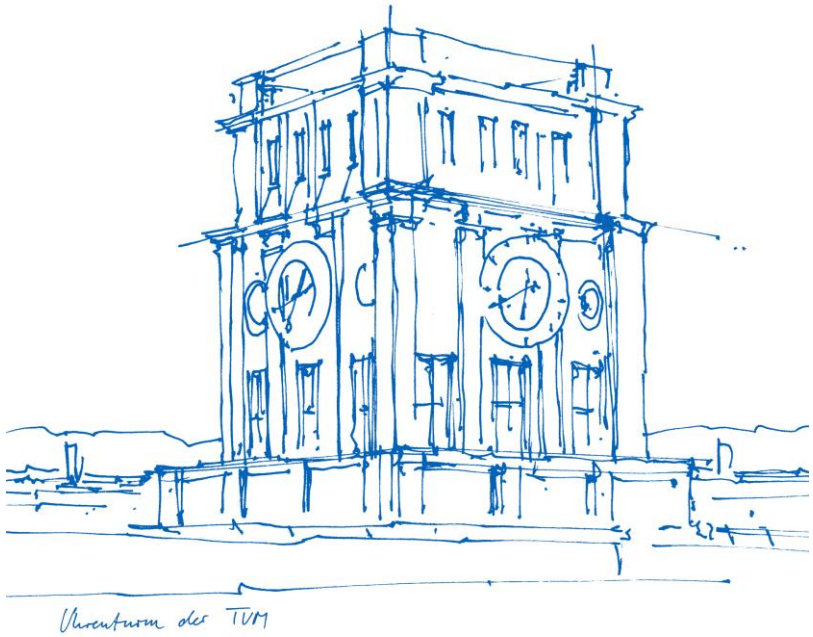
Chair for Strategy and Organization
TUM School of Management
Technical University of Munich

Techniques for the Second Brain

Design your life & career

Katharina Julia Brenner

Date of Submission: 09.07.2021

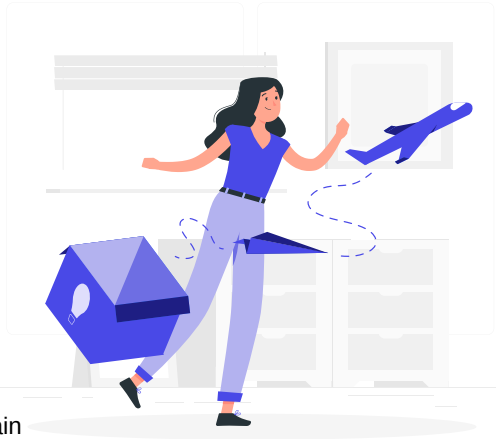


Prof. Dr. Isabell M. Welpe, Ann-Carolin Ritter (M.Sc.)
Chair for Strategy & Organisation
TUM School of Management



2

• stories •



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

Meet Manuel

- Striving to become an astronaut
- In-midth of PhD in Astrophysics
- Overwhelmed by amount of planning and technical details



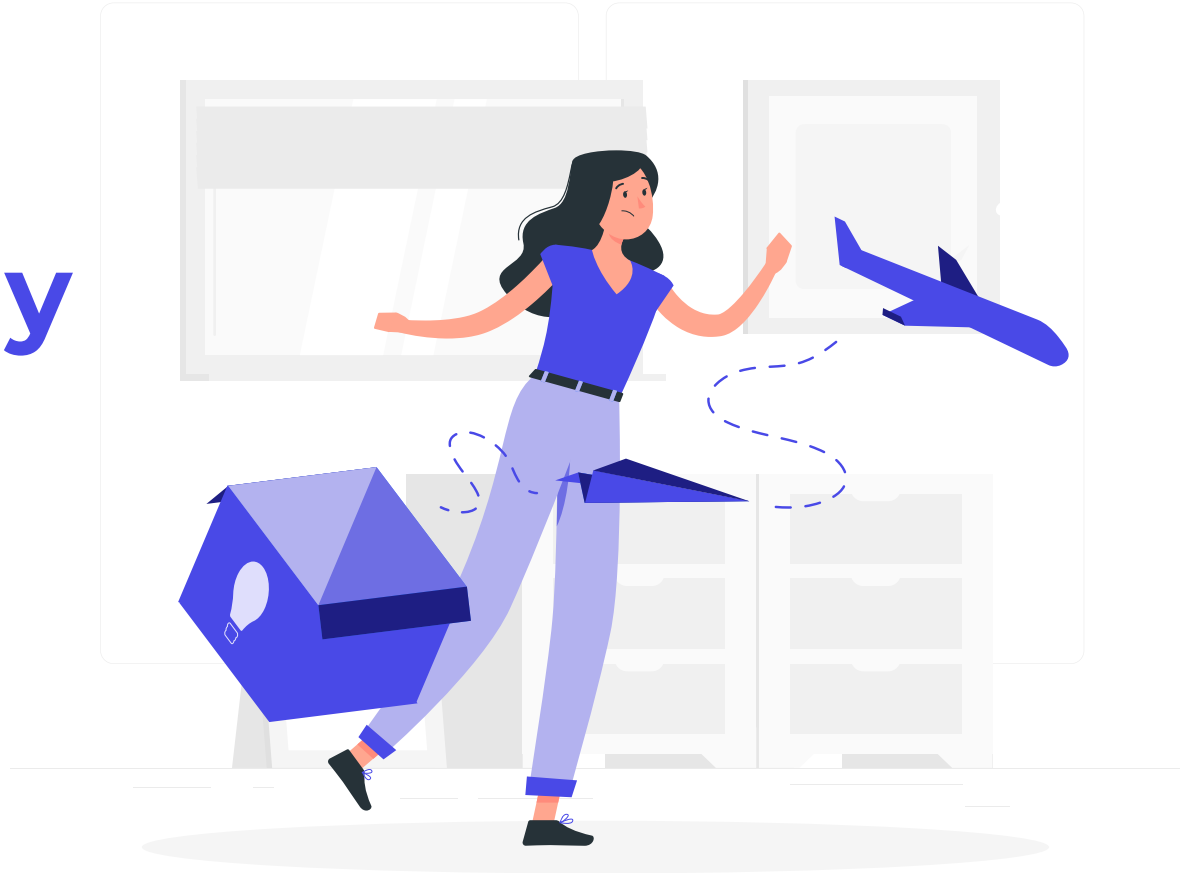
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Source of image: own illustration designed in Adobe Illustrator

