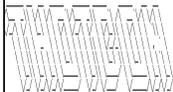


## Pwning Time

**G. Mark Hardy, CISM, CISA, CISSP**  
National Security Corporation  
**gmhardy@nationalsecurity.com**  
**+1 410.933.9333**  
**@g\_mark**



## A Hacker Looks at 50

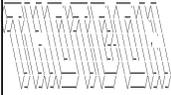
**50!?**

**0x32 sounds better :)**

**Tried for “transformational” talk**

**It literally changed lives**





# Life Wisdom in 80 Columns

- Free to good home
  - (but you have to promise you'll watch the video)

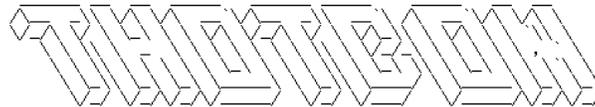
THOTCON 2

```

"A Hacker Looks at 50"          www.gnark.com

6. Mark's observations on life:
-Just ask.                      -Beware of bright shiny objects
-Don't wait for perfection.     -Choose tech or management.
-Become a master.              -Do something bigger than
-Vision is everything.          yourself.
-Never disqualify yourself.     -Recipe for life!
-Challenge your limitations.    * vision
-Have a vision. Write it down.  * plan
-Speak every chance you can.    * take risk
-Don't go it alone.            * stay focused (TTL)
-Be flexible.                  * determination
-Aim high.                     -Don't save your best for last.
-Be PASSIONATE.                -Be generous now.
                                -Enjoy life!

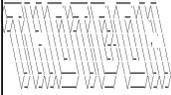
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THOTCON 2

## Hey, it worked!

## (NOW what?)



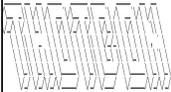
## Most Books and Speakers Sell You Ingredients For Success

THOTCON 2



**But nobody gives you the  
RECIPE for success**

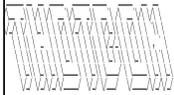
5



## My Purpose

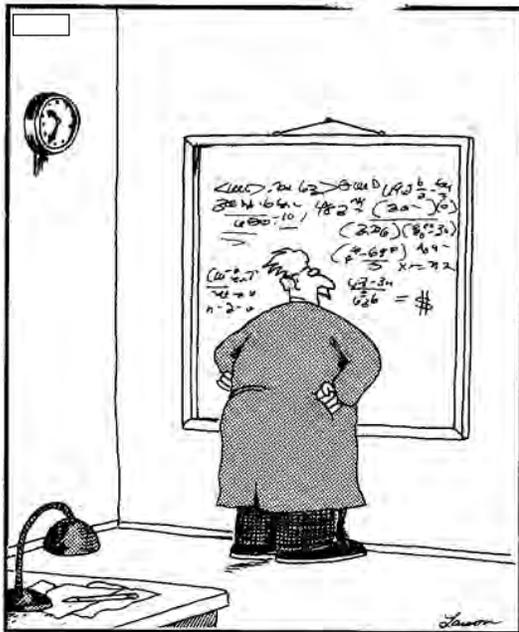
THOTCON 2

- I'm going to talk about time, life, and money
- Our community has a wide divergence in success, and I want to give back
- This is not about religion.
- You don't have to buy anything.
- You don't have to agree with everything I say.
- Success criteria = create a desire in you to lead a more successful life

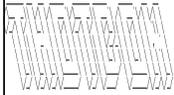
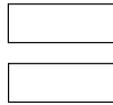


# What is Time?

THOTCON 2



Einstein discovers that time is actually money.



# What is Time?

THOTCON 2

- “Time is Money”  
– Benjamin Franklin
- Proof:

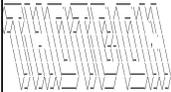




## “Your Money or Your Life”

THOTCON 2

- For most of us, making money IS our life
- We usually exchange our time for money
- If life = money, and money = time, then life = time
  - We pay careful attention as to how we spend our money
  - Are we just as careful as to how we spend our time?

