

B.COM (ENTREPRENEURSHIP)

Semester II

Foundation Course - II (Life Skills & Self Management)

– Unit 1

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1.

Unwind the Ordinary Mindset

Extraordinary lives do not just happen. Elite athletes and movie stars do not wake up one day having achieved peak success. They have made a powerful commitment to take their lives from ordinary to extraordinary. They understand that the true key to success is not the family you are born into or how much money you have. The ability to take ordinary to extraordinary comes from within. It is in moments of decision that your destiny is shaped. In order to create change, you must unlock the right tools to become an unstoppable force.

There is a reason that the word “extraordinary” is just “ordinary” with “extra” tacked onto it. To take your life to the next level, you need to go above and beyond – do what is necessary, and then do something extra. Get unreasonable. What is unrealistic to average people is just unreasonable to extraordinary people. So be extraordinary, get unreasonable and achieve something magnificent.

Culturescape

1.1. Living in the culturescape – How you were shaped by the world around you

When you grow up, you tend to get told that the world is the way it is and your life is just to live your life inside the world. Try not to bash into the walls too much. Try to have a nice family life, have fun, save money. That’s a very limited life. Life can be much broader once you discover one simple fact. That is—everything around you that you call life was made up by people no smarter than you. And you can change it. You can influence it. . . . Once you learn that, you’ll never be the same again. —STEVE JOBS

The culturescape is that tangled web of shared subjective realities that all of us are immersed in.

You might be wondering exactly what a culturescape is. Well, a culturescape is simply a mass of human thoughts, beliefs, and ideas that saturates and influences your life in both conscious and unconscious ways. In other words, the culturescape is a set of arbitrary rules that society has placed which tells you how you should work, worship, love, marry, and even determine how you should measure your self-worth. Your beliefs are not necessarily a result of rational thought, but instead, a result of social contagion. Like sickness, beliefs spread from person to person without question or analysis.

1.2. Transcend the culturescape –Where we learn to question the rules of the world we live in

Steve Jobs once said "Everything around you that you call life is made by people like you." We all have life rules.

From childhood we are taught what to do and what not to do. You must go to school, you must go to college, have a high paying job, get married, and so on. Even how we should look, what we should feel, all this is also decided according to the society.

What is the reason behind this? Humanity has made these rules for us. We are like fish swimming in the sea of these rules, ideas, beliefs and practices. Society always expects that we obey and follow these rules. But the point is that now these rules have become very outdated. They are stopping us from moving forward, making us crippled, and nothing but pushing us backwards. But if you want to be extraordinary then you have to break these rules.

Begin to question everything. Recognize which facts are absolute, since most are relative and elastic.

Here's the deal-breaker:

It is advised that examining all your life's standards and routines. You might have taken for granted some important ones throughout your life.

Perhaps you don't have to be wealthy to be happy? Maybe being spiritual without being pious is possible. To feel sad occasionally may be normal? Perhaps studying shouldn't continue beyond high school or college? Perhaps you can shape your own future, rather than being a subject of your DNA or heritage?

1.3. The Dawn of the brules:

A bullshit rule, or, to use the author's terminology, a Brule, is an outdated rule from the culturescape that we blindly follow, even though it can hold us back from pursuing our dreams.

The people before us made the rules that we are following today. If seen, these rules are nothing, just the opinion of the people, and we follow them only because they have been going on even before we were born. When we make a decision, we feel that we are being rational. We think that our decision has come out of our mind only, but whether we believe our friends, family, and culture somewhere influence it or, not our every thought. Well, there is no harm in following your tradition.

In his fascinating book *Sapiens*, historian Yuval Noah Harari, PhD, puts forward the idea that at a certain point in history, there could have been as many as six different types of humans living on the planet at once. There was *Homo sapiens*, which is what we all are. But there were also *Homo neanderthalensis*, *Homo soloensis*, and *Homo erectus*, among others. But over time, all of the nonsapiens, such as the Neanderthals, died out, leaving *Homo sapiens* as our prehistoric grandmother or grandfather.