Meet Ally

- Succesful social entrepreneur
- Extremely stressed
- Misses meetings and never seems to find old documents



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain



Source of image: own illustration designed in http

HELP!

We all forget key information

Source of content: Forte, T. (2018). Extend Your Mind: Praxis Volume 2, bought from: https://www.amazon.de/Extend-Your-Mind-Praxis-English-ebook/dp/B07FLQHLTK; Allen, D. (2015). *Wie ich die Dinge geregelt kriege: Selbstmanagement für den Alltag*;

97-98%

of information forgotten after **one** month

Source of content:
Swart, A. J., & Venter, M. (2018). Regular self-assessments in a learning management system negates the Ebbinghaus 'forgetting curve.'. Southern African Computer Lecturers' Association (SACLA 2018), 308.
Huang, Y., Fu, B., Lai, Y., & Yao, Y. (2021, March). Design and Implementation of Memory Assistant Based on Ebbinghaus Forgetting Curve. In IOP Conference Series: Earth and Environmental Science (Vol. 687, No. 1, p. 012187). IOP Publishing.
Chou, S. K. (1933). What Is the Curve of Forgetting?. The American Journal of Psychology, 45(2), 348-350.



Source of content: Source of content: https://www.brainyquote.com/photos_tr/en/s/stephenhawking/696272/stephenhawking1.jpg
Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

CONNECT YOUR WORLD OF KNOWLEDGE



Source of image: https://graphicriver.net/item/slidelicious-the-ultimate-keynote-presentation-/12927520

