

Malcolm Gladwell





Conventional Wisdom

a generally accepted theory
or belief.

John Kenneth (1954)



The conventional wisdom is often wrong. Crime didn't keep soaring in the 1990s, money alone doesn't win elections, and - surprise - drinking eight glasses of water a day has never actually been shown to do a thing for your health. Conventional wisdom is often shoddily formed and devilishly difficult to see through, but it can be done.

— *Malcolm Gladwell* —

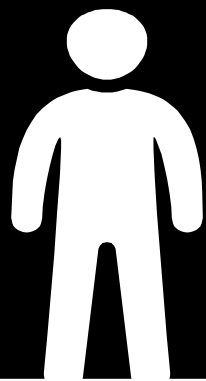
AZ QUOTES



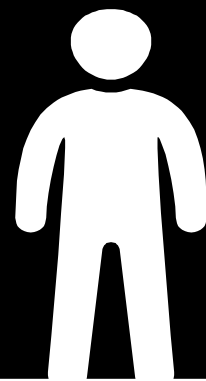
"I have two parallel things I'm interested in. One is, I'm interested in collecting interesting stories, and the other is I'm interested in collecting interesting research. What I'm looking for is cases where they overlap."



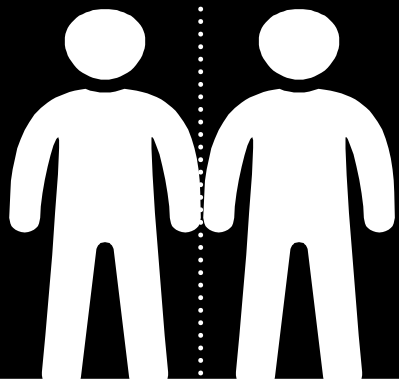
We have, as human beings, a storytelling problem. We're a bit too quick to come up with explanations for things we don't really have an explanation for.



Writer

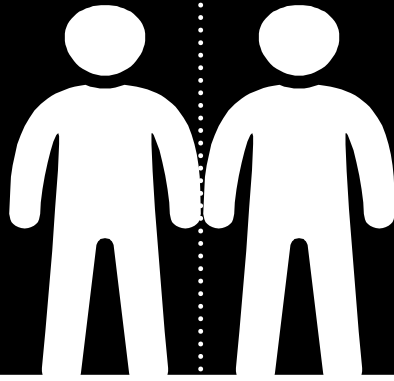


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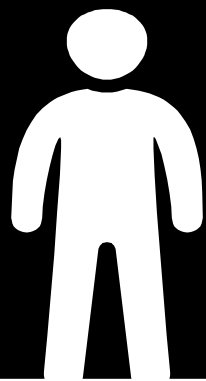


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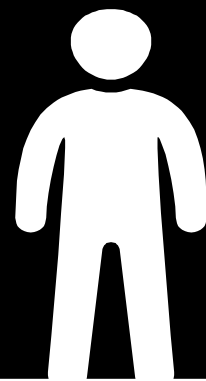
Narration



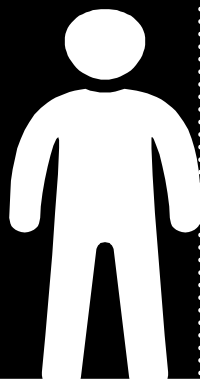
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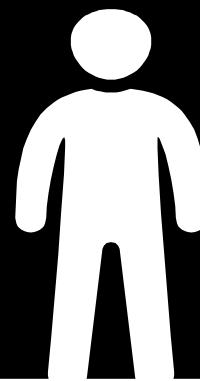
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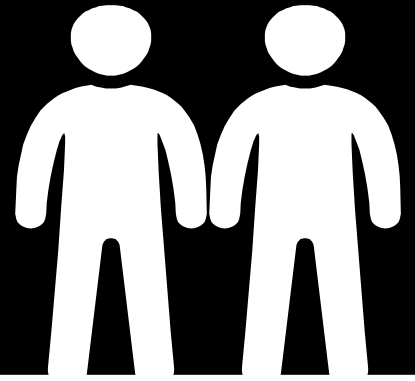
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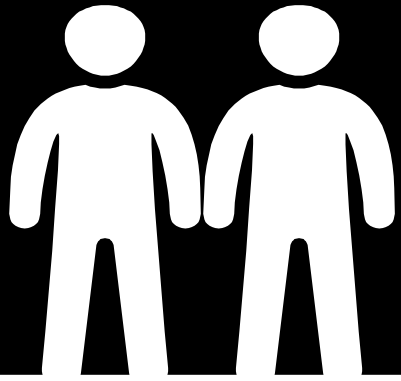
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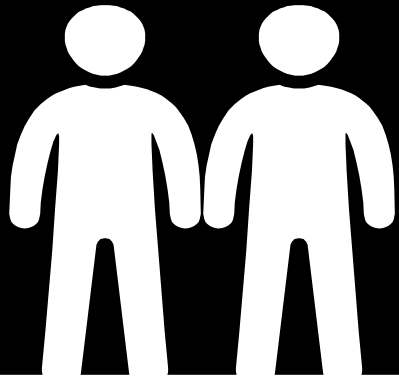


