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INTRODUCTION

Before a good meal, you have an h’ordeuvre, right? An appetizer goes down very well! So here is an appetizer for *The Einstein Success Code* that will definitely warm your belly and fill you in with good information!

The premise of *The Einstein Success Code* is that Einstein’s exceptional accomplishments make him a good model to study as to how anyone can succeed in his or her chosen field. Einstein had a great mind for physics, there’s no question about that. You have a great mind in your chosen field too. Yet Einstein also exercised certain habits and approaches that worked very well for him, and that can work very well for you too or for anyone seeking to speed up their success.
Einstein was the one who unlocked the secrets of the universe down to the very atom! He understood that everything was made up of energy, and that all atoms were bound together by energy.

That means that there is a lot of energy available in this universe. It is embedded in things and exists between things. We can tap into this boundless energy to activate our lives for the better.

A way to do this is to think positively. Our thoughts are energy too! They are charged with power: negative, positive, or in between. Have you ever been thinking and
thinking of someone and suddenly that person calls you? Have you ever been very worried about someone you loved only to find out that something negative really was going on in their lives? Have you ever sent loving, warm, positive thoughts toward someone who then responded to you in the same way? Thoughts have substance to them.

Certainly people sense the way we are thinking. If we are in a bad mood, even if we don’t show it on our faces, people pick up on it. Similarly, a good mood is contagious.

So know that your mind is a generator of some of the energy in the universe. Doesn’t that make you want to generate good energy? Certainly it does, because we all know that what goes around comes around. The more positivity we put out, the more positivity will come to us.

Your mind is your own instrument of the infinite it is part of and connected to the universe and all the energy in it. What is more, you have the fantastic gift of
imagination. You can imagine a better life for yourself. You can imagine ways to get there.

What is more, you can actually impact your brain’s good functioning by making it more elastic. That’s right. Brain scientists call that “neural (brain) plasticity.” The brain can be changed for the better, and it doesn’t require tiresome mental exercises.

All it takes is a little music!

The Magic of Music

That’s right.

Neuroscientists have found that music, particularly playing an instrument, forges connections between different regions of the brain to help you do things better. Music makes lifelong changes in the organization and even the size of the brain when children are taught musical instruments.¹

Lucky you if you have played an instrument all your life, like Einstein did. He was a good violinist, and if you see pictures of him playing, you can see the ecstasy on his face. No doubt his lifelong love of making music helped develop that incredible mind of his.

You too can use music in your life now to improve your brain. The Einsteinian Exercise: Stretch Your Brain, brings the benefits of music into your life and the life of your brain, stimulating the powerful instrument of your imagination.

Moving in fluid, circular movements also makes the brain work better. Scientists asked some subjects of an experiment to trace curvy figure eights while others were asked to trace figure eights made by sharp angles. The researchers theorized that the curvy figure eights would induce fluid, circular movements. Then the subjects of the experiment were given tests on creative problem solving and analytic problem

solving. Those doing the fluid movements tested better for creativity when they were asked to solve problems that called for imaginative thinking.²

So you might as well combine the benefits of music and fluid, circular movement by putting on some classical music and moving to it. The Einsteinian Exercise: Make Your Brain Dance will help you do this.

SUCCESS CODE #2

YOUR SPARK OF THE DIVINE FIRE: CURIOSITY AND CREATIVITY

We all have our own “spark of the divine fire,” as Henry Higgins tells Eliza Doolittle in *My Fair Lady*. Your spark of the divine fire is the work or activity that sets you aflame with a passion that can’t be denied. Something fires up your curiosity and creativity. What is it?

You may not be able to devote yourself to this something full time. Einstein couldn’t either. Einstein had a very average day job while he was setting the scientific world
on fire but your curiosity, your desire, and the creativity you apply will make your passion an important part of your life. Ultimately, it might become your full-time work, if you devote yourself to it like Einstein did.