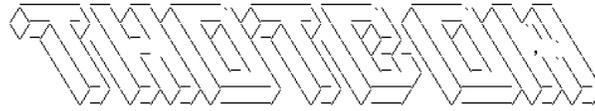


## What is Time?

THOTCON 2

- Time keeps everything from happening all at once
- Can we stop it? (no)
- Can we control it? (no)
- Can we get more of it? (no)
- So why don't we cherish it?
- It's because we believe...





THOTCON 2

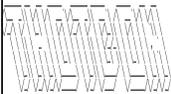
## The Biggest Lie of All

**“You have all the time in the world”**



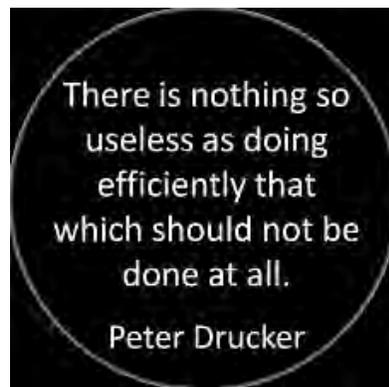
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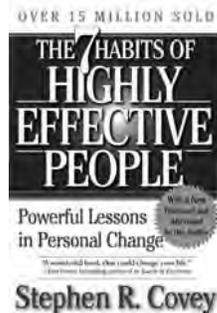


## Efficiency vs. Effectiveness

- What is efficiency?
- What is effectiveness?
- What’s the difference?
- Which is easier (for you)?
- Which is more important?

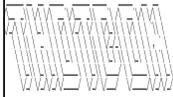


THOTCON 2



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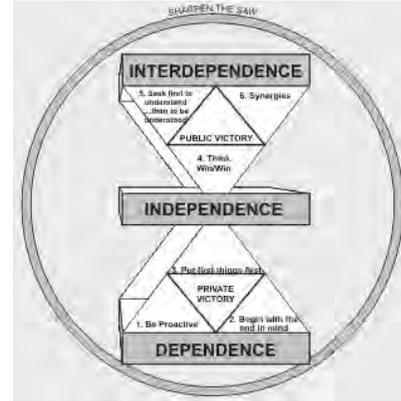
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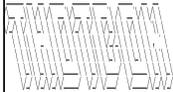
# What Are the Seven Habits (of Highly Effective People)

THOTCON 2

1. Be Proactive
2. Begin with the end in mind
3. Put first things first
4. Think Win-Win
5. Seek first to understand, then to be understood
6. Synergize
7. Sharpen the saw



Ref: Stephen Covey, The Seven Habits of Highly Effective People: Powerful Lessons in Personal Change



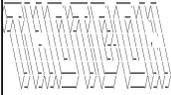
# Time Assessment

THOTCON 2

	Urgent	Not Urgent
Important	<b>I</b>	<b>II</b>
Not Important	<b>III</b>	<b>IV</b>

What kinds of tasks are associated with each quadrant?

Ref: Stephen Covey, First Things First



# Time Assessment

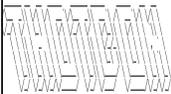
THOTCON 2

		URGENT	NOT URGENT
IMPORTANT		Crises Pressing Problems Deadline-driven Activities  <b>I</b>	Planning Prevention Relationship Building  <b>II</b>
NOT IMPORTANT		Interruptions Some Correspondence Some Meetings  <b>III</b>	Junk Mail Some Phone Calls Escape Activities  <b>IV</b>



(Ref: *First Things First*, by Stephen Covey)

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# Time Assessment Where are You?

THOTCON 2

		URGENT	NOT URGENT
IMPORTANT		___%	___%
NOT IMPORTANT		___%	___%

**I**  
**II**  
**III**  
**IV**

(Ref: *First Things First*, by Stephen Covey)

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## Five Basic Resource Types

THOTCON 2

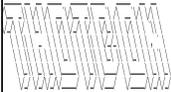
- **Resources**
  - People
  - Money
  - Time
  - Material
  - Technology



- **All are interchangeable**
- **Only one is non-renewable**

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## Time

THOTCON 2

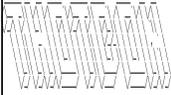
- **Tempus fidgets**
- **You can buy other people's time**
- **Others can buy your time**
- **You can't buy more time for yourself**

“We spend our younger years trading all of our time for money, and our older years trading all of our money for just a little more time.”