What helped sapiens survive? The reason for our ultimate dominance, according to Dr. Harari, was our use of language—and specifically, its complexity in comparison to others'. Primatologists who have studied monkeys have found that monkeys can alert others in their group to danger, along the lines of, say, "Look out—tiger!" But our sapiens forebears had very different brains. In contrast, sapiens could say, in effect, "Hey, this morning I saw a tiger by the river, so let's chill here until the tiger leaves to hunt, and then we can go there to eat, okay?" Our sapiens ancestors had the ability to communicate complex information important to survival through the effective use of language.

Language allowed us to organize groups of people—to share news of dangers or opportunities. To create and teach practices and habits: to communicate not just where the berries were on the riverbank but also how to pick, cook, and preserve them, what to do if someone ate too many, and even who should have the first and biggest helping. Language allowed us to preserve knowledge by passing it from person to person, parent to child, generation to generation.

It's difficult to overstate the power successive generations gained from literally not having to reinvent the wheel. Language gave rise to beautiful complexity on every level. But the biggest advantage of language is that it allowed us to create a whole new world within our heads. We could use it to create things that didn't exist in the physical world but simply as "understandings" in our heads: to form alliances, establish tribes, and develop guidelines for cooperation within and between larger and larger groups. It allowed us to form cultures, mythologies, and religions. On the flip side, though, it also allowed us to go to war over those cultures, mythologies, and religions.

1.4. The dual worlds we live

How miraculous was this ability language gave us to step back and observe our lives—to scope out that riverbank, assess risk and opportunity, and then seek not only advantage for ourselves but also go back to our tribe and share

our thoughts with others. Together we became more aware, better able to plan for and prevail over challenges, and capable of inventing solutions to problems and then being able to teach those solutions to others. Language became the building blocks to culture.

Of course, there is a darker side to culture: when we get so focused on our rules that we turn them into decrees about how life “should” be and label people or processes as good or bad if they don’t follow the rules. This is how you should live. This is how you should dress. This is how women, children, the sick, the elderly, or the “different” should be treated. My tribe is superior to your tribe. My ways are right, which means that yours are wrong. My beliefs are right, and yours are wrong. My God is the only God. We create these complex worlds and then literally defend them with our lives. The language and rules that define our culture can cost lives as much as cultivate them.

The world of hard truths like science and survival and the world of relative truths like cultural beliefs and society’s expectations. Relative truths steep into every aspect of your life and can significantly empower or limit you. Extraordinary minds select which rules to follow and which rules to ignore and consistently push themselves outside their comfort zone.

1.5. Welcome to the culturescape of limiting beliefs

A gift we may offer ourselves is the ability to choose what to believe or not. To do so, you must first be aware of your present beliefs if you want to rewrite them. We all have beliefs that no longer serve us and hold us back.

When we gaze out into the actual world, we see it through the lens of our limiting beliefs. It could only be one we’ve ever encountered, and therefore the only one permanently set up.

With this vast structure of beliefs and practices that we developed for navigating the world, we actually created a new world layered on top of the one we lived every day on the proverbial riverbank. We have been living in two worlds ever since. There is the physical world of absolute truth. This world contains things we are all likely to agree on: This is the riverbank; rocks are hard; water is wet; fire is hot; tigers have big teeth and it hurts when they bite you. No arguments there. But there’s also the world of relative truth. It is the mental world of ideas, constructs, concepts, models, myths, patterns, and rules that we’ve developed and passed from generation to generation—sometimes for thousands of years. This is where concepts such as marriage, money, religion, and laws reside. This is relative truth because these ideas are true only for a particular culture or tribe. Socialism,

democracy, your religion, ideas about education, love, marriage, career, and every other “should” are nothing more than relative truths. They are simply not true for ALL human beings.

From the moment we're born, we're swimming in the culturescape. Our beliefs about the world and our systems for functioning in the world are all embedded in us through the flow and progression of culture from the minds of the people around us into our baby brains. But there's just one problem. Many of these beliefs and systems are dysfunctional, and while the intention is that these ideas should guide us, in reality they keep us locked into lives far more limited than what we're truly capable of. A fish is the last to discover water because it's been swimming in it all its life. Similarly, few people discover how pervasive and powerful the secondary world of our culturescape really is. We are not as independent and freethinking as we would like to think we are.

