In systems theory, there is a phenomena called an "emergent property." Emergence is what happens when many elements operating on one level create a property on a higher level.

When an atom transcends the subatomic particles that compose it, the atom doesn’t reject them or deny that they exist anymore. It gathers them together and weaves them into the fabric of itself, each a precious and absolutely necessary part of the atom’s existence. When an atom transcends the subatomic particles that compose it, the atom doesn’t reject them or deny that they exist anymore. It gathers them together and weaves them into the fabric of itself, each a precious and absolutely necessary part of the atom’s existence.

Ken Wilber points out that to actually transcend something, you include it. Moving beyond doesn’t mean rejecting or denying. It actually means accepting and embracing, in a higher order structure, identity or model.

I read that Ken Wilber sometimes refers to different stages of his life as "Wilber 1" and "Wilber 2" and "Wilber 3" to refer to the previous paradigms and reality versions that he lived in. This might seem strange to some people, but it makes perfect sense once you move through a couple of key identity and life transformations.

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I understand the model. And once your mind acclimates to thinking in a higher dimension, it opens up possibilities that didn’t exist before. Once you understand emergence and creating value on a higher order or in a higher dimension, it opens up possibilities that didn’t exist before you understood the model. And once your mind acclimates to thinking in the vertical dimension, you eventually have a big realization: That there is going to be an infinite progression of vertical development and emergent innovation in the future.

Value and opportunity is different for a cell than it is for an organ, and it’s emergent in the future. Value and opportunity are different on different levels, and when you start looking for how you can combine elements on this level to produce and create the next level, you can open doorways to places that will change your life.

To me, the greatest opportunities are emergent opportunities. They can open doorways to places that will change your life.

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### The future of Opportunity

**In the future, opportunity will come from increasingly unexpected places.**

Pay attention and watch for those rare, unique, big opportunities that are a perfect match for your personality, passions, knowledge, and purpose in life.

Creativity is usually about taking something you learn in one place and using it in other places (or combining several of these things together to create novel innovations that create a lot of value).

If you want to discover and develop the biggest opportunities, it will require you to be at the edge of your comfort zone, and at the edge of the comfort zones of potentially a lot of other people as well.

But remember, that the edge is where opportunity lives. Learn to become more comfortable at the edge, and you'll find yourself surrounded by a lot more wonderful opportunities.

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### Opportunity Signals

**Opportunity**

The future of opportunity

Opportunity Signals

Value (and potential predict potential future appraise, estimate and multiple models to opportunity is to use One key to evaluating an opportunity is that it is unlimited, and that is growing all the time.

I think that the most empowering stance toward opportunity is that it is unlimited, and that it is growing all the time.

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### Return On Experience

**Return On Experience**

We can't afford to have experiences that we don't learn from anymore. Things are changing too quickly, and wasting time doing things that we don't learn from is putting us behind.

Most people don't choose their next projects, jobs, or learning experiences based on what they will need to know several years into their future. Instead, they do things that are interesting to them, or that are "available" to them, or that entertain them, or that distract them.

Opportunity cost assumes that there are several other opportunities that are available, where we could invest the same time, energy, effort, attention and other resources... and that we need to consider what the potential outcome would be for those opportunities as our most important consideration.

Whenever we say "yes" to one thing, we are saying "no" to a million other things.

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### Return On Investment

**Return On Investment**

When an opportunity comes your way, sit back and seriously consider the other opportunities that you could pursue with your time, attention, and resources.

If you buy a piece of real estate for $200,000, and put $40,000 down, then your initial investment is $40,000. If you later sell the property for $400,000, and you net $200,000 after expenses, you have made a 100% return on your investment of $400,000.

This all sounds easy enough, but wait a minute... how will you make the payments between when you buy it and sell it? And how much will it cost to maintain that property? And how much of the real estate commission you'll have to pay when you sell? And what if the market crashes, and you can only sell it for $300,000 in the future? When estimating return on investment, remember to start with the potential return, then multiply by the probability that you will succeed.

When a system is going through change, you are in new territory, and many things are unpredictable. Many or most of the people involved in a system's change do not know what's going to happen, and most of them are waiting for someone else to figure out what's happening, and what everyone should do. This configuration represents opportunity because a system going through change is often in chaos because it's reorganizing in order to break through to a higher level of organization on a different level.