Whole industries have been transformed by someone following his or her curiosity and using creativity to figure out how to do something better, faster, more efficiently, in a brand new way, or on a larger scale like making cars from an assembly line and with interchangeable parts (Henry Ford), or connecting the world online (Mark Zuckerberg), or selling books and just about everything else across the Internet (Jeff Bezos). Rather than relying on traditional ways of doing things, these people used their curiosity and creativity to research and imagine something new and different. Such humble beginnings in someone’s brain changed the way the world did business and generated billions of dollars, not only for the original thinkers but for many people who latched onto the vision.

Innovation comes from curiosity and creativity
You can innovate in your life. You don’t have to keep doing things the way you have been doing them all along. Sometimes the changes can be small and relatively painless. Other times you might have to upset the apple cart.

As long as you are restless, hungry, and want more, you are ready to unleash the forces of curiosity and creativity to open up a new universe of opportunity for yourself.

Let’s take Einstein as our example once again. When Einstein was a young boy, he was sick in bed. His father gave the boy a compass to amuse him while he was recuperating. Einstein was absolutely fascinated with it. He studied it for hours. It opened up whole mental worlds to him. It made him realize that there were forces, invisible forces, at work in the universe that were being held in his hands. His imagination was inflamed.

The Einsteinian Exercise: Cue in Your Curiosity will help you exercise your curiosity muscles. The Einsteinian Exercise: Fire Up Your Creativity will stimulate those creative juices!
SUCCESS CODE #3

TAKING YOUR OWN DIVERGENT ROAD

The poet Robert Frost said it best: the road less traveled made all the difference in his life.

Einstein took the road less traveled. He was a strong nonconformist. Einstein had a long history of disliking and even despising authority and the way things had always been done. He always marched to a different drummer. A biographer says, “Einstein’s great strength as a scientist was his nonconformity. He refused to accept authority or convention. That was true not only in his science. It was also evident in his political outlook and in his personal life.”

Einstein’s nonconformity continued throughout his life. When, after leaving Germany, he accepted a position at Princeton University, he refused to wear socks and wore sweatshirts from an army surplus store instead of sweaters. He often wore his pants rolled up, for unknown reasons. He let his grey and white hair grow long and rarely brushed it, adding to the effect of a genius who could not be bothered with everyday things.

He was a meditative man. Einstein’s brain was preserved after his death, and it was noted that his brain differed from the average one in several notable ways, which contributed to his extraordinary mental abilities. Among other brain differences, he had a much thicker “corpos callosum” than comparison brains of average people, both young and old. A thicker corpos callosum is also found in long-term meditators, and it is believed that the practice of meditation actually alters the brain in this way. Neuroscientists believe that in a brain with a thicker corpos callosum, the two hemispheres communicate faster and better, leading to wider, greater, and more depthful thought, as in the case of Albert Einstein.4

Kickstart your mind’s functionality and dare to define your own success in life, even if your vision is nonconformist, with the Einsteiniann Exercises Meditation and My Definition of Success.

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BUILD ON YOUR FOUNDATIONS

The foundation is the strongest part of a building. Without a strong foundation, a building cannot rise several stories, much less multiple stories.

To build on your foundations means to utilize your strengths so well, they make up for any weaknesses you might have. In addition, you can always compensate for your weaknesses and swap and borrow strengths with other people.

In Greek tragedies, the lead character usually has a “fatal flaw” that leads to his or her defeat. That’s why they are tragedies; if it weren’t for this awful weakness, the lead character would get victory and be successful. How sad.
We all have flaws, sometimes serious ones. Yet our flaws do not have to be fatal. In fact, we might be able to completely ignore them and try to work around them.

After all, why focus on something so negative as a flaw? A friend in a Master Mind group recently said, “I have no time management skills, so I don’t get enough work done on my special dream.” This is very typical thinking, because the majority of people have a lot of other work to do besides working on their special vision for their lives. Their time is indeed limited.