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# Three Things That Hold You In Place

THOTCON 2



Job

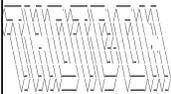


Relationship



House

- When do these all “align”?



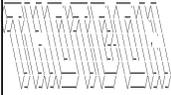
# Three Things That Hold You In Place

THOTCON 2

- When do these all “align”?

- Age 18 – off to college
- Age 22 – out of college
- Age 25 – out of parent’s basement
- Age 53 – your kid is off to college
- Age 60 – your kid moves out of the basement
- Age 65 – retirement
- ???

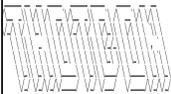




## These Are Your “Magic Moments”

THOTCON 2

- Most of us see them rarely if ever
- Some people take them for granted
- You have to recognize opportunity when you see it and **SEIZE** it before time snatches it away from you
- “Magic moments” = invitation to freedom



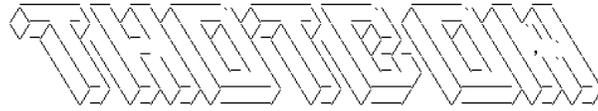
## Are You Prepared for Freedom?

THOTCON 2



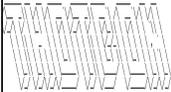
- If not...





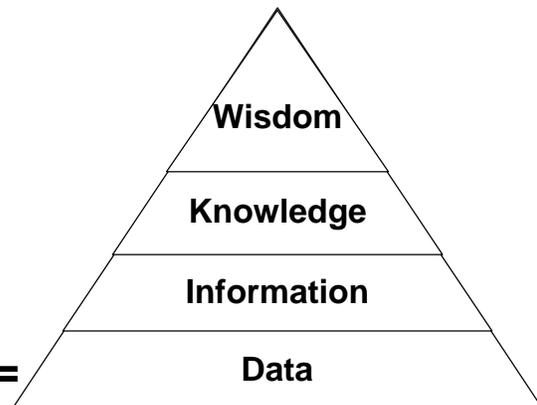
## “The Truth Will Set You Free”

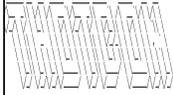
You need information...



## Need More Than Just Information

- **Constant learning**
  - Moore’s Law
  - G Mark’s Corollary
- **Gain understanding**
  - Data + relationships =
  - Information + patterns =
  - Knowledge + principles =
  - Wisdom
- **On what level are you operating?**
  - What’s your plan to get to the next level?





## Where does Wisdom come from?

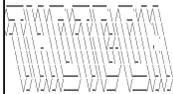
THOTCON 2

- **Wisdom comes from mentors and mistakes**
- **Mentor: wisdom, experience, and cares about you**
- **Wisdom cannot be taught, only learned**
  - Zen master was wrong
  - When the student is ready, he shall notice the teacher, who has always been there



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## How Many Black Mercedes Did You See This Week?

THOTCON 2

- **You don't know**
- **If I ask the same question next week, you will**
- **You notice what you look for**



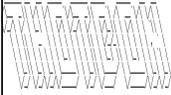
Most men look here

Not here



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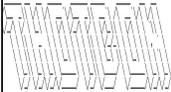
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## How Do You Know What To Look For?

THOTCON 2

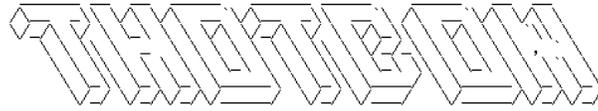
- **Find your purpose**
- **Purpose ≠ goals**
  - My goal may be to run a marathon, but that's not my life's purpose
- **Purpose lends focus**
  - Becomes a mission
- **Purpose is independent of circumstance**
  - Can be done anywhere



## Finding Your Purpose

THOTCON 2

- **Lots of ways to find out**
  - Try lots of things and see what you like
    - Not enough time to try everything
  - Ask other people what they think
    - No one cares as much about you as you do (even Mom)
  - Read books, take quizzes, wait for divine inspiration
- **One key question to answer thoughtfully:**



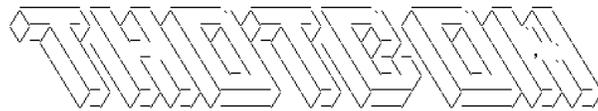
THOTCON 2

**“What would you do if you knew you  
could not fail?”**

Ref: Dr. Robert H. Schuller

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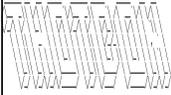


THOTCON 2

