please welcome Joaquin de paso an

international speaker author and

consultant thank you well my concept is

very simple your one applied idea away

from a very big big success new process

new invention and were better than in

NASA where you people here change the

world one idea from one man we have to

conquer the moon change the world and I

certainly hope that we'll never ever

lose the leadership position that we

have right now in space exploration and

we're very creative and I think that

will continue to hold that position now
Sir Francis very concerned something

very important knowledge is power and he

was right knowledge is power however he

should have said something else it

should have said applied knowledge is

power because you know and you don't do

you don't know so the important thing is

that you have knowledge what he has to

be applied there's a lot of knowledge in

the world that is never applied and

people don't care what you know people

only care what you do what results

reminds me of the story of three little

frogs three little frogs are floating
down the river 3 l.m are floating down
the river one of them decides to jump
into the water how many frogs are left
on top of the leaf don't know actually
three because exciting to jump on
jumping are two different things all
together how many times have you started
to lose weight how many times have you
started to stop smoking or maybe how
many times have you decided to clean
your home on a weekend how does it look
at Mundy so the exciting are doing are
two different things I hope that today a
hold a min ovation here in NASA I hope
that one idea one idea that you can

apply will change your career will

change your life your loved ones even

will change NASA or might even change

the whole world Darwin said the

survivors of any species are not

necessarily the strongest

and they're not necessarily the most

intelligent they're the ones who are

most responsive to change and that is

what it's all about now change who can

change quicker that's what counts and

those that can will be very very

successful what my one applied idea my

one applied idea i want to share with
you happen when i was flying from san juan from san juan to uh to new york and i was reading a book Daniel Coleman's emotional intelligence one page one page devoted to the marshmallow experiment and I read that place to say wow this is the most important factor for success self-discipline the ability to delay gratification that is the most important factor for success and to write a book about it and some of you that might know the experiment it was done in stanford university by an american psychologist 643 children put together in a room one
by one with a marshmallow and they told

the kid four years old sony yani or Mary

I'm going to leave you here with the marshmallow if when I come back that marshmallow is here you get to if you eat it you get nothing else you decide

what happened to tell it to a four-year-old kid to wait 15 minutes for a marshmallow it's like telling you yeah we'll have a coffee in three hours it's a long time so what happened door closes two or three Eddie much microphone 5 two minutes five minutes eight minutes
40 minutes I can stand it Marshall

however one out of three understood the most important

self-discipline I will not eat be much

more because I want to and they would do

all kinds of stuff in order not to eat

it go under the table look at the

celling play around that kid already

knew 15 years later follow-up story what

they find one hundred percent of the

children that did not eat the

marshmallow were successful s80 exam

grades 213 points higher than the kids
already

101
00:04:24,129 --> 00:04:28,360
so obviously this is the most important

102
00:04:26,709 --> 00:04:32,259
factor for success so I wrote the book

103
00:04:28,360 --> 00:04:35,319
what happened worldwide bestseller 20

104
00:04:32,259 --> 00:04:37,420
languages number one in Korea 62 weeks

105
00:04:35,319 --> 00:04:42,699
in a row three and a half million books

106
00:04:37,420 --> 00:04:44,770
sold change my career my economy I my

107
00:04:42,699 --> 00:04:46,779
family will allow me to all over the

108
00:04:44,769 --> 00:04:49,389
world so right now I lecture on this

109
00:04:46,779 --> 00:04:51,069
concept all over the world so that one

110
00:04:49,389 --> 00:04:54,310
idea how many psychologists have read

111
00:04:51,069 --> 00:04:56,310
that book thousands how many people read

112
00:04:54,310 --> 00:04:59,079
the how many people read the the

113
00:04:56,310 --> 00:05:03,280
emotional killings book thousands

114
00:04:59,079 --> 00:05:04,870
millions but yet 11 apply idea this is a
book this is such an important concept

let's write a book so what I'm saying is

that I went through it one apply idea

can change your life and your world some

people say I don't have enough time to

write a book or all it's difficult to

write a book or whatever then I talk our

Dean Dominic Bobby French best job in

the world editor of Elle magazine all

the models in the world world after him

because they wanted to be in the Indian

magazine and beautiful kids vice a BMW

take the kid out to tres testa car

currently stroke he opened himself his
eyes he's there in a hospital in France
totally paralyzed he could only move his left eyelid open open it and close it
totally paralyzed he could only move his left eyelid open open it and close it that's all he could
do okay and that man understood that he had an idea that he had to tell the world what had happened to him and how he coped with it and he wrote the diving bell and the butterfly with one person helping him one woman he would go every morning to the hospital and they would take the French alphabet the most common letter used to the least common and he will go like this he what okay p all
right oh so he will go letter by letter

until the whole book was written that

was his mission in life the book was

finished handed unknown handed butchered

to him with the left eyelid he saw it

and he died the following day so that

was his mission in life

one person with a mission yo tada auto

tacky probook no arms no legs this guy's

infer me because when I finish my first

book which is called how to survive

among piranhas that book was in a

manuscript i would i would write it in

planes I went to do a speech at the
University of Puerto Rico left my car outside when I came in when I come out to the car broken glass my brisket is stolen with my manuscript no copy I stopped writing until I met him Wow he wrote a book without arms with our legs how could I have stopped writing because of losing 200 pages I started again and I finished that book is now also a best-seller thanks to him Arlene munis cashier in Puerto Rico what idea she likes to write she was a catch here making seven bucks an hour wrote a poem book and I chief cells her book when customers go to pay in the cash in the
cash register and she makes three times