Yet, like the friend, many people see their lack of progress on their dream as being because of their own flawed character. They don’t manage time well, they tell themselves.

Really? What a negative way to think! How totally discouraging! That’s like putting stumbling blocks in your own way!

Yes, time management skills are very important. At the same time, we live in a world where there just isn’t a lot of spare time.

So, instead of kicking ourselves around the block, why don’t we just try to think of creative ways to use time better and more effectively? Maybe there are some “smartcuts” we can take, as Shane Snow would say, to go viral and scale up quickly. There is more on this in Success Code #8, on lateral thinking.

Einstein wasn’t as good at math as he needed to be to come up with the equations that explained his view of the universe. He didn’t even like math. At one point he told a friend that he wasn’t even sure if a basic math exercise yielded anything like a correct answer. He even said, “I don’t believe in mathematics!”

Fortunately, Einstein had friends who believed in and liked mathematics, some of whom were geniuses at it. They helped him with math in school and also with his later complex equations.

Play to your strengths. You don’t expect a Michael Jordan to be great at football. He was a great basketball player, and that was enough. You can save time and

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effort by emphasizing your strengths and compensating for or finding others who can round out your weaknesses. The Einsteinian Exercise: Get a Graphic Grip on Your Strength will help you pinpoint your strengths so you can focus on them.
Einstein was so focused on understanding the universe that he couldn’t be trusted to drive. He sometimes got lost while he was walking and had to be helped to find his way home. Once, struck by an idea, he stopped and stood still in the middle of the street and almost got run over.

A genius and we are all geniuses at something develops his or her dream by focusing on it, by becoming absorbed in it. Realizing our dreams is a process that demands attention absorbed, enraptured attention so intense we may indeed forget where we are.
Our passion absolutely absorbs us, and it should. We should be experiencing “flow” quite often in our work. Our passion is such that we do it in our spare time, without pay, and sometimes we give up food, sleep, or social life in order to keep pursuing that which we love, our life’s calling.

Interestingly, survey master Marcus Buckingham, author of several bestselling business books and formerly of Gallup, found that 60% of people say that their dream job would be similar to what they do now on their day job, but maybe with more responsibility or specialization. At the same time, most people don’t experience absolute absorption (“flow”) more than once a week at their jobs, and as Buckingham notes, that’s not enough for a successful and happy life.

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6 Buckingham, op. cit., p. 15.
7 Buckingham, op. cit., p. 15.
One way to identify your passionate vocation in life is by how often it enraptures you enough to take you away from considerations of time, place, and the rumbling in your tummy that says it is time to eat.

At the same time, we must realize that modern day society does everything it can to take our attention away from being creative, curious, and producing something rather than consuming something. Expert and bestselling author Daniel Goleman says this is because of technology. It is hard to focus, yet focus is, as Dr. Goleman puts it, the hidden driver of excellence. He recommends meditation, which helps people to gain focus, and also warns about the siren song of electronic devices, carrying us away and wasting a lot of our time that could be put into realizing our dreams.

A previous Einsteinian Exercise dealt with meditation; one that deals with gaining the focus to pay attention to our passions is the Einsteinian Exercise: Electronic Diet.
SUCCESS CODE #6

STICKING TO IT: IRREPLACEABLE PERSEVERANCE

Perseverance is a word that is easy to hate! Perseverance is associated with hard work, grinding through all opposition. One must persevere, we are told from childhood. The dictionary definitions of the word almost always include a reference to continuing on a course in spite of hardships and setbacks.

Not the most attractive word or idea. However, it is indispensable to success, as most successful people will attest to. Einstein, a success by any measure, once said, “It’s not that I’m so smart; it’s just that I stay with problems longer.” He also
said, “I occupy myself exclusively with the problem.”⁸ These are the words of a man who knew how to persevere.

Steve Jobs once said in an interview, “I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”⁹

That’s two geniuses who changed the world talking about perseverance being the key to success!