1.6. Stepping out of the culturescape:

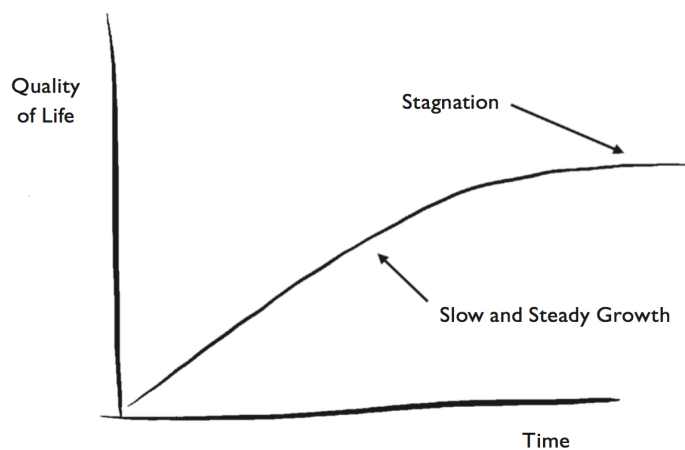
You have the ability to believe something, or not believe it. To help you understand what the Culturescape is, I have thought of a few examples, they might help you identify some Brule that you're living by.

- You must go to post-secondary to get a good paying job
- A wife and kids means your successful
- Religion is not something I can change
- You have to buy a house

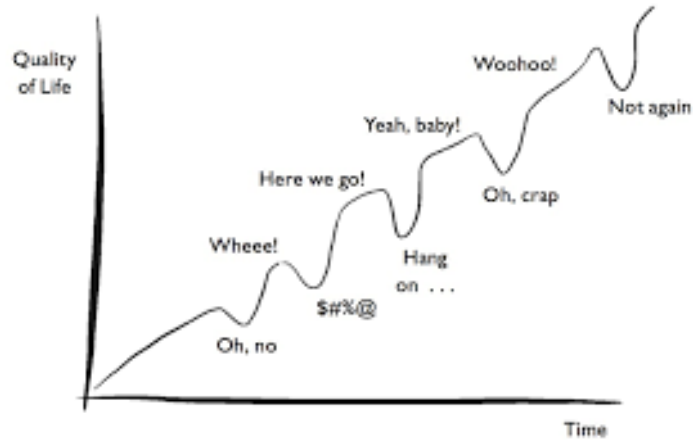
The Brules are different for everyone, but the basic ideas are the same. Rules that you are living by without questioning because they were imposed on you at a young age or you simply haven't questioned them yet. These things hold you back because you simply believe in them, whether or not you actually think they are true or not. Rather than simply believing something because someone else says it. Choose to examine each piece of information in an unbiased way, and pick and choose what you want to believe, you might uncover later that you don't believe in those things, but you are still able to keep an open mind and make an unbiased choice based on your values.

If so much of what we call life is mostly created by our thoughts and beliefs, then much of what we take to be real—all the constructs, rules,

and “shoulds” of the culturescape—is nothing more than an accidental tweak of history. For the most part there’s no rational basis to prove that what we’re doing is the right way or the only way to do things. Much of what you think is true is all in your head. How’d it get there? As Steve Jobs said, it was “made up by people no smarter than you.” Once you understand that the rules aren’t absolute, you can learn to think outside the box and live beyond limits imposed by the culturescape. Realizing that the world you’re living in exists inside your head puts you in the driver’s seat. You can use your own mind to deconstruct the beliefs, systems, and rules you’ve been living with. The rules are very real in the sense that they actually govern how people and societies act, but very real does not mean very right. The culturescape is so strong, so self-reinforcing that it convinces us that life must unfold in a particular way. This is fine if you’d like to live a regular, safe life. There’s nothing wrong with that. The problem happens when “safety” gives rise to boredom and eventually stagnation. We start our lives strong; as children we learn, grow, and change at an exhilarating pace. Yet for most people, once they graduate from college and start their careers that growth slows down and eventually leads to a creeping, boring stagnation. If you were to draw this as a graph, it would look something like this:



But what if we change the definition of life from the drawing above to drawing below:



Notice the shift from slow, steady growth to irregular, up-and-down growth. Different, right? What if life was not meant to be safe? Instead, what if it was meant to be a beautiful joyride, with ups and downs as we take off the training wheels of the culturescape and try out things outside what is practical or realistic? What if we accepted that things will go wrong—but that this is simply part of life’s beautiful unfolding and that even the biggest failures can have within them the seeds of growth and possibility? Our culturescape evolved to keep us safe—but in this day and age, we no longer need to fear tigers by the riverbank. Safety is overrated; taking risks is much less likely to kill us than ever before, and that means that playing it safe is more likely just holding us back from the thrills of a life filled with meaning and discovery.