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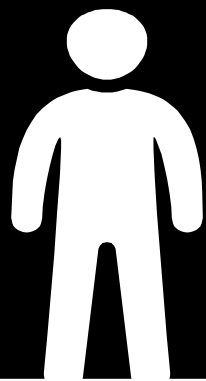


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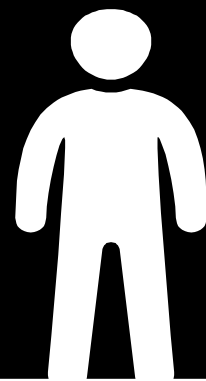
Persuasion



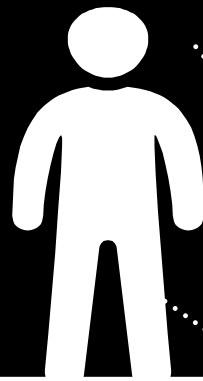
Writer Reader



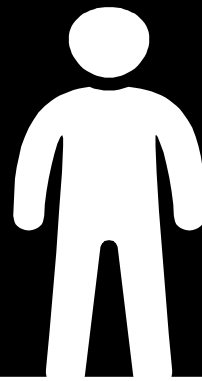
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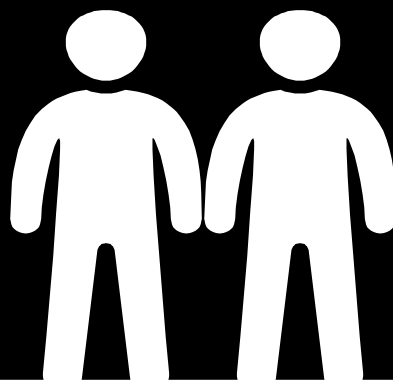