Second Brain

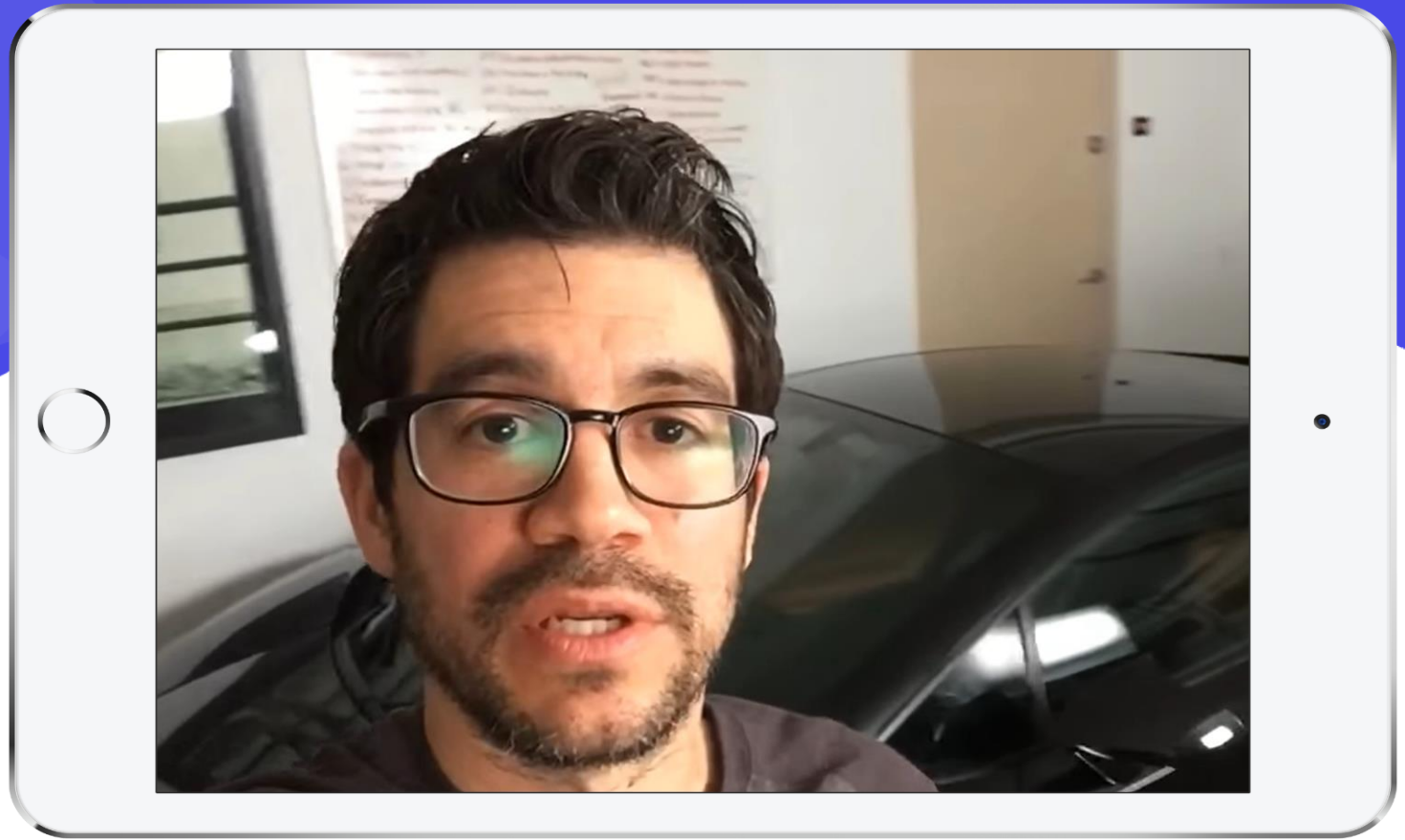
Techniques

How to know anything anytime



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

As we know from Tai Lopez, it´s all about …



Source of content: Youtube-Channel of Tai Lopez: https://www.youtube.com/watch?v=Cy1RJTHf5fk&ab_channel=TaiLopez

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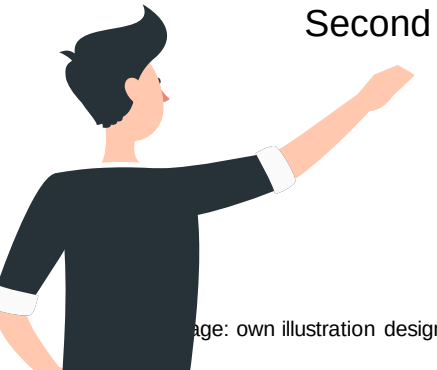
Functions

Which functions and benefits does a Second Brain have?

03

Techniques

How to organize your Second Brain and which techniques are key?



age: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

01

Definition

What exactly is a Second Brain?



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

Definition Second Brain



A second brain is an…

- external,
- centralized,
- digital repository
- for the things you learn and
- the resources from which they come.

Source of content: https://fortelabs.co/blog/basboverview/
POSTED IN BUILDING A SECOND BRAIN, EDUCATION, FREE, NOTE-TAKING, ORGANIZING, PRODUCTIVITY
Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

Definition of a Second Brain

Building a Second Brain is a methodology for saving and systematically reminding us of

- ideas,
- inspirations,
- Insights
- connections

we've gained through our experience.

It expands our memory and our intellect using the modern tools of technology and networks.

The methodology preserves those ideas and turns them into reality by providing a clear, actionable path to creating a "second brain"

