

HOW TO GIVE A SH*T

JACK WILSON



If you know the enemy and *know yourself*, you need not fear the result of a hundred battles

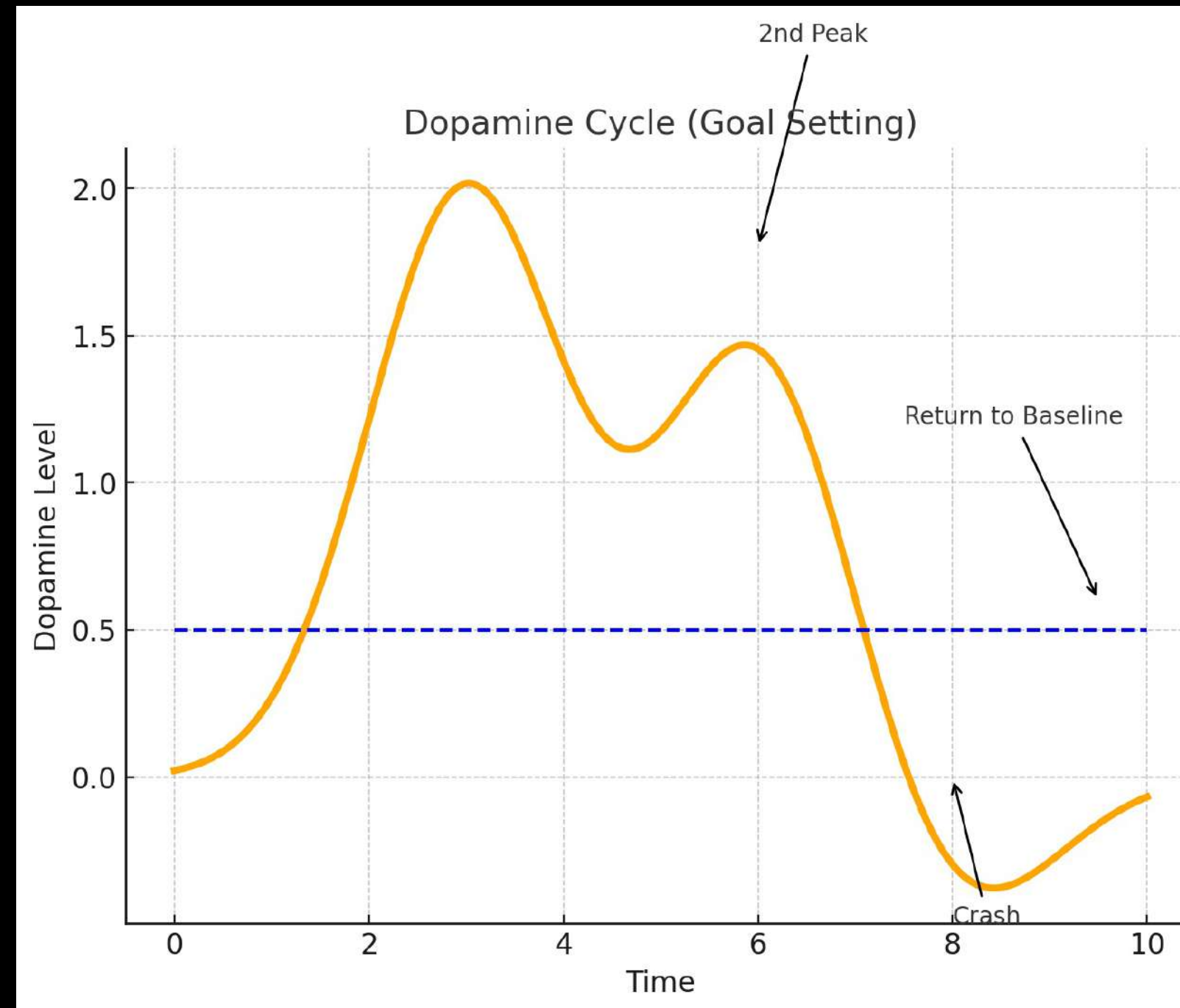
If you *know* yourself but not *the enemy*, for every *victory* gained you will also suffer a defeat