P.S Extraordinary minds **are good at seeing the culturescape and are able to selectively choose the rules and conditions to follow versus those to question or ignore.** Therefore, they tend to take the path less traveled and innovate on the idea of what it means to truly live.

1.7. Why safety is overrated:

Culturescape refers to the rules that we live by within our culture that don’t really make sense in our day and age but that we still allow to control our lives. Beliefs of a society that are outdated and hold us back from truly being happy and following our passions.

The illusion is intended to keep us safe and thriving economically and socially. This was important throughout history as we are social creatures and depended heavily on village living to survive.

In that world, where local was all you had and you NEEDED the locals to like and approve of you for survival, brules were not bullshit but necessary.

In our new world, we've evolved into a global society that advances faster than ever. Our mindsets, however, haven't kept up because people don't change as quickly as technology does.

The culturescape is designed to keep us safe.

We no longer need these brules to survive. We've (mostly) advanced past mere survival and have leveled up Maslow's pyramid to begin seeking more to life.

2. Question the Brules

2.1. The lies we choose to believe

We looked at how human beings simultaneously exist in two worlds. There's the physical world of absolute truth and the culturescape of relative truth. In the culturescape all the ideas we hold dear—our identity, our religion, our nationality, our beliefs about the world—are nothing more than mental constructs we've chosen to believe. And like all mental constructs, many are merely opinions we believe because they were drilled into us as children and accepted by the culture we grew up in.

What are brules: A brule is a 'bullshit rule' that we adopt to simplify our understanding of the world. There's nothing wrong with taking on ideas from the society we live in. But as our world is undergoing exponential change at a staggering pace, following the masses and doing what's always been done isn't a path that leads to being extraordinary.

These are what he calls "Brules," and they are simply outdated rules from the culturescape that we blindly follow, even though they can hinder us from pursuing our dreams. Take a look at the Brules surrounding our views on education. Society largely believes that a college degree will guarantee your success. However, the number of people with no college

degrees working for blue-chip companies is on the rise, and a degree results in crippling life-long debt for many college graduates.

So how do we absorb the Brules of society? There are many ways this happens, but we begin to subscribe to these rules as early as childhood. Not only do children have malleable brains that make them easily receptive to cultural beliefs and practices, but also, how many times did you hear “because that’s the way it is” growing up? Certainly more than once, and probably often. This phrase becomes powerful when convincing our young mind that some topics and beliefs are beyond our control.

When we make a decision, we feel that we are being rational. We think that our decision has come out of our mind only, but whether we believe it or not, our every thought is influenced by our friends, family, and culture somewhere. Well, there is nothing wrong in following your tradition. But you see how fast the world is evolving every day. So those who have rules, beliefs, and ideas must also evolve.

Additionally, we are influenced by authority figures like caregivers, relatives, educators, friends, and even political figures. Take a politician who incites fear among a specific social or religious group to garner support for his election or the parents who instill their religious and cultural beliefs onto their children. While Brules can certainly serve us positively at times, it’s important to question them as we grow older to see if they are serving us instead of hindering us.

If you also believe in the same things in which everyone does, then you are not rational. If you keep on accepting things without thinking, then you can never become extraordinary.

2.2.Common Brules worth challenging

However, you only see how fast the world is evolving every day. Therefore, those who have rules, beliefs, and ideas must also evolve. If you also believe in the same things in which everyone does, then you are not rational. If you keep on accepting things without thinking, then you can never become extraordinary. So question the rules because you have a brain to think. Whether the rules are right or wrong, take your own decision. Do not follow anything blindly.

Take the College Brule, for example. Society tells us we need a college degree to guarantee success; but not only does a degree not guarantee us anything but only academics success.

Steve Jobs questioned this Brule by dropping out of college and going on to become an extraordinary man. He did not need a degree to be a radical innovator, invent the smartphone and revolutionize multiple industries.