Source of content: https://fortelabs.co/blog/basboverview/

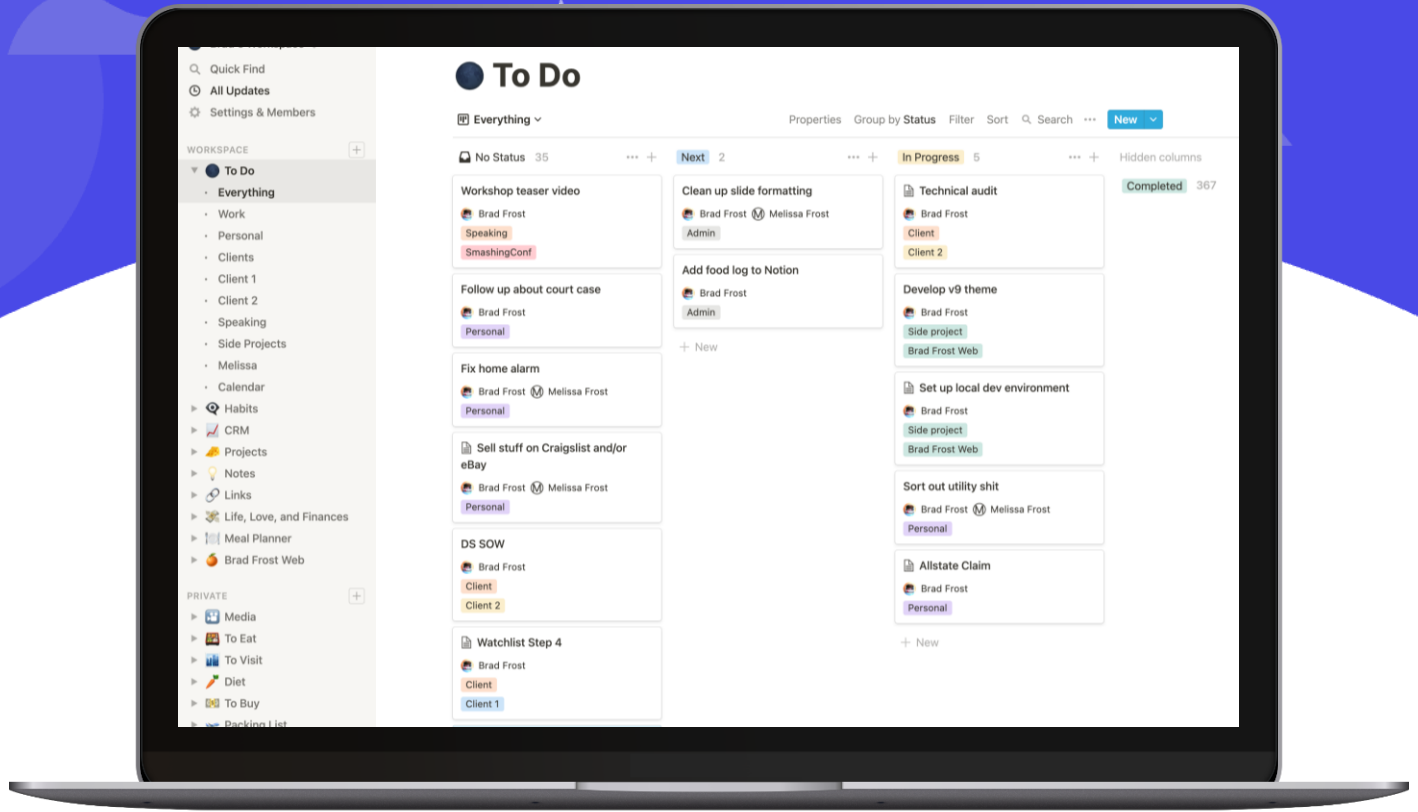
POSTED IN BUILDING A SECOND BRAIN, EDUCATION, FREE, NOTE-TAKING,

Second Brain in a nutshell



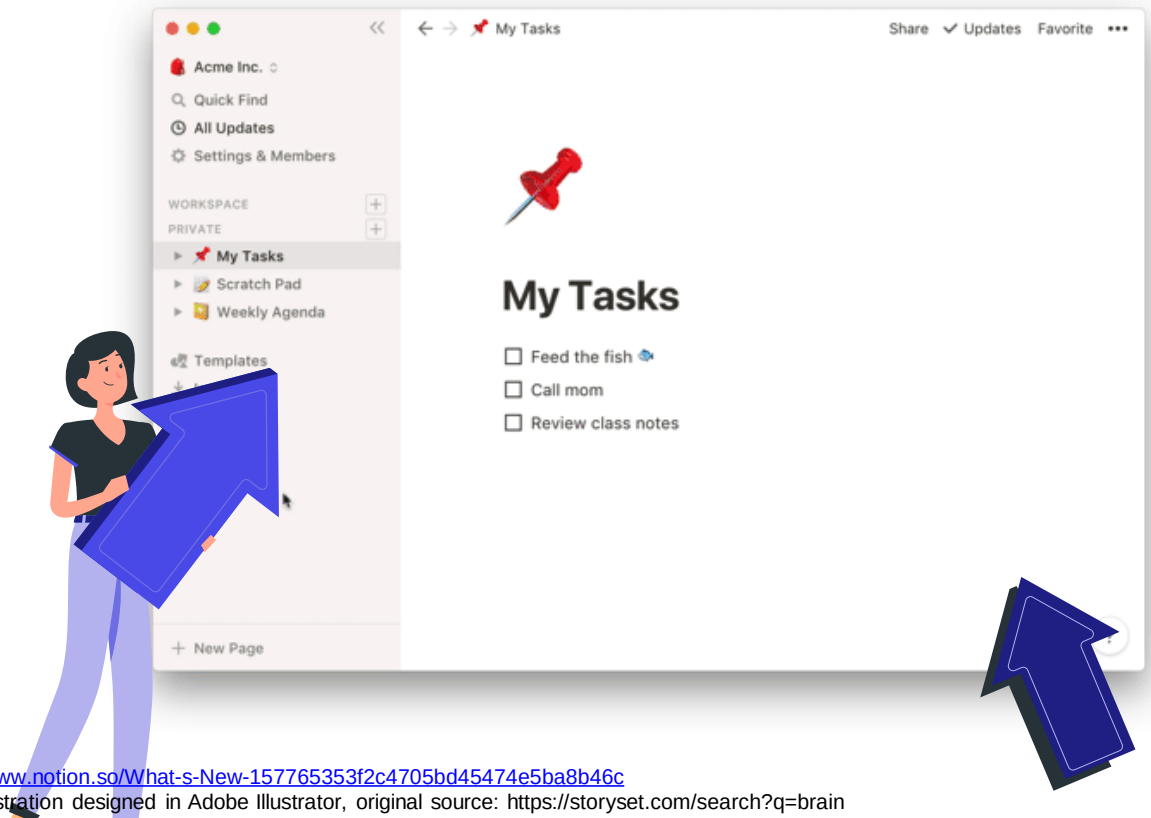
Source of content/video: https://www.youtube.com/watch?v=pBW-4w9zjC8&ab_channel=Mariana%27sCorner