**“The unexamined life is not worth living.”  
- Socrates**

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## If You Don't Know Your Purpose

THOTCON 2

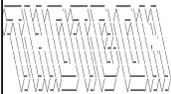
- **Beware of BSOS\*!**
- **You will get distracted**
- **You will lose focus**
- **You will waste time**
- **You will never find your purpose in BSOs**
  - (even if they pay well)



\* - Bright Shiny Object Syndrome

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## Defending Against BSOS

THOTCON 2

- **You absolutely must know who you are and what your purpose is**
- **Learn to say “no”**
- **Purpose = litmus test**
  - Does it support your purpose? Do it.
  - If not, don't do it (unless it's recreation)
- **My challenge to you: WHAT IS YOUR PURPOSE IN LIFE?**
- **Knowing your purpose ignites your passion.**

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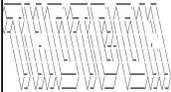
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## Why Passion?

THOTCON 2

- **Passion**
  - [pash'-uhn] (n) any powerful or compelling emotion or feeling
- **Why are emotions important?**
  - They provide leverage for change
  - You can't left-brain change
    - It usually takes a crisis
- **Let's avoid the crisis and go right for the change**



## Change

THOTCON 2

- **Okay, change what?**
  - My job?
  - My relationship?
  - My life?
- **Are you completely satisfied with your life today?**
  - Have you achieved all of your life's goals?
  - Do you have a list of your life's goals?
  - Have you even thought of your life's goals?



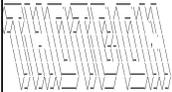
## Is This Your Life?

THOTCON 2



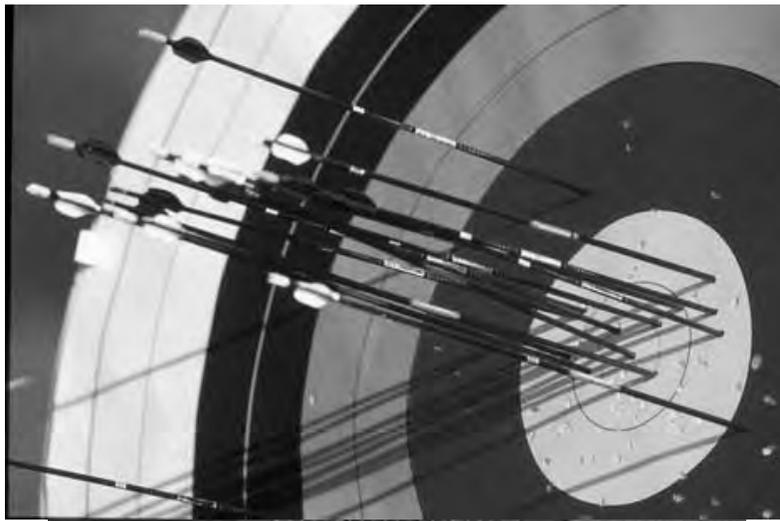
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## Is This Your Life?

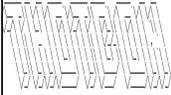
THOTCON 2



- **Let's learn how to aim for something – (and HIT it. Repeatedly)**

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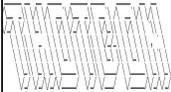
## What Have You Been Programmed To Believe?

THOTCON 2

- **Possibly “false” beliefs:**
  - “I’m not attractive.”
  - “I’m only worth \$40,000 per year.”
  - “I’m fat.”
  - “I’m stupid.”
  - “I’m never going to be a success.”
