

# 1 INTERNATIONAL BESTSELLER

THE  
DIVING BELL  
AND THE  
BUTTERFLY



"A wistful,  
poetic, ironic and whimsically  
affirmative testament by a man  
who refused to die in spirit."  
*-The New York Times*

JEAN-DOMINIQUE BAUBY

1

00:00:01,110 --> 00:00:06,930

\h Please welcome Joaquin Deposada, International Speaker, Author, and Consultant.

2

00:00:06,930 --> 00:00:12,140

\h Joaquin Deposada: Thank you. Good morning. Well, my comments very simple.

3

00:00:12,140 --> 00:00:22,400

\h You're one idea away from a very big, big success. New process, new invention,

4

00:00:22,400 --> 00:00:29,230

\h and we're better than in NASA where you people here -- and where better

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00:00:29,230 --> 00:00:31,670

\h than in NASA where you people change the world. One idea from one man,

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00:00:31,670 --> 00:00:34,930

\h we have to conquer the moon, changed the whole world.

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00:00:34,930 --> 00:00:39,870

\h And i certainly hope that we'll never, ever lose the leadership position

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00:00:39,870 --> 00:00:43,190

\h that we have right now in space exploration.

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00:00:43,190 --> 00:00:48,420

\h And i think that we'll continue to hold that position.

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00:00:48,420 --> 00:00:55,140

\h There's something very important -- knowledge is power. He was right.

11

00:00:55,140 --> 00:01:05,410

\h Knowledge is power. Applied knowledge is power. You know, you do, you don't know.

12

00:01:05,410 --> 00:01:09,580

\h The important thing is you have knowledge, but it has to be applied.

13

00:01:09,580 --> 00:01:13,360

\h There's a lot of knowledge in the world that is never applied.

14

00:01:13,360 --> 00:01:17,700

\h And people don't care what you know. People only care what you do, what results.

15

00:01:17,700 --> 00:01:23,550

\h Reminds me of the story of three little frogs, three little frogs are floating down the river.

16

00:01:23,550 --> 00:01:27,390

\h Three of them are floating down the river. One decides to jump into the water.

17

00:01:27,390 --> 00:01:33,090

\h How many folks are left on top of the leaf? Two? No three.

18

00:01:33,090 --> 00:01:39,650

\h They decided to do different things altogether. How many times have you decided to lose weight?

19

00:01:39,650 --> 00:01:42,360

\h How many times have you decided to stop smoking?

20

00:01:42,360 --> 00:01:48,500

\h Or maybe how many times have you decided to clean your home on a weekend? How does it look on M

21

00:01:48,500 --> 00:01:54,460

\h Deciding on doing it are two different things. I hope that today, the innovation in NASA,

22

00:01:54,460 --> 00:02:00,220

\h i hope that one idea, one idea that you can apply will change your career, will change your life,

23

00:02:00,220 --> 00:02:06,650

\h your loved ones, even will change NASA or might even change the whole world.

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00:02:06,650 --> 00:02:11,990

\h Darwin said, the survivors of any species are not necessarily the strongest.

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00:02:11,990 --> 00:02:17,580

\h And they're not necessarily the most intelligent. They're the ones who are the most responsive to chang

26

00:02:17,580 --> 00:02:23,610

\h And that is what it is all about now, change. Who can change quick here.

27

00:02:23,610 --> 00:02:29,820

\h That's what counts. And those that can will be very, very successful.

28

00:02:29,820 --> 00:02:35,480

\h My one applied idea, my one applied idea that i want to share with you happened

29

00:02:35,480 --> 00:02:43,280

\h when i was flying from San Juan to new york.

30

00:02:43,280 --> 00:02:54,450

\h And upon i was reading a book -- one page, one page devoted to the marshmallow experiment.

31

00:02:54,450 --> 00:02:59,760

\h And i read that page and said, wow. This is the most important factor for success.

32

00:02:59,760 --> 00:03:07,450

\h Self-discipline. That is the most important factor for success. I have to write a book about it.

33

00:03:07,450 --> 00:03:13,370

\h And some might know the experiment, it was done at Stanford university by an American psychologist.

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00:03:13,370 --> 00:03:18,370

\h 643 children put together in a room one by one with a marshmallow.