If you know neither the enemy nor yourself, you will succumb *in every battle*



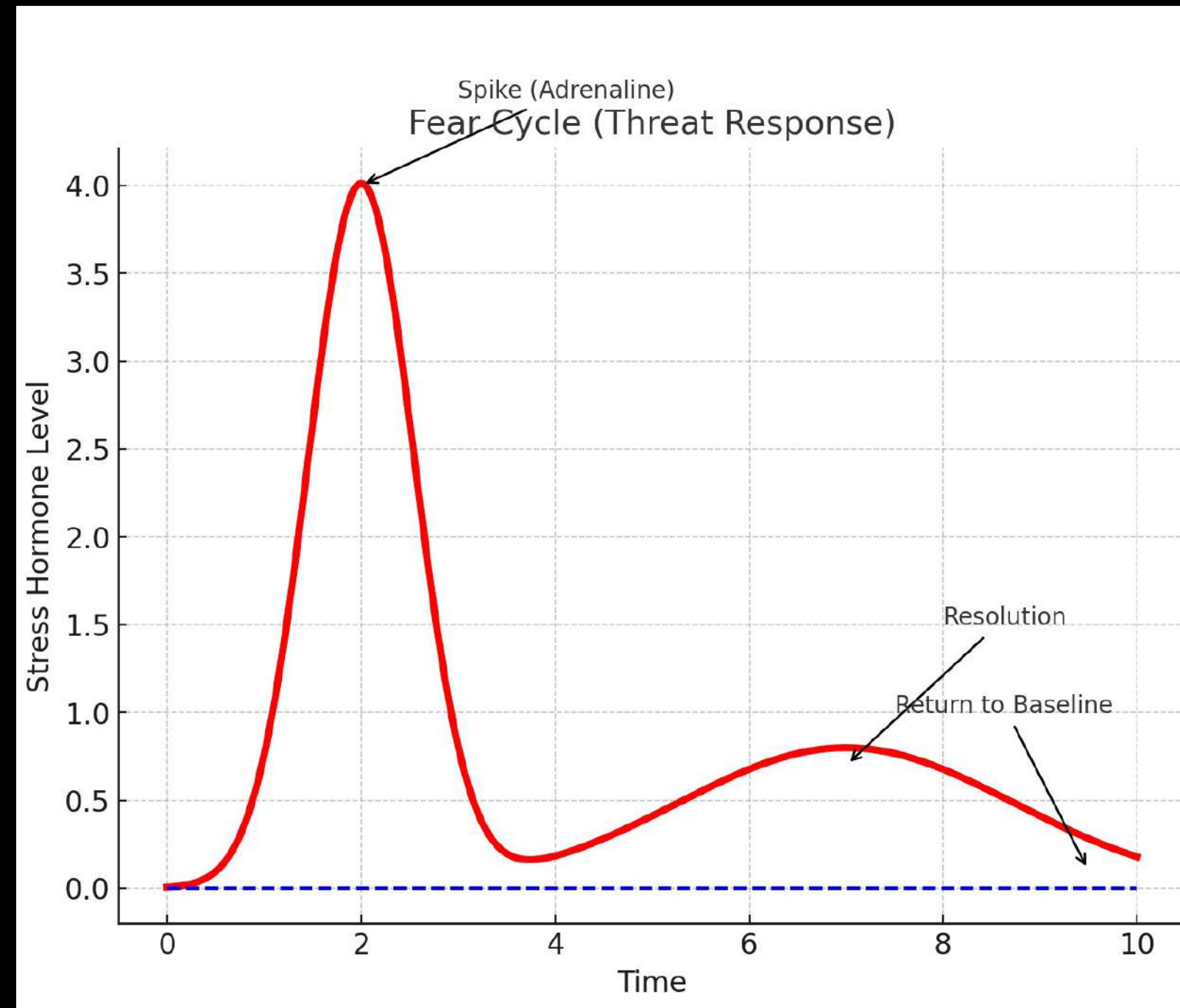
“The reason we’re all so miserable may be because we’re working so hard to avoid being miserable”