Use a digital note taking tool…

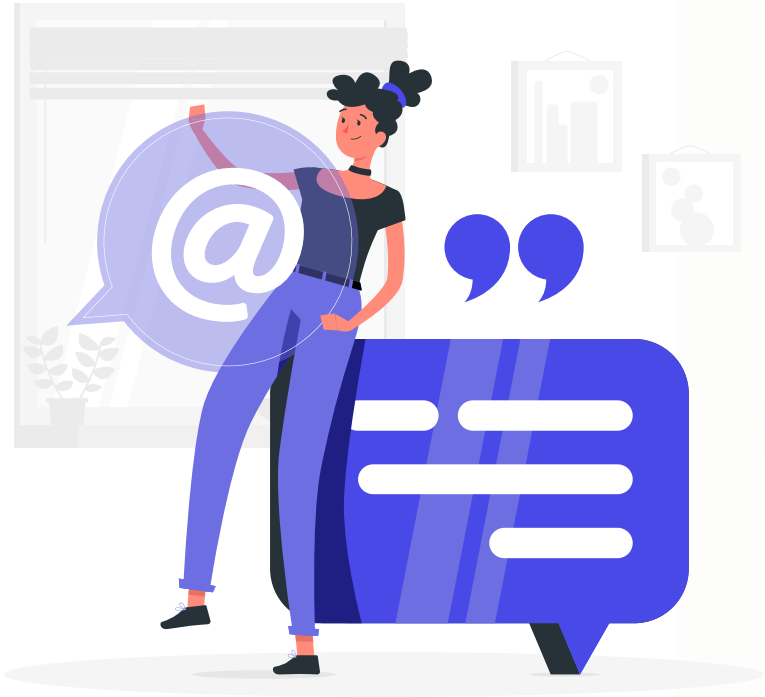


Source of image: https://bradfrost.com/wp-content/uploads/2021/01/Screen-Shot-2021-01-06-at-8.49.25-AM.png; https://medium.com/@Mike.Mahlkow/outsourcing-brain-capacity-by-using-lists-72a428dbffb4; https://www.youtube.com/watch?v=SjZSy8s2VEE&ab_channel=TiagoForte

…with a software that organizes all your information



Source of video: https://www.notion.so/What-s-New-157765353f2c4705bd45474e5ba8b46c
Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain



02

Functions

Which functions and benefits does a Second Brain have?

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Functions of a second brain in a nutshell

Various Functions

A Second Brain is not one thing, not one app or a platform.





Constellation of layers

A Second Brain is a stack of multiple layers, a constellation of apps, tools, animations - altogether in a whole it´s your second brain.

Analogy to the brain

The tool that is important is to make a link, where everything ends up (similar to the human brain as a whole).





Long-term storage

A second brain is a repository and data base and long term storage of a large distributed collection of apps.

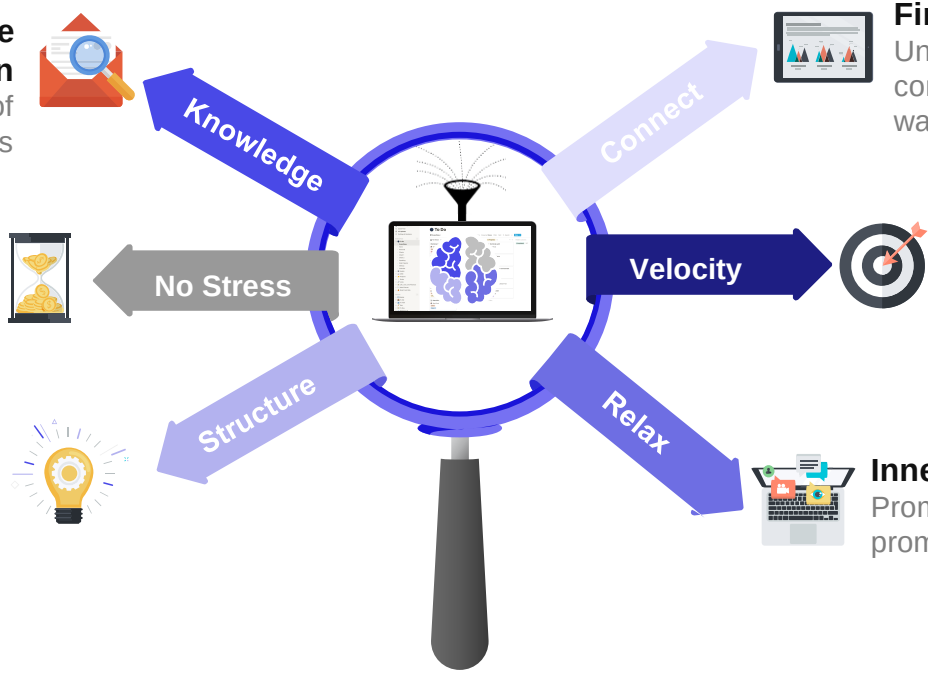
Source of content: Source: https://youtu.be/hvLLVCcPsIE

Benefits of the Second Brain technique

Build a knowledge collection
Cultivate a large collection of valuable knowledge and insights

Your ideas are safe
Decrease anxiety & stress knowing all your ideas and insights are organized

Install a reliable process
Create structures around your projects to track your process and first results



Find connections & patterns
Uncover unexpected patterns and connections and improve your way of thinking

Find your notes fast
Know exactly where to find all the files and information you have saved in the past

Inner peace
Promote a digital environment that promotes clarity and peace of mind