The typical ‘rules’ for living a ‘good life’ (that usually come from school, society, media, parents & the world) go like this:

- Go to school & get good grades.
- Go to college & graduate with a piece of paper that’ll show the world you’re good at what you do.
- Get a good, stable & well-paying job (& work hard).
- Find a partner, get married & start a family.
- Buy a house, car & nice ‘stuff’ (upgrade this regularly).
- Spend time with friends, travel & seek entertainment.
- Retire (& enjoy life now that you no longer work).

Another Brule considers that success only comes from hard work. This belief suggests that work can’t be exciting or fun, yet those who find joy in their work show more commitment and are more productive. Who says work can’t be fun? These are examples of Brules that control our lives whether we follow them consciously or unconsciously.

Those are the ‘rules’ - social norms; default path - for living.

Obviously following societal norms can help maintain order in society so people can live peacefully together without killing each other all the time (although there’s still plenty of violence). However, over time those norms become second nature and make people less likely to question their choices or figure out what makes them truly happy; instead, they just do whatever everyone else is doing because it feels natural. That is why you need to challenge your culturescape by thinking differently from others around you—to realize that there are many different viewpoints on things like religion or politics, which causes diversity. Diversity is important because it gives people a chance not only find out where they fit into this big world but also learn new skills that might be useful later on down the road.

2.3. Five ways we take on Brules:

These 'rules' exist - but only in our minds. Despite this, they strongly influence the ambitions we set for ourselves in life.

Many people do not realize that the values they hold are mostly inherited from their families and society. They generally do not discard established cultural values because of a fear of leaving the familiar behind.

People have a tendency to follow the norms of society. It has been that way for centuries, and it is not going to change any time soon. This is especially true in our modern times, when we are constantly bombarded with media telling us what to think or how to act. Sigmund Freud's *Civilization and Its Discontents* talks about how humans are inherently primal creatures who want power, success, and wealth but do not know exactly what will bring them happiness.

How can we spot Brules that limit us and break free? The first step is to know how they got installed within you in the first place. There are five ways I believe we take on Brules. When you understand these infection mechanisms, you'll be better able to identify which rules of the culturescape might be reasonable to use for planning your life and which ones may be Brules.

1. Childhood Indoctrination

We absorb most beliefs uncritically as children during our extremely long maturity period. While other animals mature relatively quickly or can run or swim for their lives soon after birth, we human beings are helpless at birth and remain highly dependent for years afterward.

Think, for example, about how a child born in a multicultural home can grow up to speak two or three languages fluently. But it also causes us to take on all forms of childhood conditioning.

Ever notice how often a child asks why? The typical parent's response to the steady barrage of why, why, why is usually something along the lines of: "Because I said so."

"Because that's the way it is."

"Because God wanted it this way."

"Because Dad says you need to do it."

Statements like these cause children to get trapped in a thicket of Brules they may not even realize are open to question. Those children grow up to

become adults trapped by restrictions and rules that they have taken to be “truth.” Thus we absorb the rules transmitted by culture and act in the world based on these beliefs. Much of this conditioning is in place before the age of nine, and we may carry many of these beliefs until we die—until or unless we learn to challenge them.

The men and women of our tribe whom we see as authority figures, usually people we depend on in some way, are powerful installers of rules. Certainly, that includes our parents but also relatives, caregivers, teachers, clergy, and friends. Many may be wise people with our best interests in mind who want to impart rules that will serve us well in life—such as the Golden Rule about treating others, as we would want to be treated. However, because we give them authority, we are also vulnerable to those who pass down Rules that they either seek to manipulate us with or that they genuinely believe themselves, however wrongly.

Authority has proved to have an astonishing, and potentially dangerous, hold over us.

Take for example, fear-based politics. It’s common in the world today for politicians to gain support by creating fear of another group. The Jews, the Muslims, the Christians, the Mexican immigrants, the refugees, the gays are all blamed in one country or another by a politician seeking votes. We need to stop buying into this type of misuse of authority.

But of course it’s not just authority figures on the largest scale who dominate us. Interestingly, some people express feeling a sense of freedom after their parents die, because they finally feel able to follow their own desires, opinions, and goals, free of parental expectations and the pressure to conform to rules their parents approved of.