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00:03:18,370 --> 00:03:24,500

\h And they told the kid, 4 years old, johnny or mary, I'm going to leave with the marshmallow.

36

00:03:24,500 --> 00:03:30,150

\h If i come back and that marshmallow is here, you get two. If you eat it, you get nothing else.

37

00:03:30,150 --> 00:03:35,700

\h You decide what happens. To tell it to a 4-year-old kid to wait 15 minutes for a

38

00:03:35,700 --> 00:03:40,330

\h marshmallow is like telling an adult we'll have coffee in three hours.

39

00:03:40,330 --> 00:03:45,740

\h What happened? Two out of three -- ate the marshmallows.

40

00:03:45,740 --> 00:03:51,450

\h Five seconds, a minute, five minutes, eight minutes, 14 minutes, i can't stand it.

41

00:03:51,450 --> 00:03:58,890

\h Ate the marshmallow. However, one out of three, one out of three understood the most important factor

42

00:03:58,890 --> 00:04:03,970

\h Which is self-discipline. I will not eat the marshmallow because i want two.

43

00:04:03,970 --> 00:04:06,900

\h And they will do all kinds of stuff in order not to eat it.

44

00:04:06,900 --> 00:04:11,720

\h Go under the table, look at the ceiling, play around. That kid already knew.

45

00:04:11,720 --> 00:04:17,650

\h 15 years later, follow-up study, what did they find? 100% of the children

46

00:04:17,650 --> 00:04:20,470

\h that did not eat the marshmallow were successful.

47

00:04:20,470 --> 00:04:25,350

\h S.A.T. exam great, 213 points higher than the kids that ate the marshmallow.

48

00:04:25,350 --> 00:04:29,810

\h So obviously this is the most important factor for success. So i wrote the book.

49

00:04:29,810 --> 00:04:36,540

\h What happened? Worldwide best seller, 20 languages. Number one in Korea, 62 weeks in a row.

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00:04:36,540 --> 00:04:42,330

\h 3.5 million books sold. Changed my career. My economy.

51

00:04:42,330 --> 00:04:47,380

\h My family would allow me to go all over the world. Right now i lecture on this

52

00:04:47,380 --> 00:04:52,800

\h concept all over the world. One idea, how many psychologists have read that book?

53

00:04:52,800 --> 00:04:59,710

\h Thousands. How many people read the -- how many people read the emotional book? Thousands, millio

54

00:04:59,710 --> 00:05:06,890

\h But get one applied idea, this is a book. This is such an important concept, let's write a book.

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00:05:06,890 --> 00:05:16,110

\h What I'm saying is that i went through it. One applied idea can change your life and your world.

56

00:05:16,110 --> 00:05:24,090

\h Some people say i don't have enough time to write a book, i talk about gene Dominique Baube, french.

57

00:05:24,090 --> 00:05:27,380

\h Best job in the world. Writes for "Elle" magazine.

58

00:05:27,380 --> 00:05:32,110

\h All the models were after him because they wanted to be in the magazine.

59

00:05:32,110 --> 00:05:39,260

\h Beautiful kids, BMW. Takes the kid out to test the car, stroke.

60

00:05:39,260 --> 00:05:45,450

\h He opened his eyes, he's in a hospital in France totally paralyzed.

61

00:05:45,450 --> 00:05:51,870

\h He could only move his left eyelid, open it and close. It open it and close it.

62

00:05:51,870 --> 00:05:57,020

\h That's all he could do, okay. And that man understood that he had an idea,

63

00:05:57,020 --> 00:06:02,330

\h that he had to tell the world what happened to him and how he coped with it,

64

00:06:02,330 --> 00:06:10,400

\h and he wrote "The Diving Board and The Butterfly" and one woman helped him.

65

00:06:10,400 --> 00:06:16,740

\h He used the most common letter used to the least common.

66

00:06:16,740 --> 00:06:26,110

\h She was like this -- okay. P, all right. O. He would go letter by letter until the whole book was written.

67

00:06:26,110 --> 00:06:32,330

\h That was his mission in life. The book was finished, handed -- not handed but showed to him.