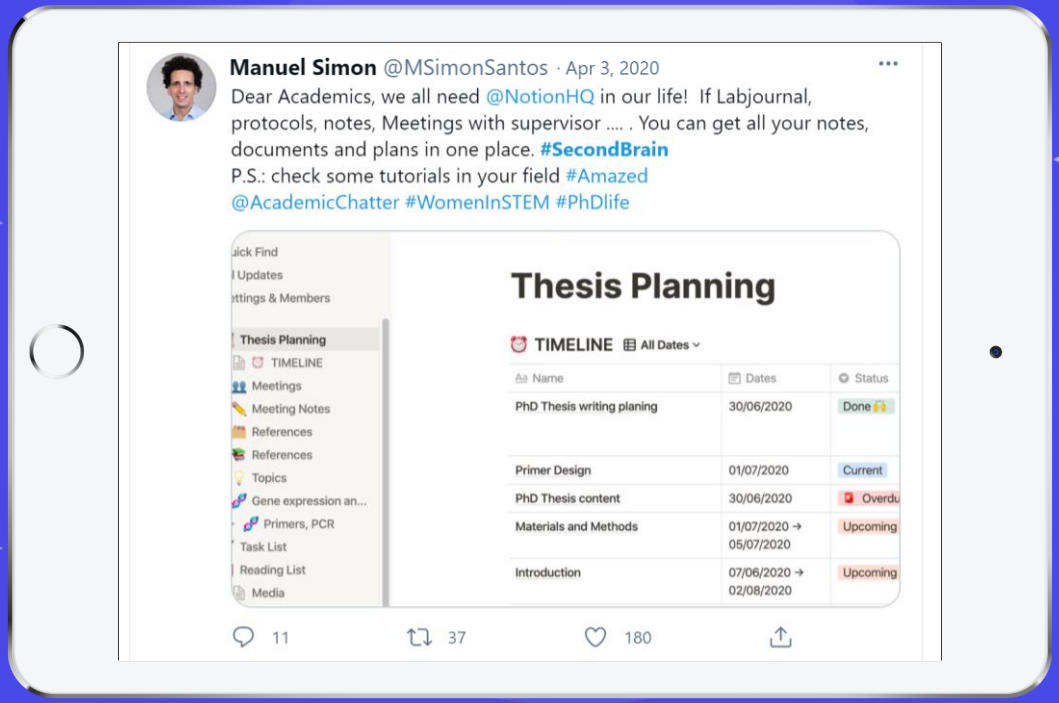
Source of content: https://www.buildingasecondbrain.com/; https://aliabdaal.com/friendzone/how-to-build-a-second-brain-271393/#:~:text=Our%20brain%20is%20for%20having,tools%20of%20technology%20and%20networks.; https://fortelabs.co/blog/basboverview/; https://www.youtube.com/watch?v=SjZSy8s2VEE&ab_channel=TiagoForte

Twitter reasons for using a Second Brain



Source of image: https://twitter.com/MSimonSantos

Notion for academic research



Source of image: https://twitter.com/SarifZina/status/1278264715366617089/photo/1

03

Techniques

How to organize your Second Brain and which techniques are key?



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Techniques

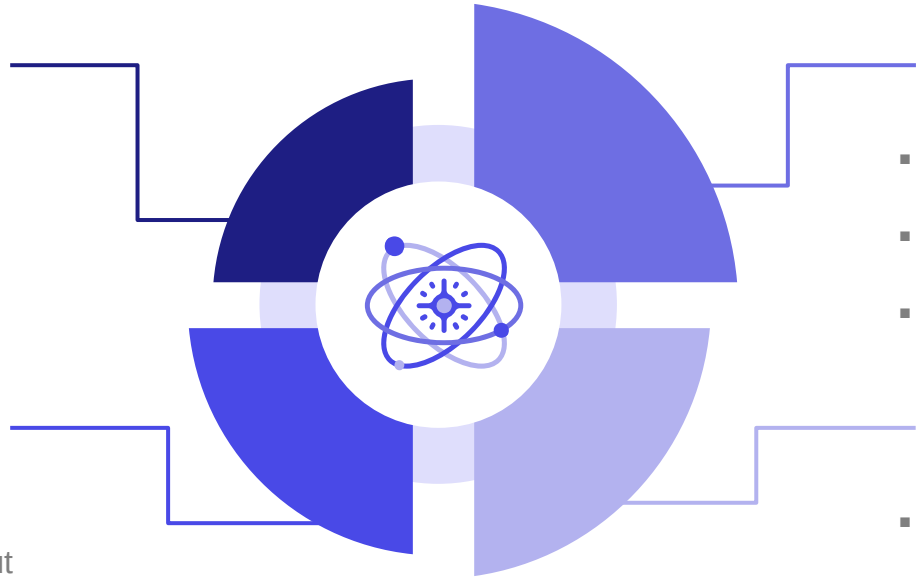
I. RCC-Technique
II. CODE-Technique
III. PARA-Technique
IV. Personal Knowledge Lifecycle
V. Success Habits

Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain
; Source of content: https://fortelabs.co/blog/a-complete-guide-to-tagging-for-personal-knowledge-management/; https://maggieappleton.com/basb

I) RCC-Technique for Starting a Second Brain

0) INSTALL

Decide for your favourite second brain software



1) REMEMBER

- Think and act like a curator - begin to collect content
- Organize your content by project instead of topic
- Only keep information that resonate with you