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### Conclusion

1. **Change**
   - In my experience, most people become confused, fearful, and conservative when things start changing rapidly. Because they haven't been anticipating, preparing, and mentally rehearsing cycles of change, they become disoriented.
   - On the other hand, most people become lazy, complacent, and over-confident when their situation stays the same for too long. They haven't been mapping cycles of stability and change in their lives enough to know that stability is a platform for development and prepa- ratios for your next move in life. They essentially stop orienting beyond what they know, and get locked into a groove, going down a road that doesn't go anywhere in the long-run.

2. **Stagnation**
   - Where is the greatest opportunity with my emotions? How can I avoid sadness and anger, and create more happiness, joy, and fulfillment?
   - Where is the greatest opportunity with my mind? How can I avoid boredom, and create more learning, growth, and meaning in my life?
   - Where is the greatest opportunity in my environment? How can I avoid failure, and create success and surroundings that inspire me?
   - Where is the greatest opportunity with my relationships? How can I avoid rejection, and build loving and collaborative relationships with friends, family and business partners?
Where & How to Find Opportunity

Opportunity Design

The Ethics & Morals of Opportunity

Your Opportunity Network

Opportunity

Dealing with increased opportunity

Accelerated Learning in time of increased opportunity

Exponential Learning

Competence, Then Integrate

The Pareto Principle

The Fear Instinct

The Stress of Increasing Opportunity

The Fear of missing out (FOMO)

One implication is that you can essentially stop doing 80% of what you do, and you'll keep getting almost the same results. If you dedicate some of that time and effort to doing the 20% that gets you most of the results, you can literally multiply the success that you have.

Our rational mind can't do that - it short circuits our rationality, and shuts it down.

Some of them have become financial winners. You can see they are achieving success much faster than you, and you start to notice a part of yourself saying, "Maybe you should quit what you're doing, and go start one of those other businesses."

It's a combination of the words "discover" and "design." Part of design. It's useful to get to know your fear better, without engaging our rational minds. It's a combination of the words "discover" and "design." Part of design.

Fear of missing out is cousin to another psychological-emotional state in humans: Anticipatory Regret. Many of us do not make decisions based on what we want but instead based on avoiding a potential negative consequence of the decision or action, and subsequent regret.

Let's say you've been building a business for a year, but then you are others you know successfully launching businesses in other niches.

Some of the hazards of learning a new skill is becoming overly identified with the role or image that goes with the skill. Wyatt Woodsmall often says "knowledge plus experience equals understanding." This is a profound insight, which is worth writing down and reviewing regularly. By taking the knowledge, and then putting it to use or implementing it, you get messages back from the world that either validate or invalidate your hypothesis.

Another thing that Wyatt Woodsmall says is that "learning equals behavior change." If your behavior hasn't changed, then you haven't learned. This is another reason why experiential learning is so critical.

One of the greatest lessons is that you can learn something simply by reading a book or watching a video. Of course, there is great value in reading books and learning from videos, but this only gets you part of the way to what I would call "real learning."

The trick here is to learn new skills, to the point where you are competent at them, and then to start using them in combination with your other skills.

Ask yourself if it will contribute to the long-term health and wellness of all of the people that are touched by it.

As you consider an opportunity, ask yourself if it will help us become more evolved as a species? Will it put the planetary ecosystem into healthy balance? Will it encourage us to be our best selves, and make a world that works for you, the people you care about, for everyone else, and the people they care about?

One of the best ways to practice creativity is to take something you learned in one place, and try it or apply it in another place.

I want to share a word I use when I think about design. It's a combination of the words "discover" and "design." Part of design is discovery. And part of discovery is design. You can imagine something in your mind, and then go try to make it in reality. Most of the time, it doesn't turn out exactly as you imagined, and you discover something.

When you hang around innovative people who are experts at manifesting the reality that they want to see, you plug yourself into a powerful source of knowledge, ideas, experiments, collaborations and more. Networks create opportunities. If you're part of what we might call an "evolutionary network" in a particular domain, you will increase the number of opportunities in your life.

