

## The 5 Second Rule

### Presenter:

Mel Robbins

### OVERVIEW

In her dynamic keynote, Mel presented concepts from her latest book, *The 5 Second Rule*, a fixture on Amazon's "Top Ten Most Read List." Using the science of habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel explained the power of a "push moment."

### KEY FINDINGS

- **The secret is five seconds.** The gap between what's happening and your reaction to it.
- **We make 35,000 decisions a day**, half of which are on auto pilot.
- **How does a human being change?** Closing the gap between thinking and doing; what you know you should do and actually doing it. It works because it pushes the most powerful part of you to the surface when normally you would talk yourself out of it.
- **Simply counting backwards is a form of meta-cognition.** It's a cheat code.
- **Procrastination is the nerves associated with taking a risk.** It is a form of stress release. It is a habit and a pattern you repeat that is triggered by stress. Acknowledging stress loosens its hold on you. Disassociate stress with procrastinating. Just do one thing. 80% of us will keep working once we get you to do one thing.
- **Nerves mean you are trying new things.** Being nervous is normal, letting it impact your performance is a choice. There is no physiological difference between being nervous and excited. You can use that fact to your advantage. Say "I'm excited" instead of "I'm nervous" so cortisol doesn't flow through your body.
- **Surveyed elderly people and asked, "If you could go back and change on thing about yourself, what would it be?"** Answer: "I wish I hadn't wasted so much time worrying. It robbed me of potential and opportunity." Worrying is a habit. Anchor thought is anything that makes you happy or excited.
- **3 reasons people act: Paid, Pushed, Personal.** The most powerful thing you have as a marketer is "the law of reciprocity"—you do nice by me, I do nice by you.

"There will literally always be an excuse not to do it."

"Being nervous is normal: letting it impact your performance is a choice."

"If you fail in a silo, no one else learns from your mistake."