3) CREATE

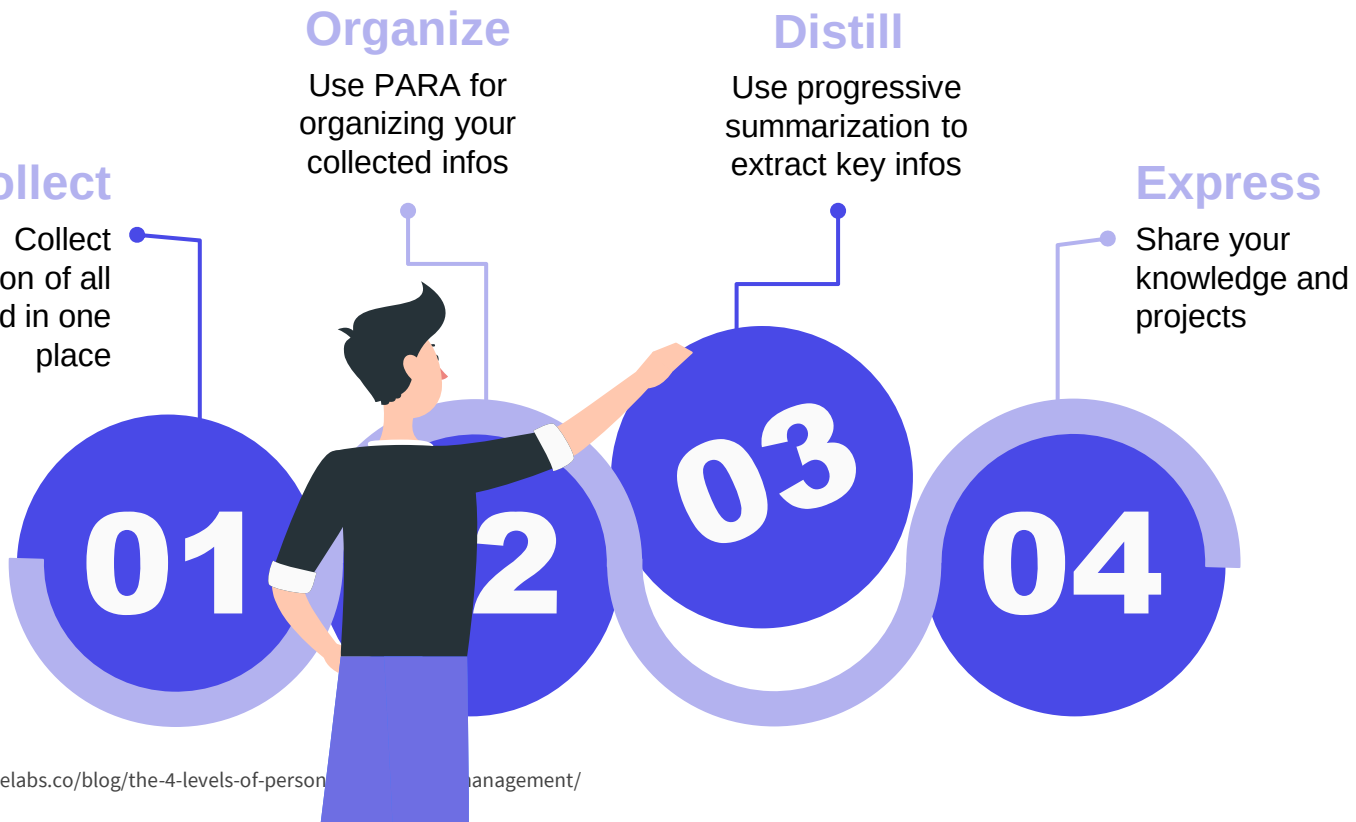
- Don’t just consume information passively – put it to use
- Create smaller, reusable units of work
- In the end, share your work

2) CONNECT

- Design your notes for your future self
- Summarize progressively with different levels of detail
- Organize opportunistically, in small units

Source of content: https://www.notion.so/Building-a-Second-Brain-An-Overview-Praxis-9ec2999d824b441d854866791cc7013d