- **These have been programmed into your subconscious**
- **YOU MUST CHANGE THE SOFTWARE!**

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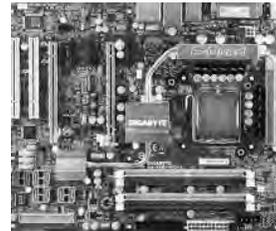
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## Time for an Upgrade!

THOTCON 2

- **Computer**
  - Hardware
  - Operating system
  - Software
- **People**
  - You
  - Your brain
  - Your beliefs and habits
- **Where should we make the change?**



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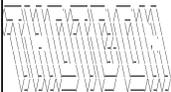
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## You Are a Prisoner

THOTCON 2

- Your beliefs and habits drive 96-98% of your thoughts, feelings, and behaviors
- Your thoughts, feelings, and behaviors drive your results and achievements
- Want different results?
  - Change your belief system.



## How Do We Achieve Meaningful Change to Reach our Goals?

THOTCON 2

- Think and Grow Rich
  - Napoleon Hill (1937)
- Who has read it?
  - How many times?
- This is the root document for ALL success books in modern literature
- An “engine” for success
  - But all engines need fuel
- Let’s look at the “formula”...



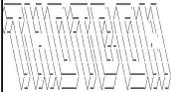


# Think and Grow Rich 13 Success Principles

THOTCON 2

- |                          |                                      |
|--------------------------|--------------------------------------|
| 1. Desire                | 8. Persistence                       |
| 2. Faith                 | 9. Power of The Master Mind          |
| 3. Auto-Suggestion       | 10. The Mystery of Sex Transmutation |
| 4. Specialized Knowledge | 11. The Subconscious Mind            |
| 5. Imagination           | 12. The Brain                        |
| 6. Organized Planning    | 13. The Sixth Sense                  |
| 7. Decision              |                                      |

Plus ... a SECRET!



# The Secret of Napoleon Hill?

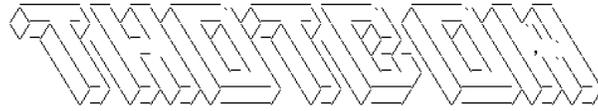
THOTCON 2

- The “fuel” for the engine:  
Definitiveness of purpose +  
Persistence +  
Burning Desire =  
**SUCCESS**



- Commit your goals to **WRITING**
- This is why you have to know your purpose and be **ABSOLUTELY CLEAR** on what you want and be persistent

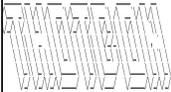
“Whatever the mind can conceive and believe, the mind can achieve.”



THOTCON 2

**But There's An Even MORE Important Secret**

**YOU MUST TAKE DECISIVE ACTION AND NEVER GIVE UP!**



## **Never Give Up!**

**“Nothing in this world can take the place of persistence.**

**Talent will not; nothing is more common than unsuccessful people with talent.**

**Genius will not; unrewarded genius is almost a proverb.**

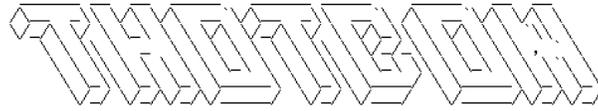
**Education will not; the world is full of educated derelicts.**

**Persistence and determination alone are omnipotent.”**

**– Calvin Coolidge**



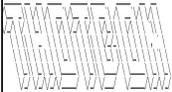
THOTCON 2



THOTCON 2

## If Success Is So Straightforward...

Why are there so many unsuccessful people?



## FEAR – Your Biggest Opponent

- What is FEAR?