Of course, sheer perseverance won’t necessarily bring you the success you crave. For example, there is a saying that doing the same thing over and over again and expecting a different outcome is the definition of stupidity or insanity. We do need to make adjustments so our efforts are more targeted and have a greater chance of success. We do need to learn as we go.

Thomas Edison, inventor of the lightbulb, is the epitome of this concept. When he failed nearly a thousand times to produce the right filament for his lightbulb to function, he didn’t count those hours of time as a loss. He said they simply taught him 1,000 ways how not to make a lightbulb. Of course, during that time, he was making minute adjustments; his fertile brain was at work for the next test, the next experiment, with newly gathered hints in mind as to what might work, gleaned from what didn’t.

Practice doesn’t necessarily make perfect, and neither does perseverance. But practice and perseverance plus the patience to keep adjusting, to keep noting feedback, to keep trying something a little new each time and calibrating one’s attempts ever more precisely toward success that is the winning formula.

⁸ Ibid., p. 85.
Einstein was a risk-taker. In addition having the courage to take on conventional scientific thought, he was a personal risk-taker too. For example, once he asked Marie Curie to go out sailing with him on Lake Geneva. The two were enjoying themselves very much, and Einstein had steered them far out on the lake. Curie commented that she had never known Einstein was a sailor. He replied that he hadn’t known it either! She asked him what they they would do, then, if the boat overturned, because she couldn’t swim. Einstein confessed that he couldn’t swim either!¹⁰

Who takes a sailboat out on a major lake, not knowing how to sail and not even knowing how to swim should his lack of expertise end up capsizing the boat? Only a risk-taker does that, or a fool. We all know Einstein was no fool.

Such an action is in keeping with Einstein’s philosophy of life. He once said, “A person who never made a mistake never tried anything new.” Nothing will change if you don’t try something new. Are things good enough for you as they are? If so, keep doing what you are doing. If not, try to change things up. Take a few risks.

Life is a risk. Love is a risk. We are always at some risk for loss of life and limb, or getting our hearts broken if we risk them in loving someone or something that doesn’t pan out.

Yet some people thrive on risk; they love nothing better. Even cautious people can find risk exciting once they’ve won a round of two with it. Yet it is always wise to take calculated risks.

Calculated risk is a great antidote to fear. A calculated risk leverages loss so that it is more bearable if it occurs. This is a wise way to go, for there is a difference between being courageous and being foolhardy; between knowing when something is a good bet and blindly gambling away everything you have.

The calculation of risk is a mental equation that balances the negatives of the current situation against the potential for loss.

In the Einstein Success Code Handbook, there is an exercise called Fearless Flying on opening your mind to the risks you would take if you could get over your fears. Please refer to it, and give yourself the freedom and pleasure of dreaming about what you would do if you were not afraid to do it. Then calculate the risks of actually doing it!
SUCCESS CODE #8

THINKING FROM THE SIDE OR OVER, UNDER, AROUND, AND THROUGH

Lateral thinking is an innovative approach to solving problems. Developed by Edward de Bono, lateral thinking is popular in many successful companies. Success Code #8 is all about lateral thinking.

Lateral thinking means approaching a problem differently perhaps backwards or sideways rather than tackling it straight on. This makes the mind do gymnastics and acrobatics and stretches its ability to make creative connections. For
example, if we begin with the end in mind and work backwards, perhaps we will create something more effectively than if we start at the same old beginning by staring a problem in the face. How about attacking something sideways? Or how about going over, under, around and through a problem? For example, instead of attempting to figure out how to scale a twenty-foot concrete barrier, how about trying to tunnel underneath it?

Part of lateral thinking is to challenge all assumptions. I’ve shown in a previous Success Code that Einstein was shockingly ready to challenge even basic assumptions like addition in math. That’s how geniuses think.

Hard work in and of itself is perhaps overrated. In lateral thinking, hard work may be combined with working smart, but it is even more important to think in terms of finding the shortest distance between two points most effectively while adding value.