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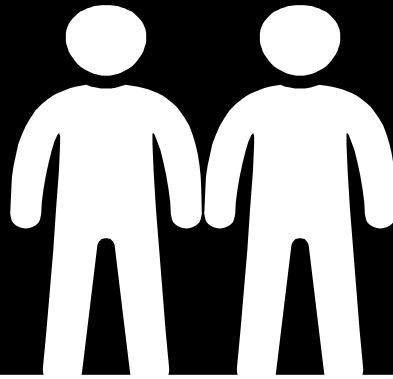
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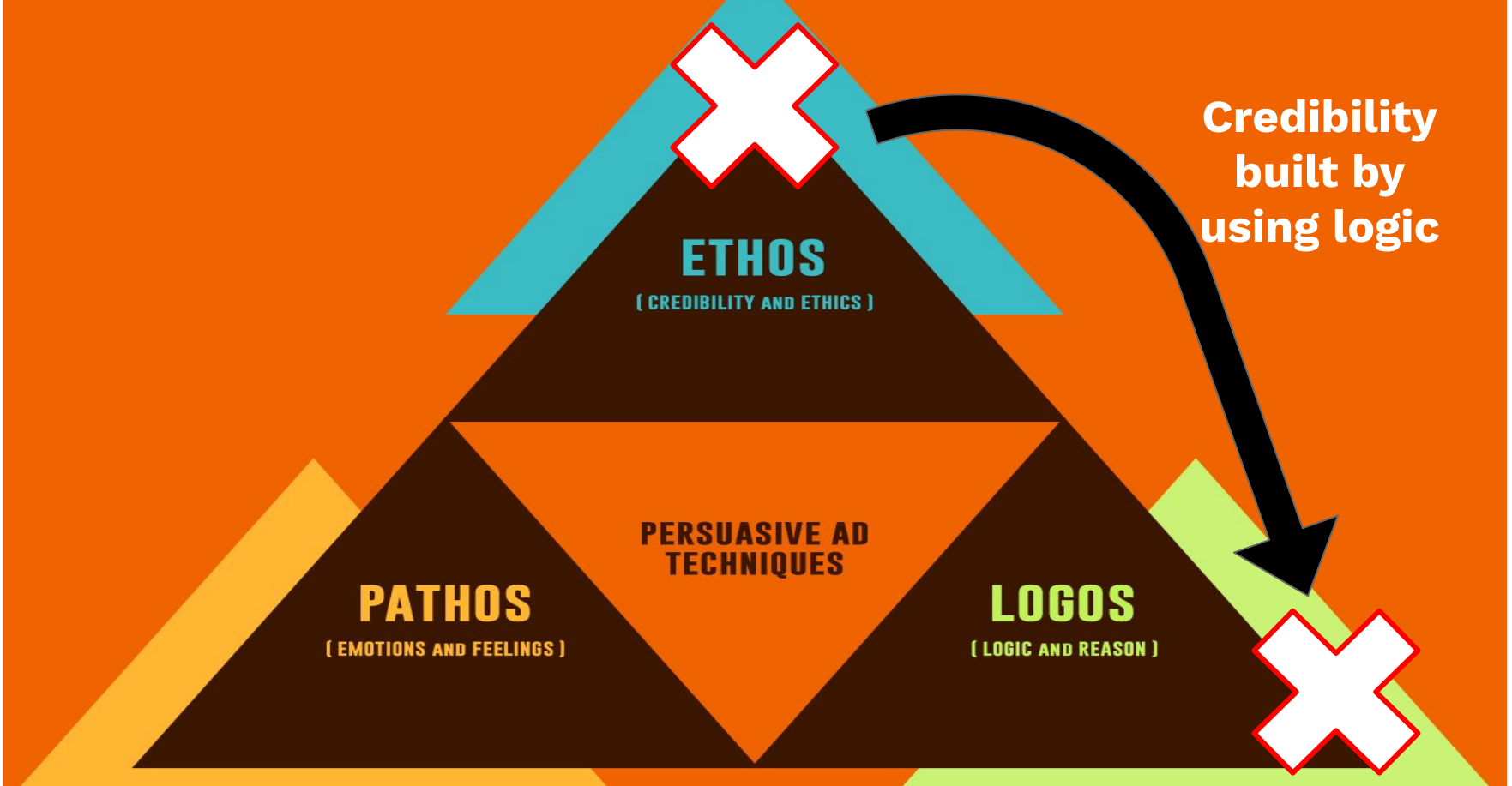


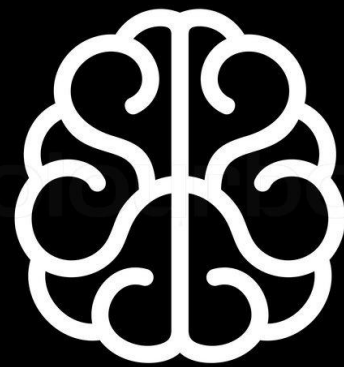
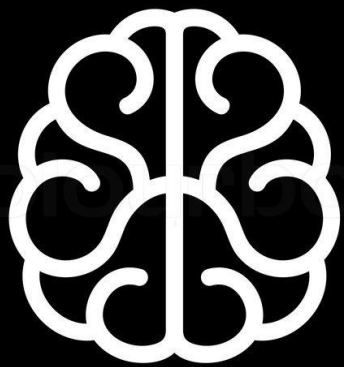
Writer Reader