  - “An emotional response to a perceived threat”

Some are healthy



Most are not



THOTCON 2

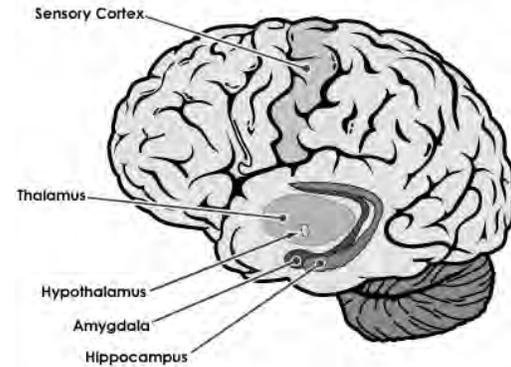


## FEAR – Your Biggest Danger

THOTCON 2

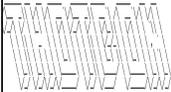
- **Puts you in "animal brain" fight-or-flight mode**
  - Bypasses higher brain function
  - (no time to think)
- **Reinforces with time**
  - Becomes high priority system interrupt
  - Will prevent you from living at higher level

Parts of the Brain Involved in Fear Response



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## FEAR – Your Biggest Danger

THOTCON 2

- **Must confront head-on**
- **Know what your fears are**
  - Identify those that are not life-and-death
- **More importantly, know WHY you fear**
  - Fear = lack of knowledge
  - Fear = lack of confidence
  - Fear = lack of trust
- **Need to take calculated risks**



"Do you trust me?"

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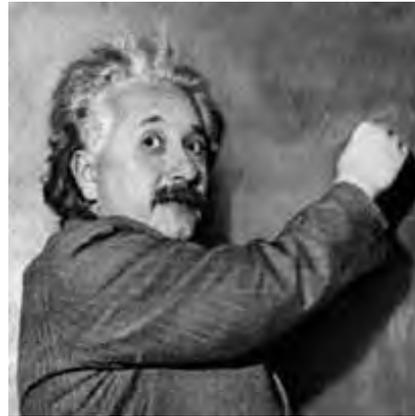
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## What is Risk?

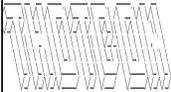
THOTCON 2

- What do we mean by “risk”?
- Risk is measurable uncertainty
  - Input:
    - Historical data
    - Risk assessment
  - Process:
    - Probabilities and calculations
    - Risk tolerance
  - Output:
    - Management
    - Assignment
    - Avoidance
  - Which of these is the most critical component?



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## Risk Tolerance

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- As individual as a fingerprint
- Based on multiple criteria
  - Should include your risk capacity
  - Should NOT be based on fear
- Affects your entire life
  - This is non-trivial
- Defines how we make choices



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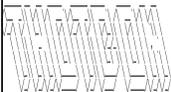
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## Who Are You?

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- **Most American males identify themselves with their jobs**
- **You may have interesting work and get paid well, but is that your best dream?**
  - You are operating within the dream established by the person who established the business or the project
- **G Mark's Law of Dreams:**
  - “If you're not pursuing your dream, you're part of someone else's.”



## Who Has Had Only One Job Their Entire Professional Life?

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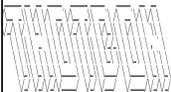
- **All 3 of my uncles each worked for one company for 35+ years. VERY RARE**
- **Most people work for someone else**
- **“Men change masters willingly, hoping to better themselves.”**
  - Machiavelli, *The Prince*, p. 35
  - (written c. 1505 !)



## G Mark's Law of Employment

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- **Why do you have a job and get paid what you get paid?**
  - You only have a job as long as you make more money for your employer than your employer pays you

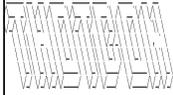


## Who Make More Today Than Your Parents Did at Your Age?

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- **If so, whose financial advice are you following?**
- **Not everyone has a “Rich Dad”**
  - Robert Kiyosaki's “cash flow quadrant”

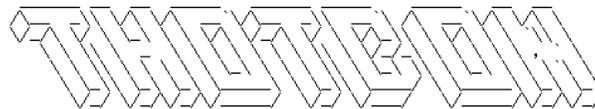
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<b>S</b>	<b>I</b>



# Do You Want to Achieve Your Dream?

THOTCON 2

- **What's holding you back?**
  - Lack of funds?
  - Lack of people?
  - Lack of equipment?
  - Lack of technology?
  - Lack of time?
  
- **There is no lack**
  - Fear alone it is that holds you back



THOTCON 2

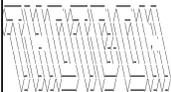
## G Mark's Cave (with apologies to Plato)



## Hanging by a Thread

THOTCON 2

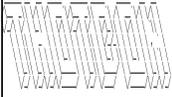
- **Imagine you are hanging onto a rope**
- **It is completely dark**
- **A voice above says:**
  - “Let go of the rope and fall to the floor.”