Shane Snow is an author, entrepreneur, tech journalist, and self-described geek. He wrote a book entitled Smartcuts: The Breakthrough Power of Lateral Thinking. In it, he said we need hard work, and we need smart work, but what we really need is “smartcuts.” Shortcuts don’t work, he counsels, because they usually involve some sort of shortchange, cheating, or winning at someone else’s expense. Cutting corners doesn’t usually result in a good product, so someone winds up paying the price. Smartcuts are shortcuts with integrity because they always add value. ¹¹

Smartcuts mean using lateral thinking to reconsider the conventional ways of doing things, debunking myths, being ready to question norms, rules, and the usual thinking about things the way Einstein did.

Smartcutting means that you build momentum up until you go viral!

The Einsteinian Exercise: Eating an Elephant will help you to see how to build upward momentum by incremental “trade ups” until you simply take off!

The Einsteinian Exercise: Next Time! will show you how to think of failure as your greatest teacher for success.

Don’t think in the old, linear, point A to point B way. Lateral thinking allows you to go from A to Z with a few zigzags that serve to build up your momentum.
SUCCESS CODE #9

DOWNSIZING THE DROSS: STUNNING SIMPLICITY

So often, less is more.

Successful people are good editors; they edit out of their lives extraneous things that hamper them and take their time away from more important things. We’ve already noted that Einstein was an eccentric dresser. Tellingly, when he was a young man, he once showed up at a friend’s house looking extremely strange. He was wearing something very odd around his neck. The friend asked what it was. It turned out Einstein had scooped up a table runner and used it as a throat scarf, because he was suffering from a cold.
How simple. How elegant! He didn’t fret over the fact that he didn’t have a proper scarf. He grabbed what was at hand so he didn’t have to think about it. Obviously, his mind was on other things.

“Any intelligent fool can make things bigger and more complex … It takes a touch of genius and a lot of courage to move in the opposite direction,” noted Einstein.

When we abbreviate or edit our lives down to the essential, we save a lot of time and energy and achieve an elegance and simplicity of life that almost defines the term “well lived.”

We can “downsize” our thinking too. So often we are caught up in complications, negative “what ifs,” or we are mentally living in the past with anguish and regret, or in the future with apprehension and anxiety. There is no point to that. Simplifying and streamlining our thinking means leaving the past behind and understanding that the future is yet to be and will not be altered by our worrying about it.
Part of the lateral thinking explored in the previous Success Code is to strip away all the things that are not essential. That includes past and future thinking. As Einstein said, “Everything should be made as simple as possible, but not simpler.”

We don’t want to go too far and throw out the baby with the bathwater. We do, however, want to brush away the extraneous and concentrate on the essence. When we strip away the non-essential, we come up with solutions and ideas that are elegant in their simplicity, and which give us a sigh of relief. Maybe we never saw things so clearly before we got rid of all the flotsam and jetsam of our thinking. Clarity rules. Clarity leads the way.

The Einsteinian Exercise, Cleaning Mental House: Mindfulness will give you tools to clear your mind of distracting thoughts so you can focus on the essence of your thinking and approach your success more efficiently and effectively.
Nobel Prize laureate Bob Dylan said it: “He who is not busy being born is busy dying.” If you are not continuing to grow, if no new offshoots are sprouting in your life and interests, you are indeed “busy dying.”

To keep growing is a lifelong endeavor. If we stop expanding our minds at any time, then we are truly withering away. Our lives should be never-ending stories of how we kept learning, kept growing, kept expanding, renewing, and reinventing ourselves.