68

00:06:32,330 --> 00:06:38,050

\h With his left eyelid he saw it, and he died the following day. That was his mission in life.

69

00:06:38,050 --> 00:06:43,540

\h One person with a mission. No arms, no legs.

70

00:06:43,540 --> 00:06:52,260

\h This guy -- when i finish my first book which is called how to survive among puranis, that book was in a

71

00:06:52,260 --> 00:06:57,990

\h manuscript, i would write it -- i went to do a speech at the University of Puerto Rico, left me car outside.

72

00:06:57,990 --> 00:07:05,960

\h When i came in, i come up to the car, broken glass. My briefcase stolen with my manuscript. No copy.

73

00:07:05,960 --> 00:07:13,120

\h I stopped writing until i met him. Wow. He wrote a book without arms, without legs.

74

00:07:13,120 --> 00:07:19,780

\h How could i have stopped writing because of losing 200 pages? I started again, and i finished that book

75

00:07:19,780 --> 00:07:27,950

\h It's now also a best seller thanks to him. A cashier in Puerto Rico. One idea. She likes to write.

76

00:07:27,950 --> 00:07:32,170

\h She was a cashier making \$7 an hour. Wrote a poem book,

77

00:07:32,170 --> 00:07:38,340

\h and she sells her book when customers go to pay in the cash register.

78

00:07:38,340 --> 00:07:44,820

\h And she makes three times what every kid makes in that supermarket. One idea.

79

00:07:44,820 --> 00:07:51,680

\h This guy had the idea. 10-years-old. He wrote the book, and he was -- he was

80

00:07:51,680 --> 00:07:57,250

\h signing books with me in Los Angeles at another table. This guy, 10-years-old, oh, my God.

81

00:07:57,250 --> 00:08:10,440

\h He's 10-years-old. One idea away from being very successful. One applied idea. This guy, something el

82

00:08:10,440 --> 00:08:14,930

\h His mother had him, little baby, father left. Never saw him again.

83

00:08:14,930 --> 00:08:19,440

\h There's a Cuban refugee that left Cuba, came to the states, an engineer.

84

00:08:19,440 --> 00:08:29,190

\h Got married and when he was 18 or 21 or whatever, he said that -- dad, you're my real father, you raise

85

00:08:29,190 --> 00:08:37,650

\h I want to have your last name. He became Bezos. That guy, already an engineer, successful, but,

86

00:08:37,650 --> 00:08:44,270

\h you know, when he started his company, he needed at least \$300,000 more.

87

00:08:44,270 --> 00:08:48,340

\h And Miguel Bezos gave him the money, risking everything he had.

88

00:08:48,340 --> 00:08:54,370

\h Now we don't know that the \$300,000 are worth now millions and millions of dollars.

89

00:08:54,370 --> 00:08:59,890

\h One idea that this guy that was leaving in -- living in New York with everything,

90

00:08:59,890 --> 00:09:04,880

\h had a good job in the finance world, one idea. He had to practice it,

91

00:09:04,880 --> 00:09:10,890

\h and the idea was sell every book ever printed in any language in and out of print in one minute.

92

00:09:10,890 --> 00:09:17,500

\h He changed the world. He changed the world. One idea. The Google guys, changed the world.

93

00:09:17,500 --> 00:09:24,360

\h Never, ever did we have -- never in history have we had engine our hands.

94

00:09:24,360 --> 00:09:33,150

\h Everything that mankind knows right here in our laptop in our iPad. Never happened in history.

95

00:09:33,150 --> 00:09:38,020

\h Their big idea -- organize the world's information and make it universally useful.

96

00:09:38,020 --> 00:09:42,450

\h That was the idea, and it changed our lives. Bill gates,

97

00:09:42,450 --> 00:09:47,500

\h one computer in every home and in every desk, changed our lives. One applied idea.

98

00:09:47,500 --> 00:09:54,320

\h Starting with nothing. Steve Jobs, now, Steve Wozniak, those two guys together.

99

00:09:54,320 --> 00:09:58,670

\h They started on the wrong foot. They started by stealing from a large company.

100

00:09:58,670 --> 00:10:03,550

\h They invented a device to steal from AT&T, make phone calls for free.