where every kid makes in that

supermarket one idea hey this guy had

the idea ten years old he wrote the book

and he was fruitful Sally he was signing

books with me in Los Angeles in another

table and I tell this guy 10 years old I

was right oh my God he's 10 years old

one applied a day away okay from being

very successful amazon com yes Beth does

one apply a tiara this guy something

else his mother had him little baby

father left never saw him again there's

a human referee the left left Cuba came
to the state an engineer fell in love

with his mother burn married her and

when he was 18 or 21 or whatever is it

that you're my real father you raised me

I want to be all have your last name so

he became yes besos and that guy Miguel

besos already an engineer successful but

you know not a millionaire but when he

started his company he needed at least

three hundred thousand dollars more and

Miguel besos gave me the money risking

everything he had and of course now we

all know that that

three hundred thousand dollars are worth
now millions and millions of dollars

because one idea that this guy that was living in New York with everything a good job in the finance world one idea he had to practice it and the idea was sell every book ever printed in any language in another print in less than one minute so he changed the world he changed the world what an idea the Google guys changed the world never ever did we have never ever in history have we had knowledge in our hands everything that mankind knows in be right here in our laptop in our iPad never happened in
history their big idea organize the

00:09:34,250 --> 00:09:37,639
world's information and make it

00:09:35,539 --> 00:09:40,569
universally accessible and useful that

00:09:37,639 --> 00:09:43,370
was the idea and it's changed our lives

00:09:40,570 --> 00:09:46,129
Bill Gates one computer in every home

00:09:43,370 --> 00:09:47,929
and in every desk change our lives one

00:09:46,129 --> 00:09:52,039
applied idea starting with nothing in a

00:09:47,929 --> 00:09:54,949
garage steve jobs now and steve wozniak

00:09:52,039 --> 00:09:56,809
those two guys together they started on

00:09:54,950 --> 00:09:58,310
the wrong foot they started by stealing

00:09:56,809 --> 00:10:01,459
from a large company they invented a

00:09:58,309 --> 00:10:03,889
device to steal from AT&T make phone

00:10:01,460 --> 00:10:06,889
calls for free but something straighten

00:10:03,889 --> 00:10:08,269
them out in life and now they have good

00:10:06,889 --> 00:10:10,699
products and they became a biggest
largest capitalized company in the world

even tragedies this woman nobody knows

her here in Houston area no sir she's on

Draya PAH she killed her five kids

horrible horrible that day mark was an

unemployed right that he was watching TV

he asked his mother can you imagine a

woman being so desperate that she would

hurt her own children and what she

answered really stand with him I have

been there bad answer oh my god well you

know what he heard that I said how many

women are going through this and he

wrote a TV script that now you most of
you know and how he became a multi-millionaire okay Mac Burnett one idea throw me an island whoever comes out survive does it made him a
multi-millionaire risha warmin Ted Ted come everybody should go to Ted calm you should know that that head calm it's great idea that you learn a lot of you goes without sight salman khan khanacademy this guy's change the world change the location now there are no more bad teacher ever if your kid has a bad teacher you go to can academy com and you'll be your kid will be taught
the best possible way life throws us a

curve this guy a truck run over him lost

his legs you know what started a

supermarket half man/half store price ok

become rich he said to reach for

anything that you haven't had you will

have to do what you have never done out

of a plane crash my dear good friends

plane crashes and he saves her they're

all burned but they then now we they

started helping kids I got burned 30,000

I've been helped and 300,000 people have

been affected because they had an

accident and they are now helping

humanity ralph lauren yeah 1b idea

272
00:12:01,278 --> 00:12:06,500
change my name he was named originally

273
00:12:03,620 --> 00:12:08,409
laughs ralph Lipchitz now nobody would

274
00:12:06,500 --> 00:12:10,639
buy clothes from him right all right

275
00:12:08,409 --> 00:12:11,990
homeless Manny Parra Rico what he did to

276
00:12:10,639 --> 00:12:14,089
make morning instead of asking for a

277
00:12:11,990 --> 00:12:17,028
quarter he did that if you take my

278
00:12:14,089 --> 00:12:19,220
picture 3 box just 12 times what anyone

279
00:12:17,028 --> 00:12:23,328
gives someone just because he had a time

280
00:12:19,220 --> 00:12:26,240
he put Visa American Express funny and I

281
00:12:23,328 --> 00:12:27,679
he had for 144 buck nobody has ever

282
00:12:26,240 --> 00:12:29,600
given him that I asked him how many

283
00:12:27,679 --> 00:12:31,189
people have given you one hundred forty

284
00:12:29,600 --> 00:12:33,740
five bucks no one but three Americans

285
00:12:31,190 --> 00:12:36,769
give me 100 bucks 100 certain if I sent
one idea change his life one idea that's

it i'm finishing with this one one idea

save like this woman he collected

garbage in a dumpster you know what one
day well you've had a baby so you know

what i'm going to say babies she's saved

32 babies that mothers throw in a
garbage dump she have raised six of the

so I my last idea what has worked

well for me also my business card this

is my business card is a million-dollar

card people fight for it all over the

world he a hundred a thousand a lot of

just because of this card so one idea
can change your life and your business I

finished with this saying if they say

your life is the one

we really saw your life is your own no

apologies or excuses no one to lean on

rely on or blame the gift of life is

yours it's an amazing journey you alone

are responsible for it for the quality

of it and remember this one idea one

idea applied it can change your whole

life thank you so much

you