2. The Need to Belong

The need to belong refers to the idea that humans have a fundamental motivation to be accepted into relationships with others and to be a part of social groups. Humans are social creatures. The need to belong, also known as belongingness, refers to a human emotional need to affiliate with and be accepted by members of a group. This may include the need to belong to a peer group at school, to be accepted by co-workers, to be part of an athletic team, or to be part of a religious group.

The need to belong to a group also can lead to changes in behaviors, beliefs, and attitudes as people strive to conform to the standards and norms of the group.

We have a tendency to take on Brules because we want to fit in. We're a tribal species, evolved to find security and kinship with each other in groups. It was safer than going it alone. Thus survival depended on being accepted within the tribe. But sometimes in order to be part of a tribe, we take on the tribe's beliefs, irrational as those may be. So in exchange for acceptance, we pay a price in individuality and independence. It's almost a cliché, for example, that teenagers struggle to balance individuality with succumbing to peer pressure.

Tribe here refers to any kind of group with a set of beliefs and traditions—it can be a religion, a political party, a club, team, and so on. As soon as we define ourselves by a particular view, even if it's something that we genuinely agree with, we automatically become more likely to start taking on other beliefs of the party—even if these beliefs challenge facts and science. We see this need for belonging at its strongest when looking at the irrational beliefs people take on when they join cults. The desire to be accepted causes them to shut down their ability to question, and they accept highly illogical, irrational beliefs.

3. Social Proof

Social proof is a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation. Social proof is based on the idea of normative social influence, which states that people will conform in order to be liked by, similar to, or accepted by the influencer (or society).

Social proof is especially prominent in situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that surrounding people possess more knowledge about the situation.

Also referred to as “herd mentality,” social proof is a phenomenon where decision making becomes credible and validated through the behavior of others. It's the reason we ask for second opinions, assume nightclubs with long lines must be great, and the driving force behind displaying product reviews and customer testimonials.

When we take on rules because someone says, in effect, “everyone's doing it,” we are adopting beliefs through social proof. Think of it as approval by proxy: We believe what someone else tells us to save ourselves the effort of

assessing the truth of it ourselves. If we're led to think that "everyone" is doing it, believing it, or buying it, then we decide maybe we should, too. A modern-day example is advertising: Everyone eats this, buys this, wears this . . . this is healthy; that is unhealthy . . . this is what you need in order to make people notice you . . . and so on. You've seen the ads. The modern advertising age has gotten incredibly slick at using social proof to create what I call manufactured demand. Nobody really needs that much high-fructose corn syrup packaged as Happiness in a Red Can. Nor do we need the thousands of other products that exist solely to fill a void that their own commercials create. But manufactured demand turns products that are unhealthy into must-haves through the effective use of social proof to create desire. If everyone's doing it—it must be legit.

4. Our Internal Insecurities

Feelings of insecurity leave us overdependent on external validation, like admiration, praise, or promotions. Even then, the feeling of achievement is generally temporary. Soon after, we turn inward, digging inside ourselves for a vein of confidence that remains elusive. Usually, insecurity is seen as a personal failing, solved by setting better boundaries or faking it until you make it. But actually, there's plenty of evidence that insecurity is a social problem, a rational reaction to cues from our environment.

It's clear that there are many things that shape our critical inner voice, from negative attitudes directed toward us to attitudes our parents had toward themselves. As we get older, we internalize these points of view as our own. We keep these attitudes alive by believing in our insecurities as we go along in life. The most common critical inner voices, which people experience throughout their day, include:

- *You're stupid.*
- *You're unattractive.*
- *You never get anything right.*
- *You're not like other people.*
- *You're a failure.*
- *You're fat.*
- *You're such a loser.*
- *You'll never make friends.*
- *No one will ever love you.*
- *You'll never be able to quit drinking (smoking etc).*
- *You'll never accomplish anything.*
- *What's the point in even trying?*

Like a mean coach, this voice tends to get louder as we get closer to our goals. “You’re going to fumble any minute. Everyone will realize what a failure you are. Just quit before it’s too late.” Oftentimes, we react to these thoughts before we even realize we are having them. We may grow shy at a party, pull back from a relationship, project these attacks onto the people around us or act out toward a friend, partner or our children. We invent a bunch of Brules about how we should act, behave or even look in our heads.