- **You’re afraid you’ll fall and be horribly injured or even die**
- **But when you finally let go...**



## Hanging by a Thread

THOTCON 2

- **You find you were only two inches off the floor**
  - You could have let go at any time
  - You can always climb back on the rope
- **In our line of work, you can start a business with a laptop, a domain, and a box of business cards**
  - [www.dell.com](http://www.dell.com)
  - [www.godaddy.com](http://www.godaddy.com)
  - [www.vistaprint.com](http://www.vistaprint.com)



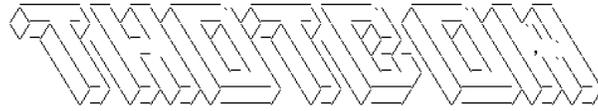
## When You Take Charge of Your Time and Your Life

- You're doing what few others do

THOTCON 2

- Some might even take notice...

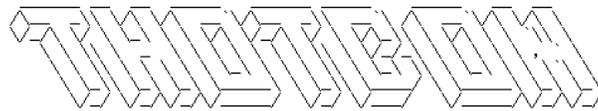




THOTCON 2

## **Many People Will Try To Discourage You**

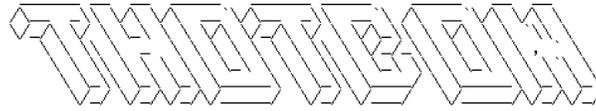
**Don't listen to them!  
They haven't earned the right to tell you  
how to lead your life.**



THOTCON 2

## **G Mark's Law of Initiative**

**“It is better to make history  
than to read it.”**

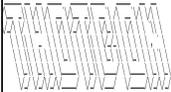


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## What If I Can't Decide What I Want To Do?

**“The number one reason people don't get what they want is that they don't know what they want.”**

**- T. Harv Eker**



THOTCON 2

## Get What You Want!

- **Identify your passions**
  - What fires you up and makes you happy?
- **Write them down**
  - (Remember Napoleon Hill?)
- **PRIORITIZE – select most important**
- **Read them morning, noon, and night**
- **Then always choose in favor of your passions**
  
- **What if you like lots of things?**



## G Mark's Rule of Vocations

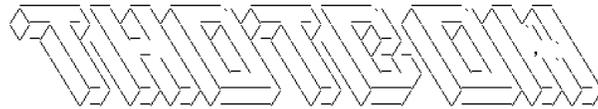
- All things being equal, do what pays the most.

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## Time To Take Charge of Your Life!

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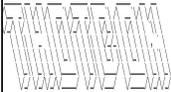
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## G Mark's Rule of Leadership

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- If you're one step ahead, you're a leader.
- If you're two steps ahead, you're a visionary.
- If you're three steps ahead, you're a heretic.



## Engage!

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- Decide to take initiative today
- Commit to success
- Recognize you are at a tipping point



- “Most great people have attained their greatest success just one step beyond their greatest failure.”

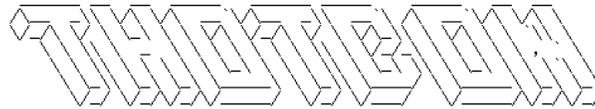
– Napoleon Hill



## My Gift to You

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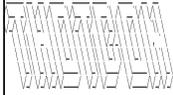
- **Think and Grow Rich by Napoleon Hill**
  - The complete book
  - No charge
    - (yes, it's legal)
  - Download from my website:  
<http://www.gmarkhardy.com/thinkandgrowrich.pdf>
- **Take control of your future and your life**



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## G Mark's Law of Action

**“There is no such thing as a million dollar idea. There are only million dollar actions.”**



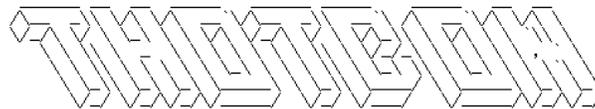
**Your Future is  
Whatever You Make It  
So make it a good one!**

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**Thank You!**

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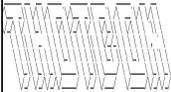
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