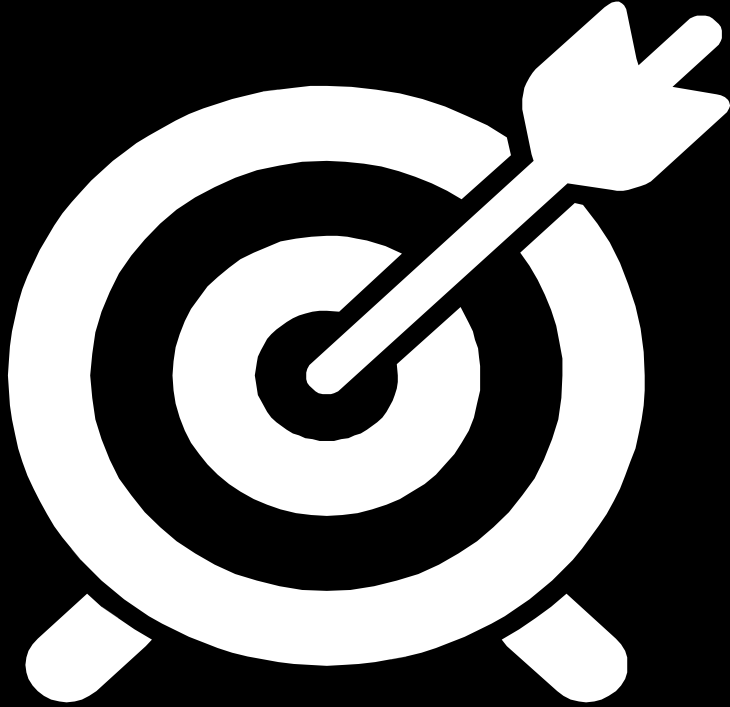
Narrative Persuasion



Writer Reader







Who is he?

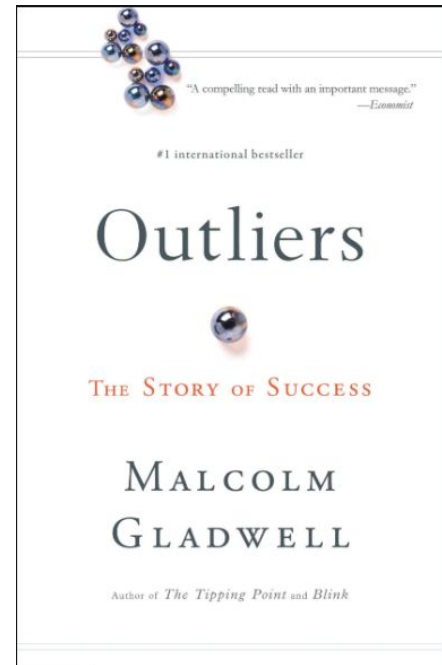
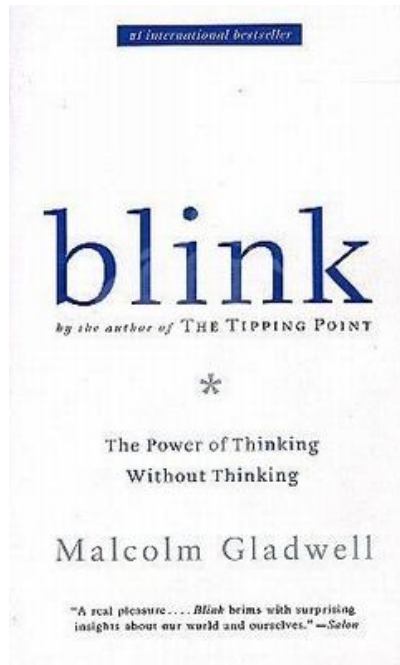
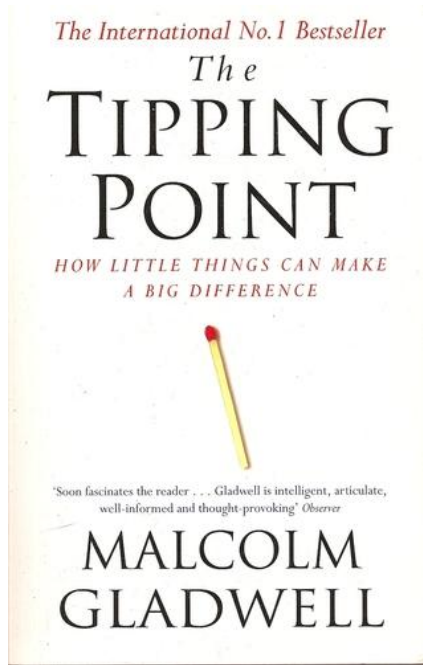
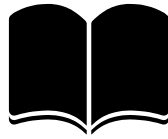
- Born Hampshire, England.
- Canadian journalist, author, and public speaker
- Unexpected implications of research in the social sciences
- Staff writer the New Yorker since 1996
- Mother: a Jamaican psychotherapist
- Father: a mathematics professor