- Anna Lembke

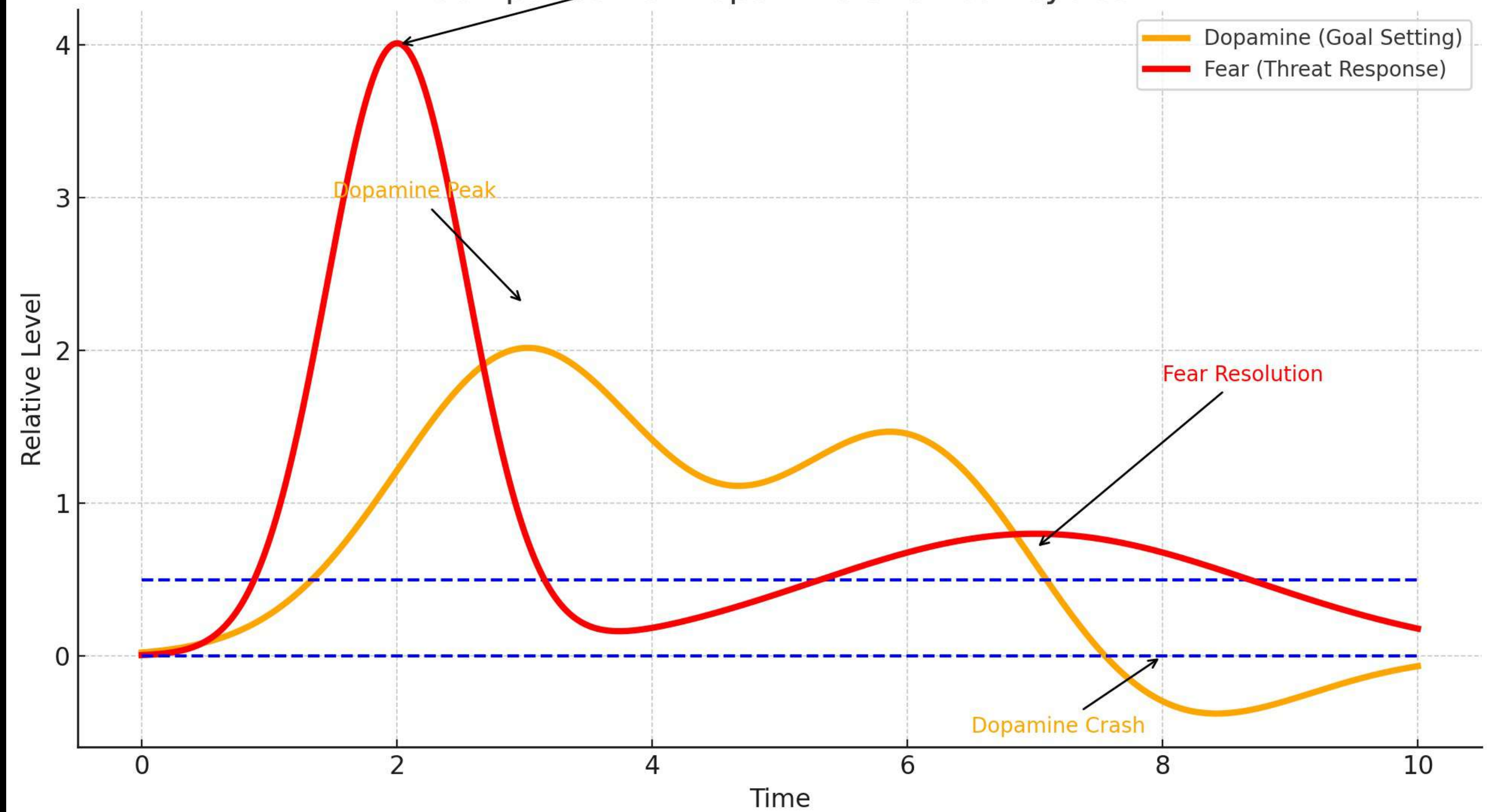


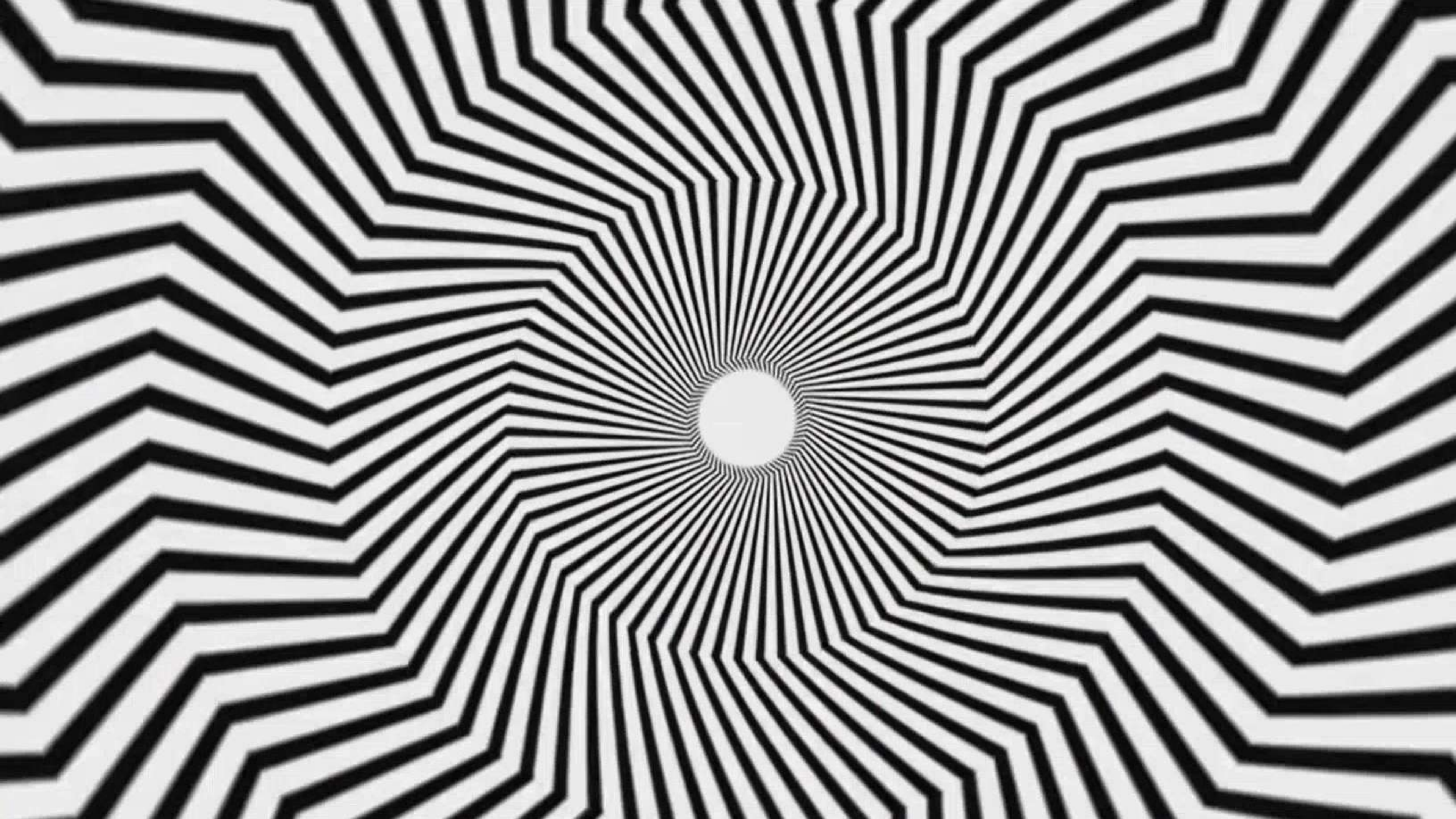
“The simple truth is that there is nothing like a good challenge to get the adrenaline going”