As you become a member of multiple networks, and connect with others in multiple networks, this effect becomes exponential. The real power is at the intersections. Because most people only stay in their own network and their own little comfort zone, they don't experience...
A passion project is a new project that you start around a topic that you are passionate about. It is distinct from a general project by the quality of it being initiated around a personal interest purely from inspiration.

You begin a passion project to pursue something for its own sake.

After you start the project and it gets traction, then you concern yourself with whether it will be a business, a hobby, or a philanthropic initiative. Launching new passion projects is about following your curiosity, your inspiration, and your creative spirit.

When a passion project gets traction, it begins to face challenges on many dimensions. People challenges, technical challenges, legal challenges, management challenges, financial challenges, political challenges, and more. If you’re not passionate about the project, my experience is that you’re likely to walk away at some point, because it just isn’t worth it to continue.

It’s easy to the mistake of thinking just because you have a great idea, or great design you think will work out, that you’ve already created a success. Remember, entrepreneurs know that only 1 in 5 things will work. If you think you’ve got the wind under the sails, that you’ve already created a great design you think will work out, that you’ve already created a viable product--I assure you, you’re wrong.

It’s important to iterate. After you start the project and it gets traction, then you concern yourself with whether it will be a business, a hobby, or a philanthropic initiative. 

When you move to test out an opportunity, or act on it, you want to waste as little energy as possible in the testing and validation phase.

But you also want to get high-quality feedback, so that you notice whether or not your test or experiment is working.

When you remember that everything is a test, it creates an atmosphere where you become less attached to outcomes, and more motivated to test things earlier, rather than later.

The question to ask is: “How can I test this idea quickly?”

The mindset is to go for Version 3.0, and get there as fast as you can.

The first version of your product or service should be created as quickly as possible, and then tested out with real people. That’s the rule of thumb. In Silicon Valley, they call it a "Minimum Viable Product." I call it "Version 1.0" of your product.

When you create version 2.0, you get a chance to create something much better than the first version. 2.0 is the first "real" version. You created your first version in order to get something into the hands of real people quickly, and validate that people would buy it from you. When you create version 2.0, you’re making something more substantial, that’s a model for a sustainable, long-term design.

After iterating once, and then getting more feedback from customers and from your market, and after validating that you really have something that customers need and want, it’s time to go for version 3.0. Now you can make something great. You will have enough sales coming in to give you the confidence to go long, and you will be knowledgeable enough about the needs of your customers to design something uniquely valuable—something that can scale a business on.

As you learn to launch products and build businesses, you will see a common denominator in both successes and failures. It has to do with the teams of people who work with on your projects.

We have already learned that you essentially become the average of those that you surround yourself with. This mindset goes "dualy" for the people that you work closely with. You will be interacting, communicating, collaborating, solving problems, and being influenced by the people you work with.

Opportunity & Collaboration

Combining and synchronizing diverse skills to produce a multiplication of value.

Characterized by the production of a higher order or emergent level of benefit.

Each life level and form specializes in a particular way of making a living. Together these forms work to create emergent, higher-order entities and higher-order forms of value.

In order to successfully collaborate, two or more diverse people must learn about themselves and about each other, and then work to both divide the tasks that need to be accomplished, and also synchronize their efforts by sculpting themselves to fit better with the other or others involved.

When you work together in collaborative relationship with a person who has different skills, and a different way of seeing reality, you activate a sort of "relational binocular vision." You can see not only the two perspectives or the two views, but you get a third type of vision, almost like a "relationship depth perception" that either view alone doesn’t possess.

Feedback in order to orient and navigate to the next step.

Testing

When you move to test out an opportunity, or act on it, you want to waste as little energy as possible in the testing and validation phase.

But you also want to get high-quality feedback, so that you notice whether or not your test or experiment is working.

I recommend that you add what we might call a "meta estimation." And this is the idea of being happy if you get your estimation within 20% of what actually happens.

If you can estimate an outcome, whether it be how long it will take you to walk from one place to another, how much a home-improvement project will cost, or how many people will want to buy your new product... and be thrilled if you get within 20%, it frees you in an important way conceptually.

Opportunity Iteration, Scaling & Management

Go For Version 3.0

Practice Estimating Within 20%

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