Yet instead of looking at these logical ideas, we start to create “meaning” around the events. The meaning-making machine in our heads is constantly creating meaning about the events that we observe in our lives—particularly when they involve people we are seeking love or attention from. Have you ever created meaning in your head about someone’s attitude or feelings toward you because of something they do? That’s the meaning-making machine in action.

Just imagine what life would be like if you didn’t hear any of these mean thoughts echo in your head. Imagine what reality might actually look like if you could live free of this prescribed insecurity.

2.4.How to make a dent in the universe

“A dent in the universe” is a snippet from a quote made by one person who did just that in his universe on a large scale, several times – Steve Jobs.

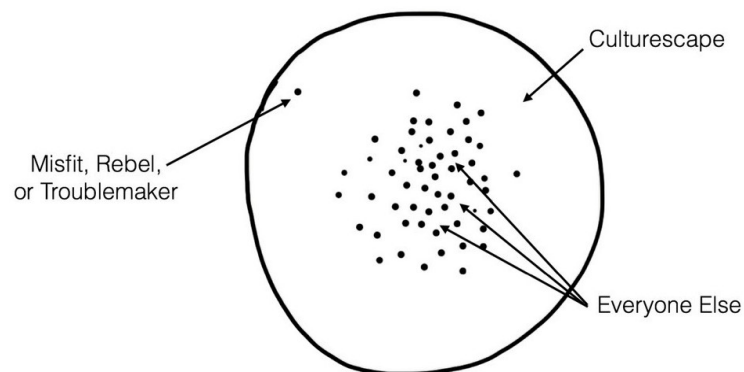
It means to be a player; to live an EXTRA-ORDINARY Life, to excel at your chosen profession, to live hard, love hard, hurt hard...to be PASSIONATE about all of it, your whole life.

It means I know I'm here for a reason. I was lucky to born....I'm here. And I'm not taking my hand off the throttles, and they are set at maximum thrust, until this ride is over and I take my last breath. And in the process of living with INTENSITY...I leave a mark in this life, my Dent in the Universe, something to be remembered by.

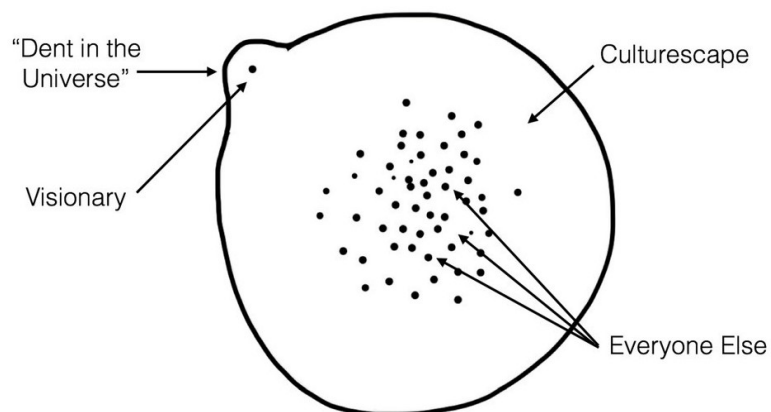
Our culturescape is filled with many ideas that are powerful because of the sheer number of people who believe in them. Think of ideas like nation-states, money, transportation, our education system, and more. But every now and then a rebel comes along and decides that some of these colossal constructs are nothing more than Brules. Most of these rebels talk about changing things and are labeled idealists at best, or nut jobs at worst, but

occasionally, a rebel grabs reality by the horns and, slowly yet decisively, shifts things.

Making a dent in the universe has nothing to do with associating your name with something other people admire or signaling your competence relative to those around you. It's about carving a piece of yourself into the fabric of reality in a way that gets more and more honest as time goes on.



But then you do something original and wild.



Perhaps you write a new type of children's book, as J. K. Rowling did with the Harry Potter books. Or, like the Beatles, you decide to move away from traditional sounds and create an original type of music. Or, like entrepreneur Elon Musk, you decide to popularize the electric car. Some misfits will fail. But some will succeed, and when they do, they make a dent in a culturescape. And that's when the misfit is labeled a visionary.