- Naina Lal Kidwai



Comparison of Dopamine and Fear Cycles





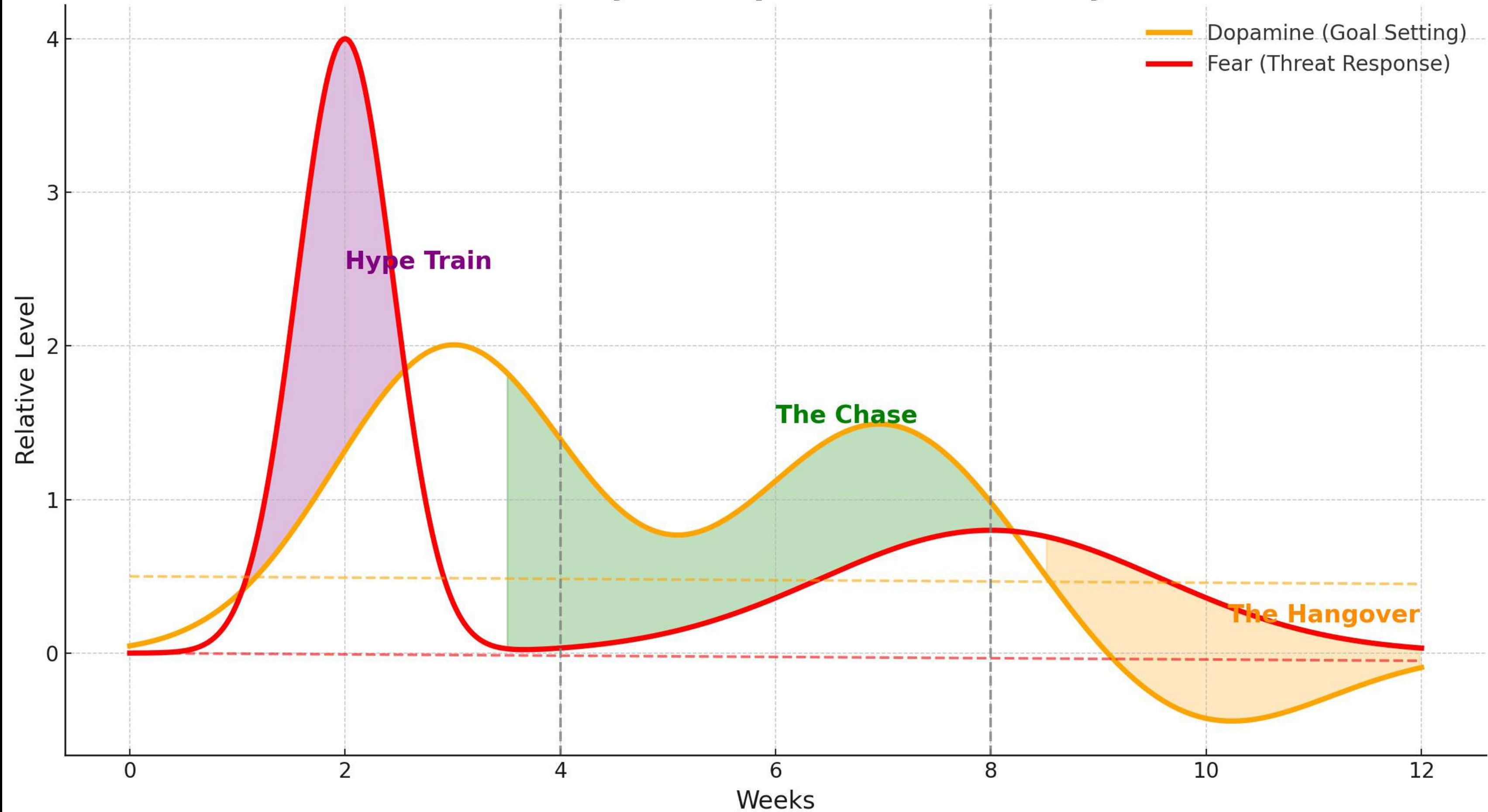
Selective Attention Test
from Simons & Chabris (1999)

What was the correct number of circles?

How many people counted 15 passes?

Who didn't see the Gorilla?