Harvard Medical School has noted that older people are better than younger ones at problem-solving, and even though they may learn things like new technology
or processes a little more slowly than younger people, they learn them more thoroughly when they do and perform just as well once they are past the learning arc. The co-director of Harvard Medical School’s center on aging says that fMRI studies show that older people solve problems with both sides of their brains, whereas younger people only use one side. Older people also are less bothered by glitches and setbacks too. That’s because the amygdala in older people is tougher it’s seen a thing or two and isn’t as put out by negative events. What is more, older people are more articulate than younger people. They have reams of knowledge and vocabulary to draw on to express themselves with.\textsuperscript{12}

So, no matter what your age, you have plenty of growing to do and plenty to look forward to. Your mental journey should never end,

Look at Albert Einstein. He continued to be so intrigued by physics and the nature of the universe that, at age 65, a friend told him in casual conversation that an astrophysicist had proposed that a star could come out of nothingness. The idea intrigued Einstein so much that he stood stock still in his tracks. Since he and his friend were in the middle of crossing a street, oncoming cars had to slam on the brakes to avoid hitting the genius.\textsuperscript{13}

The word “kaizen” in Japanese was adapted to “CANI” by success guru Tony Robbins. Both mean the same thing as Robbins’s acronym: Constant And Never-ending Improvement. This is what we mean by your never-ending story. It means seeing your life as an exciting yet unfinished journey where there is room for change for the better and greater happiness and success ahead as you hone your skills and play to your strengths and keep learning, learning, learning.

Try the Einsteinian Exercise: 15 By 15 DIY Brain Train to keep your journey of mental growth never-ending.

As Albert Einstein said, “Intellectual growth should commence at birth and cease only at death.”


\textsuperscript{13} Brian, D. op. cit. P. 336.
BETTER TODAY THAN TOMORROW: THE IMPORTANCE OF TAKING ACTION

Joan of Arc changed the world of her time and she was only seventeen! What was the secret to Joan’s success? It is true she was a woman of tremendous faith. But what was also true was that she was a woman of action.

She said, “Better today than tomorrow, better tomorrow than later on,” when asked when it would be right to take action.
Tony Robbins, the great success guru, has told us that we shouldn’t think that enormously successful people are that much different than we are. The main thing different about successful people, he says, is that they take action: “Often we are caught in a mental trap of seeing enormously successful people and thinking they are where they are because they have some special gift. Yet a closer look shows that the greatest gift that extraordinarily successful people have over the average person is their ability to get themselves to take action.”

For example, we all know how to lose weight. There is plenty of information out there about how to do it, and there are all kinds of attractive diets we can employ. There are gym memberships and teams or support groups we can join. Plus, we all know that a simple combination of exercise and diet will yield the weight results we desire. Yet how many of us put this into practice? How many of us take action on this readily available help and knowledge?

Taking action is simple it is just not easy.

Our hero Albert Einstein once said that “Life is like riding a bicycle. To keep your balance, you must keep moving.” He was clearly a believer in action. He had other things to say about action too: “With every problem there’s a solution; it is just a matter of taking action.” He believed in the power of movement, of action. He said, “Nothing happens until something moves.”

Einstein’s great predecessor, Sir Isaac Newton, said that “a body at rest tends to remain at rest, and a body in motion tends to remain in motion.” Einstein was definitely a body (and a mind) that remained in motion!

Let’s not let ourselves be the kind of bodies that remain at rest. Let’s get ourselves into motion, understanding that even if we make a few mistakes, even if we are not perfect, even if we are wrong sometimes, it is better to act than to wait forever to do anything because we are afraid of not doing it perfectly.

To get started on taking action in your life and thus jump starting your success, refer to the Einsteinian Exercise: Three Little things.

PULVERIZING THE PSYCHOLOGICAL OBSTACLES THAT STAND IN THE WAY OF YOUR SUCCESS

Negative thoughts like “I can’t do this,” “That’s not going to happen,” “I can’t make it,” “I’m too (fill in the blank!”) to get that better job or situation or achieve that goal arise from deep-seated feelings of worthlessness and unworthiness. Such feelings mean that we think others are “better,” or “special” or that they have some supernatural luck that has bypassed us, and that we probably don’t have as much
to offer as they do. Feelings of unworthiness or worthlessness mean that we don’t really believe, in our hearts of hearts, that we deserve the best out of life.