You can't really make a self-respecting "famous entrepreneurs" list without throwing in Steve Jobs. Jobs dropped out of college because his family couldn't handle the financial burden of his education. He unofficially continued to audit classes, living off free meals from the local Hare Krishna temple and returning Coke bottles for change just to get by. Jobs credited the calligraphy class he stopped in on as his inspiration for the Mac's revolutionary typefaces and font design.

Jobs was a visionary leader who, more than any other single person, reshaped the face of consumer technology.

He was often quoted as saying, "We're here to put a dent in the universe." He did exactly that.

From his earliest computers, co-developed with Apple cofounder Steve Wozniak, to the smartphones and tablets that his company developed, Jobs showed a single-minded dedication to building products that were easier to use, better-looking and more intuitively useful than what had gone before.

He liked to say that Apple's products were "magical." If they were, he was the marketing and technology magician behind the curtain.

And if they weren't exactly magic, Apple's products were certainly a sufficiently advanced technology.

Here is another one Jeff Bezos is the founder of Amazon which is the largest eCommerce marketplace used by millions of customers worldwide. On July 5, 1994, Jeff opened Amazon.com, named after the meandering South American river where he initially sold books across the US and in 45 foreign countries within 30 days. Later, he also started delivering CDs, videos, clothes, electronics, toys and more.

Now Amazon is the leading e-retailer in the United States with close to 280 billion U.S. dollars in net sales recently, that's a whopping amount, right?

Even in developing countries like India, Amazon is performing really well and competing with eCommerce giants like Flipkart (even dominating in few areas).

Extraordinary people think differently, and they don't let their society's Brules stop them from advocating for a better world for themselves. Neither should you. All of us have both the ability and responsibility to toss out the Brules that are preventing us from pursuing our dreams. It all starts with one thing: questioning your inherited beliefs. You can use the same amazing

brain that took those Brules onboard to uninstall them and replace them with beliefs that truly empower you.

2.5. Taking the Brules by the horns

We have to push our systems—internally and externally, personally and institutionally—to catch up. We do that by making the first move to uninstall Brules in our own minds and then exerting upward pressure on our social systems to evolve. It can feel a little like free fall when you first start—and it is, because you're taking your life off of autopilot. Sometimes things feel chaotic while you take over the controls but have faith in yourself. You were born to do this. The great gift of being human is our capacity to see the world anew, invent new solutions—and then use what we know to transform our lives and change our world. Culture isn't static. It lives and breathes, made by us in real time in the flow of life, meant to change as our world changes. So, let's do it! It starts at home, with you. Your life, on your terms.

2.6. Its time to start questioning

We all absorb the cultural norms of our society, but we often forget to question whether these are serving us — or limiting us.

As you pursue this quest to question, know this: Certain people will tell you that you're wrong, that you're being unfaithful to your family, or to your tradition, or to your cultural norms. Or that you're being selfish. Here's what I want you to know. Some say the heart is the most selfish organ in the body because it keeps all the good blood for itself. It takes in all the good blood, the most oxygenated blood, and then distributes the rest to every other organ. So, in a sense maybe the heart is selfish.

2.7. Life beyond the brules

When you start hacking your life in this way, you gain a new sense of power and control. With it comes accountability and responsibility for your actions. Since you're deciding what rules you'll follow, your life is up to you. You can't hide behind excuses about who or what is holding you back. It's also up to you to hack responsibly, applying the Brules Test to make sure you aren't violating the Golden Rule as you go. It takes a certain amount of courage to live in this way.

When you hit a certain pain point with a Brule and realize that you cannot continue to live with it, part of abandoning it could feel like abandonment of an important social structure in your life. Life beyond the Brules can be scary and surprising and exhilarating— often all at once. People might push back or hassle you, but you must be prepared to stand firm in your pursuit of your own happiness

As rightly said What if . . . all the rules and ways we lay down in our heads, don't even exist at all? What if we only believe that they're there, because we want to think that they're there? All the formalities of morality and the decisions that we see ourselves making in order to be better (or the best) . . . what if we think we've got it all under control—but we don't? What if the path for you is one that you would never dare take because you never saw yourself going that way? And then what if you realized that one day, would you take the path for you? Or would you choose to believe in your rules and your reasons? Your moralities and your hopes? What if your own hope, and your own morality, are going the other way?"