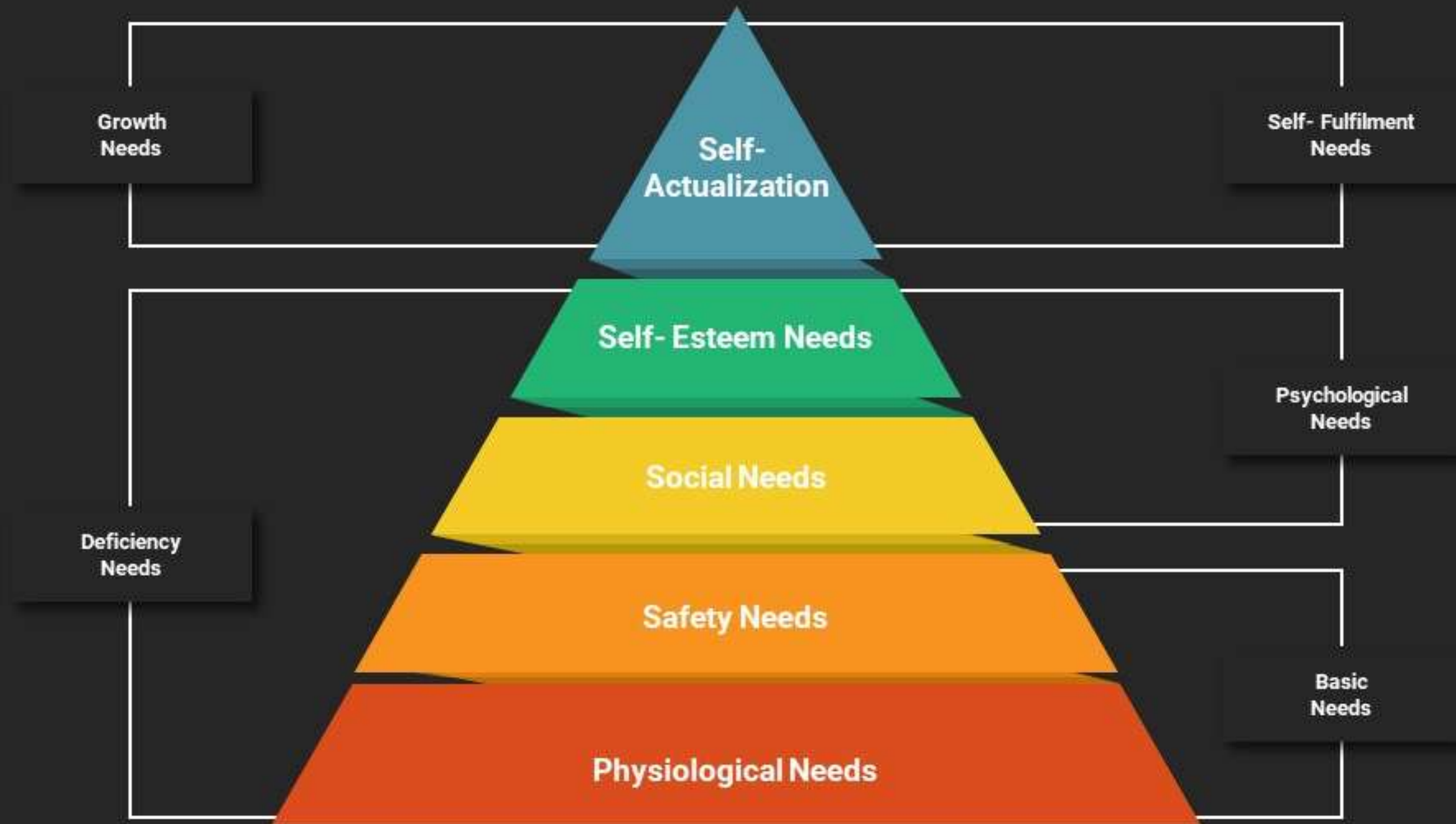
12-Week Sales Cycle: Dopamine and Fear Dynamics



