WRITING

C. Exchange papers with a partner.

1. Answer the questions in **A** about your partner's writing.
2. Circle any mistakes in your partner's writing. Then return the paper to your partner. Make changes to your own paper.

6 COMMUNICATION

A. With a partner, design a robot that will do something useful for people. Discuss the questions below.

Name of our robot: _____

1. What is the purpose of the robot? Choose from the list below or write your own idea.

be a friend to children / adults	do household chores
work in schools	work in hospitals
do factory work / build things	your idea: _____

2. What exactly will the robot do?
3. What will the robot look like? Draw a simple picture on a separate piece of paper.
4. Why is the robot as good as (or better than) a human?
5. How much will the robot cost?

6 COMMUNICATION

B. Get together with another pair and take turns doing the following.

Presenters: Present your robot. Start by saying its name.

Listeners: As you listen to the other pair's presentation, answer questions 1–5 in **A**. At the end of the presentation, you may ask questions.

Today, we're going to tell you about our robot, Robbie. He works in...

6 COMMUNICATION

B. Repeat group B with two other pairs. At the end, compare notes with your partner and choose your favorite robot. Explain your choice to the class.

Paro is a Japanese robotic toy used in hospitals. It looks like a seal and helps to reduce stress in patients.