101

00:10:03,550 --> 00:10:08,980

\h Something straightened them out in life, and now they have good products and became the biggest,

102

00:10:08,980 --> 00:10:18,610

\h largest capitalized company in the world. A woman -- nobody knows her -- in Houston everybody knows

103

00:10:18,610 --> 00:10:28,330

\h She's Andrea Pia Gates, killed her kids. Her husband was an unemployed writer, watching TV.

104

00:10:28,330 --> 00:10:33,370

\h He said, can you imagine a woman so desperate she would hurt her own children,

105

00:10:33,370 --> 00:10:37,290

\h and what she answered stunned him. I have been there.

106

00:10:37,290 --> 00:10:43,890

\h That answer, oh, my God. He heard that and said, well, how many women are going through this?

107

00:10:43,890 --> 00:10:51,230

\h And he wrote a script that now most of you know on how he became a multimillionaire.

108

00:10:51,230 --> 00:11:00,600

\h Mike Burnett, one idea, a millionaire. Everyone go to ted.com.

109

00:11:00,600 --> 00:11:09,630

\h You should know that, it's great ideas that you learn about if you go to that site.

110

00:11:09,630 --> 00:11:14,230

\h The khan academy, this guy changed the world. Changed education.

111

00:11:14,230 --> 00:11:20,400

\h Now there are no more bad pictures ever. If your kid has a bad teacher, you go to khanacademy.com,

112

00:11:20,400 --> 00:11:25,640

\h and your kid will be taught the best possible way.

113

00:11:25,640 --> 00:11:32,230

\h Life lessons occur, this guy -- lost his legs, you know what, started a supermarket.

114

00:11:32,230 --> 00:11:38,040

\h Half man, half store price. Okay? He's become rich.

115

00:11:38,040 --> 00:11:42,570

\h He said to reach for anything that you haven't had, you will have to do what you have never done.

116

00:11:42,570 --> 00:11:49,240

\h Out of a plane crash, friends, plane crashes, he saves her. They're all burned.

117

00:11:49,240 --> 00:11:52,850

\h Now they started helping kids that got burned.

118

00:11:52,850 --> 00:11:56,080

\h 30,000 have been helped, and 300,000 people have been affected because

119

00:11:56,080 --> 00:12:00,070

\h they had an accident and are now helping humanity.

120

00:12:00,070 --> 00:12:06,380

\h Ralph Lauren, yeah, one idea, change my name. He was named -- named Ralph Lipschitz.

121

00:12:06,380 --> 00:12:13,200

\h Nobody would buy clothes from him. Homeless man in new york, stead of asking for a quarter,

122

00:12:13,200 --> 00:12:21,360

\h he did that -- he made 12 times what Everyone said because he had a sign, put visa,

123

00:12:21,360 --> 00:12:31,360

\h American Express, funny, and he asked for \$144, i asked how many gave you that, no one.

124

00:12:31,360 --> 00:12:37,610

\h But three Americans gave me \$100 instead of 35 cents. One idea changed his life. That's it.

125

00:12:37,610 --> 00:12:43,970

\h And I'm finishing with this -- one idea like this woman. She collected garbage in a dumpster.

126

00:12:43,970 --> 00:12:48,580

\h You know what, one day she found a baby. She said you know what, I'm going to save babies.

127

00:12:48,580 --> 00:12:56,100

\h She saved 32. Babies that mothers throw in the garbage dump. She has raised six of the 32.

128

00:12:56,100 --> 00:13:01,250

\h So on my last idea, what has worked well for me also, my business card. This is my business card.

129

00:13:01,250 --> 00:13:06,890

\h It's a million-dollar card. People fight for it all over the world.

130

00:13:06,890 --> 00:13:10,700

\h It's given me hundreds of thousands of dollars just because of this card.

131

00:13:10,700 --> 00:13:14,190

\h So one idea can change your life and your business.

132

00:13:14,190 --> 00:13:18,360

\h I finish with this saying -- you may say your life is the one thing that

133

00:13:18,360 --> 00:13:23,750

\h you decide your hear is your own, no apologies or excuses, no one to blame.

134

00:13:23,750 --> 00:13:30,260

\h The gift of life is yours. It's an amazing journey. You alone are responsible for the quality of it.