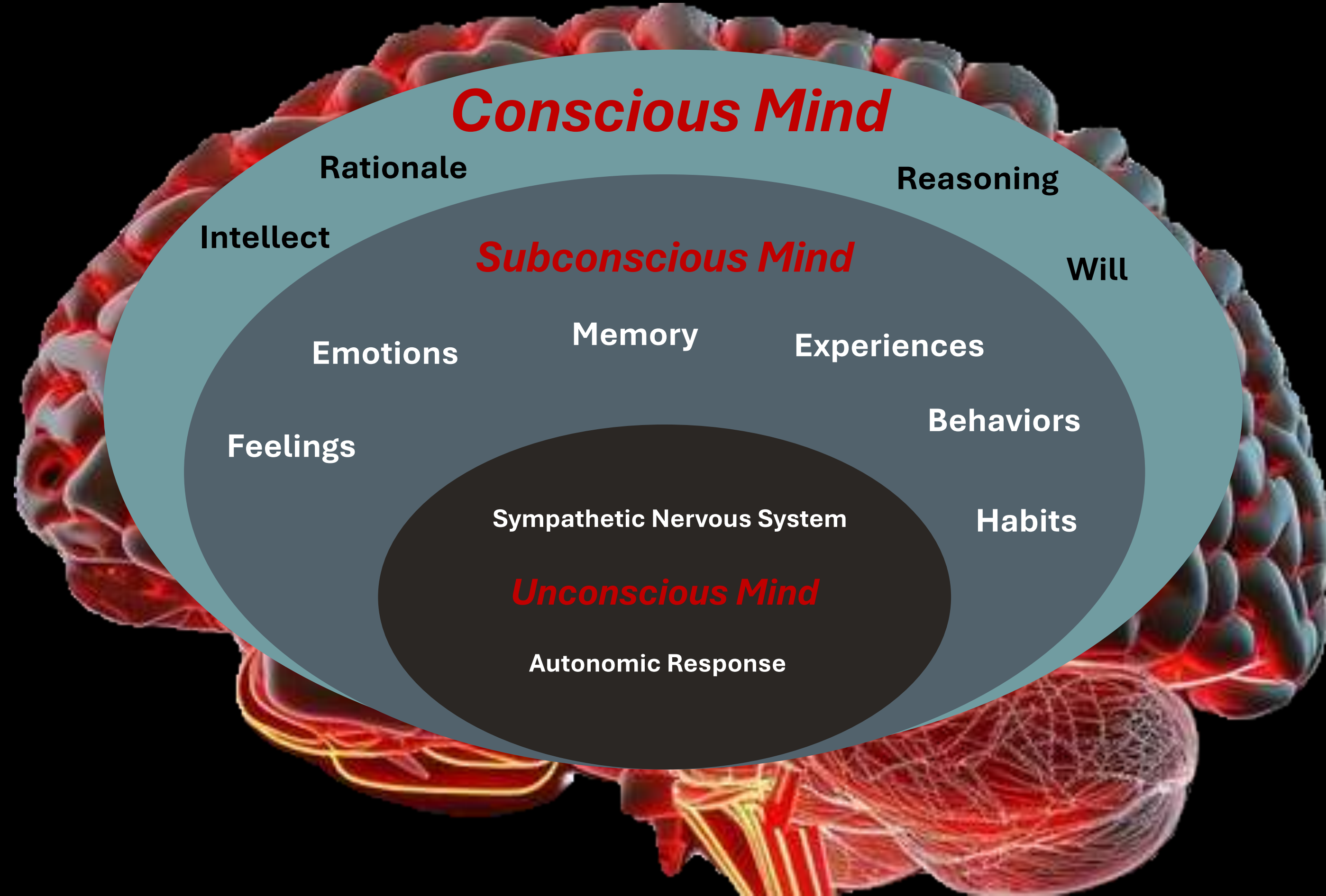


“It isn’t normal to know what we want. It is a *rare* and *difficult* psychological achievement”

Maslow's Hierarchy of Needs



Human Mind Model



One last experiment

Longing

Rusted

Furnace

Daybreak

Seventeen

Benign

Nine

Homecoming

One

Freight Car

How many words did you memorize correctly?

How man people had

3 -4

4-5

6-7

Shame on me, perhaps I set quota unachievably high

SALES SUCCESS SUMMIT

— 2025 —