To counteract feelings of somehow being less or unworthy, start counting your “wealth” according to the qualities of character you have and according to your strengths. Re-read Success Code #4 about building upon your strengths. This will give your life an undeniable positive momentum as you see that you do indeed have your own unique gifts, your own value to add, your own perspective and resilience to bring to any table.

You count. You are worthy. You have things to give. The point is to see what the market is buying and how you can add your value into that vast marketplace at a significant profit to yourself. Lasting and solid success is always about adding value.

Even wealthy and successful people don’t always believe that they deserve the best out of life, or else they feel inadequate when they compare themselves to others who have even more than they do. Sometimes, too, they feel nervously uneasy, even guilty, when they compare themselves to those who have less.

So if you have attained a great deal, don’t feel guilty about it. You can attain more without feeling bad. When you have the wealth you deserve, you can help others attain it too. You can give to charity and engage in the time-honored practice of philanthropy. Forgive yourself any guilt you have surrounding being unworthy of wealth or of love or of anything else of great value.

Also, allow yourself the privilege of having made mistakes. Don’t let guilt about things you’ve done or haven’t done act as obstacles to your success now.

Forgive yourself if you aren’t where you want to be right now in life. No doubt you have missed a few turns in your life; no doubt you’ve passed up some opportunities that make you snap your fingers and say, “Dang! Why didn’t I -???” or “If only I had known . . .” or “Why did I let that big fish get away?”

Okay. You’ve made mistakes. Lot of them. So has everyone else, including the billionaires. Don’t buy into any guilt trips. Everyone makes mistakes. Everyone misses chances.
At Princeton, Einstein was asked what furnishings he needed for his new office. He only wanted standard things: a desk, a chair, some bookshelves, enough light. But he did ask for one special item. He asked for a large wastebasket. It had to be large. He didn’t want one of those puny little office waste baskets.

Why did he need one so big?

It was to throw away his mistakes.

Do the Einsteinian Exercise: The Mistake Black Hole. This will help you drop guilt and negative thinking so you can start fresh.
FLYING WITH FLOW: WHEN TIME SPEEDS UP

Einstein once described the theory of relativity like this: if you have to listen to someone boring for a few minutes, that few minutes seems like forever. Time seems to stand still. If you are sitting next to the girl of your delight, hours in her company melt away like mere minutes.

“That’s relativity,” he said.

Are you in a situation at work where the hours seem to crawl? Or do they go by with a snap because you are invested in what you do?
Brain research seems to indicate that “flow” should be a natural state when we are working, because the brain is at its best then. Goleman reports that the different areas of the brain are in sync during flow. The task-specific brain centers are going full speed, while the brain areas not related to the task are at rest.\textsuperscript{15} Thus, we feel great, like we are performing at our best, doing what we were meant to do, and our very brains are balanced.

If you rarely experience flow at your day job, it is important to examine what you can do about that. Buckingham makes the point, as noted, that experiencing flow once a week at work is simply not enough. People need and want flow; they want work that carries them off to the next planet and back and gives them a strong sense of accomplishment.

If there is little to no flow in your day job, and you don’t think you can parlay your tasks so that you are more in flow with the work you do, then it is time to start looking for ways to invest in the kinds of work that bring you to flow.

One way to find the work you would love to do in life is to monitor times when you experience flow. As noted in Success Code #5, your day job might not be totally off the mark on this. Do the Einsteinian Exercise: Finding Flow to help you recognize what areas of your life are strengths and what you are doing when you are in the state of flow. This will provide a road map to doing work you can succeed at the most!

I hope you have enjoyed learning about Einstein and learning how to apply some of his ways and means to your own life. Abundance waits for you to find and develop your own particular genius and to apply the success codes to its realization.

\textsuperscript{15} Goleman, op. cit., p. 22.