

Outliers

by Malcolm Gladwell

**An Adaptation via Thinking Processes Affording
Joy in Learning and Logical Analysis**

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Center for
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THE ROSETO MYSTERY

Why is the key to "Healthy Living"?

Heart disease has always been a large health issue in the USA.

People who immigrated to the USA from Roseto, Italy, in the late 1800s, rarely died of heart disease, despite living here for decades.

Roseto is a health "outlier" --- something "far outside the normal condition".

These immigrants ate unhealthy and did not exercise much, contrary to our understanding of "healthy living".

We need to re-examine the conditions of successful, i.e., healthy, living.

THE ROSETO OUTLIER

Success and Outliers: An Introduction

People from Roseto lived long and healthy lives because of their interactions in the community.

We traditionally analyze "health" by looking at the individual life-style alone.

Our analysis of "success" is sometimes wrong.

In many situations, there are people or stories that are far beyond those of others, i.e., they are "outliers".

To look at successful outliers, we need to discover the context of success - i.e., the background.

SPORTS & OPPORTUNITY

Hidden Advantages Part I

A birthday rule usually defines eligibility in youth sports.

At an early age, there is a huge physical difference between "nearly 10" versus "just 9".

A person "nearly 10" has a huge advantage in youth sports.

Once you're on a team, you're likely to have access to better coaches and more practice time.

The "hidden advantage" of the birthday rule favors some to the exclusion of others.

SCHOOL & OPPORTUNITY

Hidden Advantages Part II

Kids are moved into "quest / talent" programs at an early age.

At an early age, being "nearly 10" versus "just 9" is a huge mental advantage.

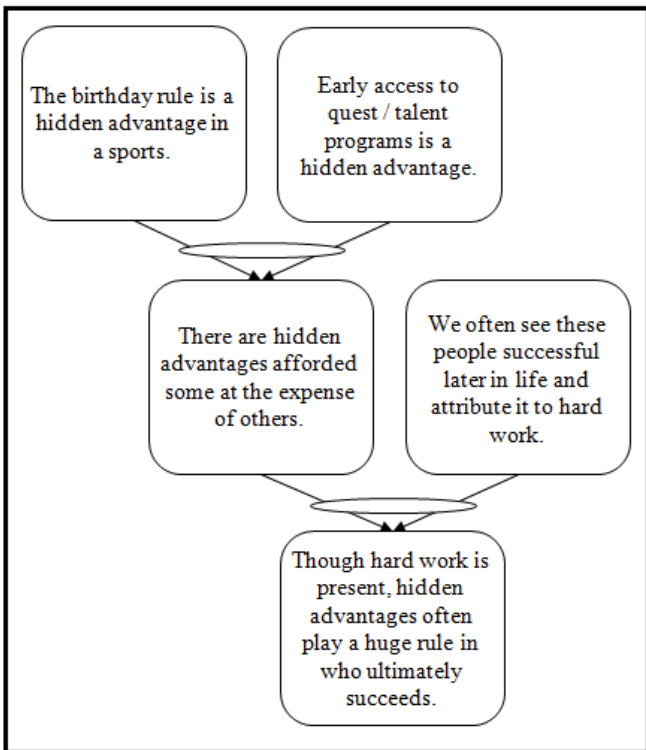
A person "nearly 10" has a huge advantage in youth education.

Once you're in this class, you're likely to have access to better teachers and more studying.

The "hidden advantage" of the birthday rule favors some to the exclusion of others.

HIDDEN ADVANTAGES

A Key to Success



THE 10,000 HOUR RULE

The Window of Opportunity

The computer age really opened up in the 1970s.

Those in their late-teens (in the 1970s) were the perfect age to explore the emerging technology.

Those who were late-teens in the 1970s had access to a "window of opportunity".

Those spending a lot of time programming and learning computers spent approximately 10,000 hours "honing their skills".

10,000 hours seems the threshold to excellence.

THE 10,000 HOUR RULE

Preparation Meets Opportunity

Though the Beatles ultimately became successful, they weren't at first.

The Beatles performed in Hamburg, Germany for nearly 1000 shows.

The Beatles honed their skills, learning how to play everything.

The Beatles spent approximately 10,000 honing their skills in Liverpool and Hamburg, waiting for the opportunity.

10,000 hours seems the threshold to excellence.

GENIUS

The Problem with IQ

High IQ's and grades are often used as entry points to higher education, scholarships, etc.

Nobel prizes are awarded to the "smartest people".

I would expect people who go to the best schools with the highest grades get the most Nobel Prizes.

There is, in fact, a large number of Nobel Prizes awarded to graduates of average universities.

There must be a point where "smart enough" is OK.

GENIUS

The Problem with Navigation

Chris Langan was a genius, but from a broken and fractured home.

One learns how to "navigate" through difficulties from home.

Chris Langan, though a genius, has remained virtually unknown.

Robert Oppenauer, the brilliant scientist, was in difficult circumstances in school, but found how to "navigate" through difficulties.

Geniuses can fall through the cracks because of navigation lost due to upbringing.

A TIME OUT

What is OUTLIERS About?

If I come from a good home, my chances of success are greater than if I don't.

Regardless of coming from a good home or not, I can still become successful on my own through hard work.

Success can be influenced by environment, background, and hard work.

Many people also benefit - and are hurt - from hidden advantages in life.

The goal of OUTLIERS is to talk not only about success, but factors hindering success.

OPPORTUNITY

Demographically

The Great Depression of the 1930s caused many families to have fewer children.

There was not a similar decline in the number of teachers and schools.

There were less kids in a classroom.

Fewer kids in a classroom meant teachers spent more time with each kid.

Kids born in the 1930s were educated in a better learning environment.

HARD-WORK

A Lesson Learned

Jewish immigrants in the late 1800s / early 1900s learned it was possible to achieve a lot via hard-work.

Regardless of coming from a good home or not, I can still become successful on my own through hard work.

Success can be influenced by environment, background, and hard work.

Many people also benefit - and are hurt - from hidden advantages in life.

Kids born into families of Jewish immigrants learned first-hand the value of hard-work and opportunity.

THE 10,000 HOUR RULE

And Culture

The lawyer-environment in the 1940s-1950s was not friendly to the Jewish community.

The lawyer-environment in the 1940s-1950s worked on a particular type of case.

To be a successful Jewish lawyer in the 1940s-1950s meant working on many types of cases, including hostile

Hostile-takeover litigation became very popular in the 1970s.

Those honing their skills in the 1950s on hostile-takeover litigation used this to dominate the market in the 1970s-1980s.

JOE FLOM LESSONS

The Three Lessons of Joe Flom

The demographics of the Great Depression afforded some the opportunity for better education.

A Jewish-immigrant upbringing showed the kids the value of hard-work and making one's way.

Hard-work, education, and opportunity are great starts in life.

The anti-Jewish attorney environment only meant work hard at what is available, honing one's skills.

Success was the result not only of opportunities, but making the most of them!

LEGACY

The Culture of Feuds

The Hatfield/McCoy is a famous Appalachian feud over several decades.

There were actually hundreds of feuds in this area in the late 1800s.

When one family fights, it's a feud, but when hundreds fight in a similar fashion, it's a pattern.

A "culture of honor" pattern suggests a common source.

The source of the "Culture of Honor" pattern can be traced to the Appalachian immigrant home culture.

On Site

The Rowan-County War Morehead, Kentucky



Much to Come