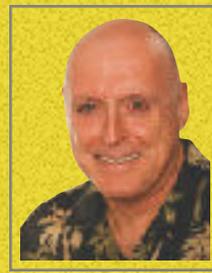


# THE EXTRA POINT

BY JERRY ROBERTS



## # 965 Will You be the Next 15-Minute Expert?

If you could be considered an expert in a new field or endeavor, would you invest 15 minutes a day to get there? I'm Jerry Roberts, and I've got details next, on The Extra Point.

Most people have the feeling that expert status is this unachievable position. It's a lofty place that is out of their reach.

"It's not meant for people like me," you might say. "I'm not one of those elite people. I'm just average. Nothing special. I do okay, but an expert? Nah, that'll never happen to me."

Henry Ford, the famed automaker, was once a run-of-the-mill employee, who labored at a factory, alongside another man.

A couple of decades later, the other man was still working at the plant. Ford was not. He had become a global business icon, whose wealth would reach almost \$200 billion, if you adjust for inflation.

Ford had a vision his coworker didn't have. He wanted more, and he set out to learn what was necessary to be successful. The learning came over time.

Ford didn't invent the automobile or the concept of the assembly line, but he learned how to exploit both to gain his financial independence.

He learned how to make and sell cars. He learned how to make and use money. None of this took place overnight, it was gradual. Ford employed a principle which future competitor Toyota would popularize under the name *kaizen*, which means continuous improvement.

There was no college or training course that graduated automakers. If you needed some kind of specialized knowledge, you had to gain it over time in any way you could.

So, what does this mean to you and the idea

of becoming an expert in something, at the expense of 15 minutes a day? Well, it actually came from something Albert Einstein once said.

Einstein made the statement that "If a person studies a subject for 15 minutes a day, in a year he/she will be an expert."

Author Malcolm Gladwell and others once put expert status at the 10,000-hour level. If you invested 10,000 hours in one specific course of learning, you could become world-class in that field or discipline.

If you studied for four hours every day, it would require seven years to accumulate that 10,000 hours of knowledge. That's a fairly significant commitment.

Following Einstein's formula of 15 minutes a day for a year, it comes to just over 91 hours. That's quite a difference from the 10,000 hours.

Obviously, if you study anything for 10,000 hours, you'll know a lot more than if you put in 91 hours. Your level of skill and knowledge will be far greater. The question is, will the 91-hour path still make you an expert?

In Einstein's view, and I agree, if you make good use of that 91 hours, you will come away with skill and expertise that will far exceed the vast majority of people.

No, you likely won't be as good at your chosen topic as the one with 10,000 hours invested, but you don't have to be in order to profit from the experience.

Look around you at work. Are there jobs where an investment of 91 hours of effective learning, could put you in a position to do the work and get paid for it?

(Con't.)

Maybe it's not about making money. Maybe you want to be a specific kind of artist. What would 91 hours of learning and practice do for your skill level?

"Oh wait, I don't have 15 minutes a day. You have no idea how busy I am."

Most people burn off two or three times that 15 minutes, each day, scrolling through social media. You have the time if you rearrange some things, and eliminate distractions.

2022 is three and a half weeks away. By this time next year, what would you like to have invested 15 minutes a day into? What would be your topic?

Where will you be with it then, if we once again bring up this subject?

What will you be an expert in?

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: [guamtraining.com](http://guamtraining.com)