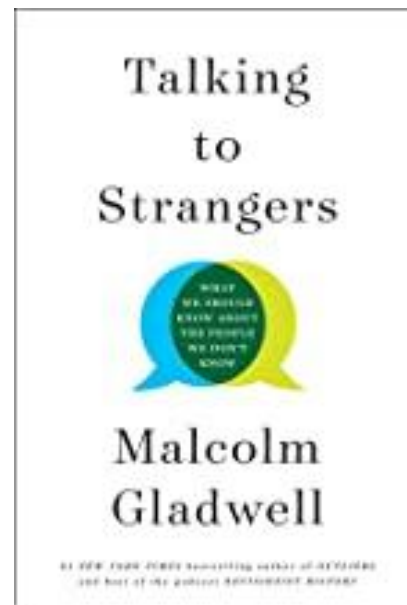
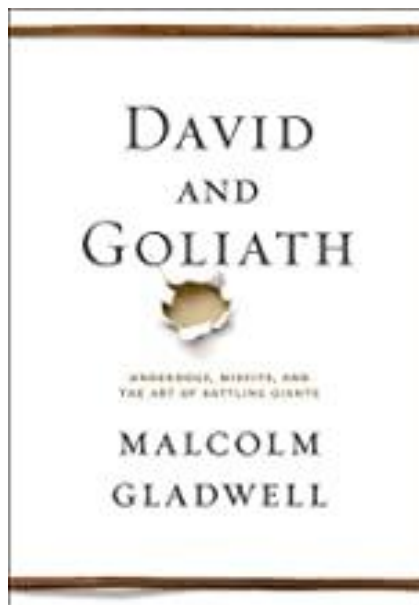
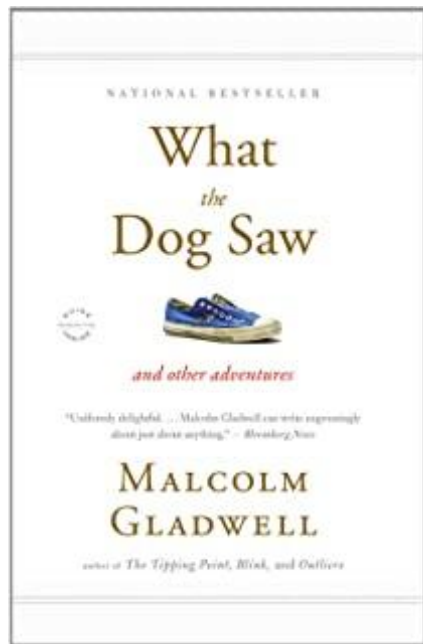
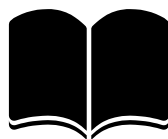


Accomplishments?

- Time Magazine → 100 most influential people (2005)
- American Sociological Association's first Award for Excellence in the Reporting of Social Issues (2007)
- Order of Canada, the second highest honour for merit (2011)









If you want to stop little Johnnie from hitting his sister, you can't look away one time and scream at him another. You can't treat his sister differently when she hits him. And if he says he really didn't hit his sister, you have to give him a chance to explain himself. How you punish is as important as the act of punishing itself."

— Malcolm Gladwell, *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants*



“As the playwright George Bernard Shaw once put it: “The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.”

— Malcolm Gladwell, *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants*



“We are all of us not merely liable to fear, we are also prone to be afraid of being afraid, and the conquering of fear produces exhilaration...The contrast between the previous apprehension and the present relief and feeling of security promotes a self-confidence that is the very father and mother of courage.”

— Malcolm Gladwell, *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants*

Structure?

Every chapter:

1. Idea
2. Standpoint
3. Story
4. Evidence
5. Overlap
6. Validation of idea
7. Connection in relation to main point



1:32



A video thumbnail featuring Malcolm Gladwell. He is shown from the chest up, wearing a light blue button-down shirt and glasses. The background is a softly lit interior with warm tones. Text is overlaid on the left side of the image.

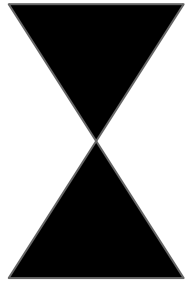
MALCOLM GLADWELL
TEACHES WRITING

M
MASTERCLASS



“...there are real limits to what evil and misfortune can accomplish. If you take away the gift of reading, you create the gift of listening. If you bomb a city, you leave behind death and destruction. But you create a community of remote misses. If you take away a mother or a father, you cause suffering and despair. But one time in ten, out of that despair rises as indomitable force. You see the giant and the shepherd in the Valley of Elah and your eye is drawn to the man with sword and shield and the glittering armor. But so much of what is beautiful and valuable in the world comes from the shepherd, who has more strength and purpose than we ever imagine.”

*David &
Goliath*



David &
Goliath

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Conclusion



Hard work is a prison sentence only
if it does not have meaning.

— *Malcolm Gladwell* —

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