II) CODE Technique



Source of content: https://fortelabs.co/blog/the-4-levels-of-person anagement/

III) PARA Technique



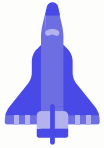
Projects

A series of tasks linked to a goal with a deadline



Areas

A sphere of activity with a standard to be maintained over time



Resources

A topic or theme of ongoing interest

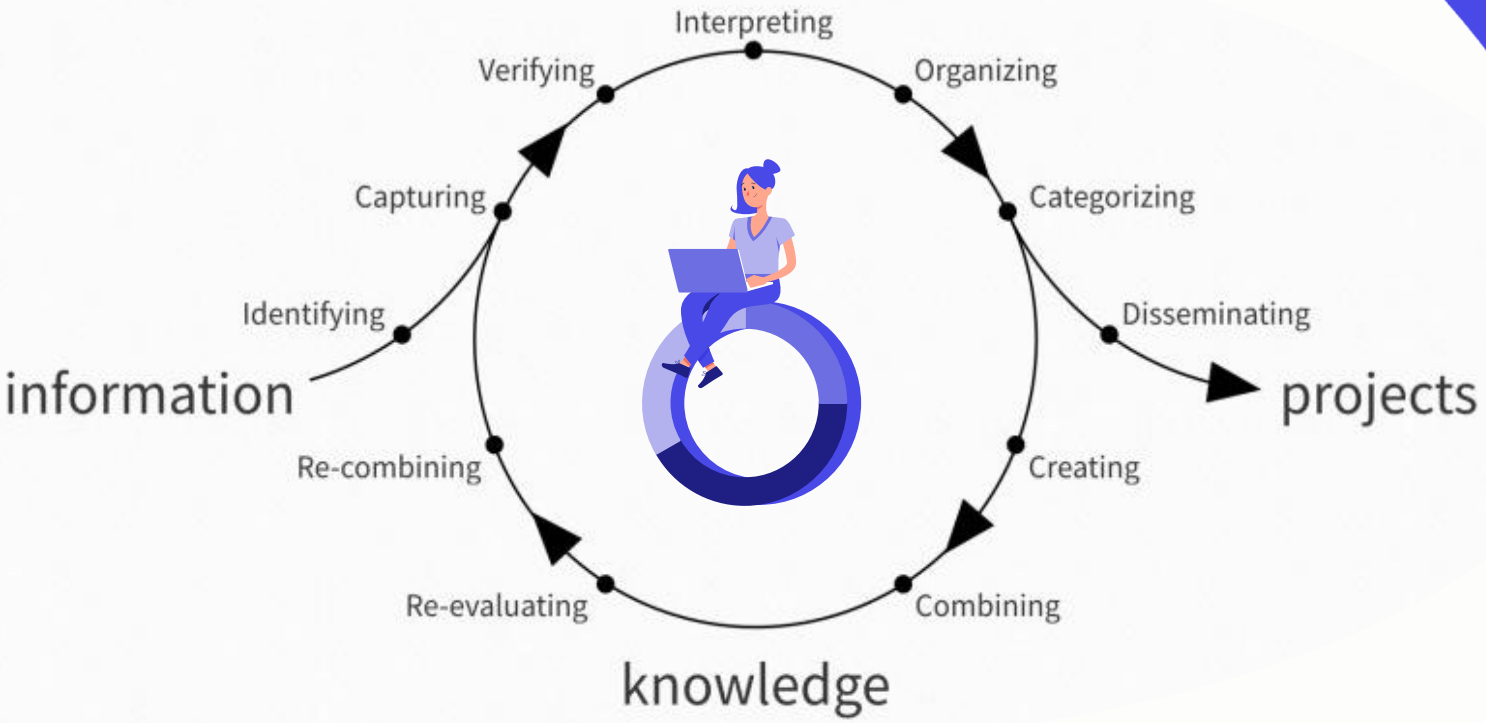


Archives

Inactive items from the othe other 3 categories

Source of content: https://fortelabs.co/blog/series/para/

IV) Personal Knowledge Lifecycle



Source of image: https://fortelabs.co/blog/a-complete-guide-to-tagging-for-personal-knowledge-management/; own illustration
Source of content: https://fortelabs.co/blog/a-complete-guide-to-tagging-for-personal-knowledge-management/

V) Habits for Building a Second Brain

Plag yourself

Use your previous documents and work

Note ideas

Write everything down for your future self

Abundance

Never start a project with a blank page, but reuse your previous documents

Small packages

Start your second brain in small bundles and organically grow it bigger

Action

Start a project before you have conducted all the research “Just do it”

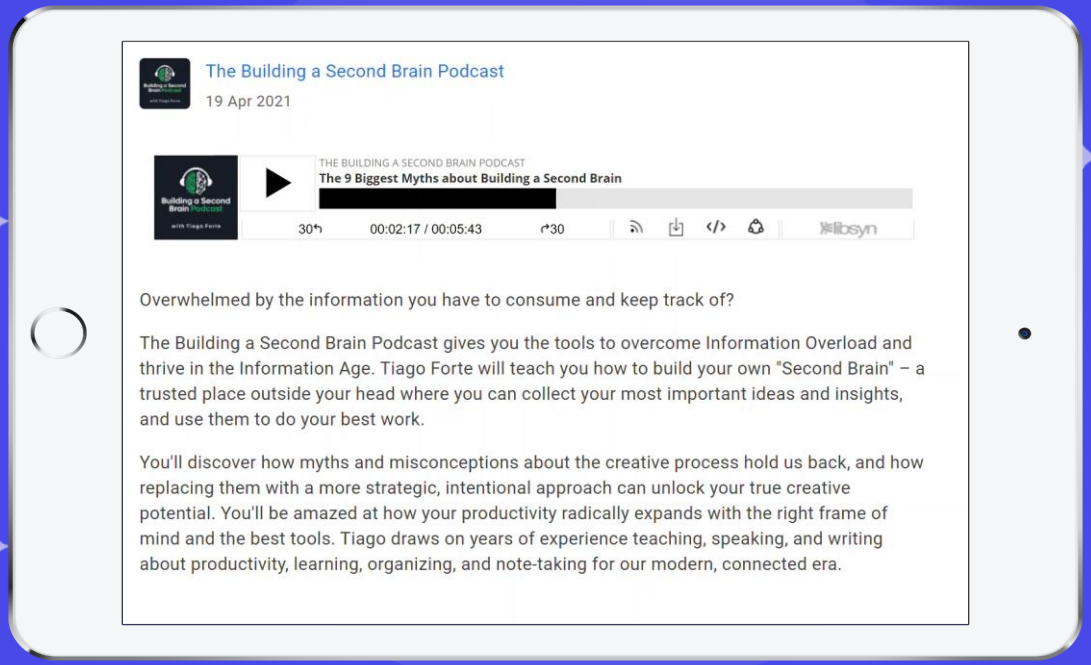
Move ideas

Speak about, publish and try your ideas



Source of content: https://podcasts.google.com/feed/aHR0cHM6Ly9zZWNvbmRicmFpbi5saWJzeW4uY29tL3Jzcw/episode/Yzg0MTM0Y2MtMGEzNy00ODRhLWFjZmEtMzA2MDQxYTY5ZGRm?hl=e
DE&ved=2ahUKEwjCiPbSytHwAhUD6aQKHWysBlsQjrkEegQIBRAL&ep=6; Source of image: own illustration designed in Adobe Illustrato

Key habits for building a Second Brain



Source of Podcast: (Tiago Forte speaking)
https://podcasts.google.com/feed/aHR0cHM6Ly9zZWNvbmRicmFpbi5saWJzeW4uY29tL3Jzcw/episode/Yzg0MTM0Y2MtMGEzNy00ODRhLWFjZmEtMzA2MDQxYTY5ZGRm?hl=en-DE&ved=2ahUKEwjCiPbSytHwAhUD6aQKHWysBlsQjrkEegQIBRAL&ep=6

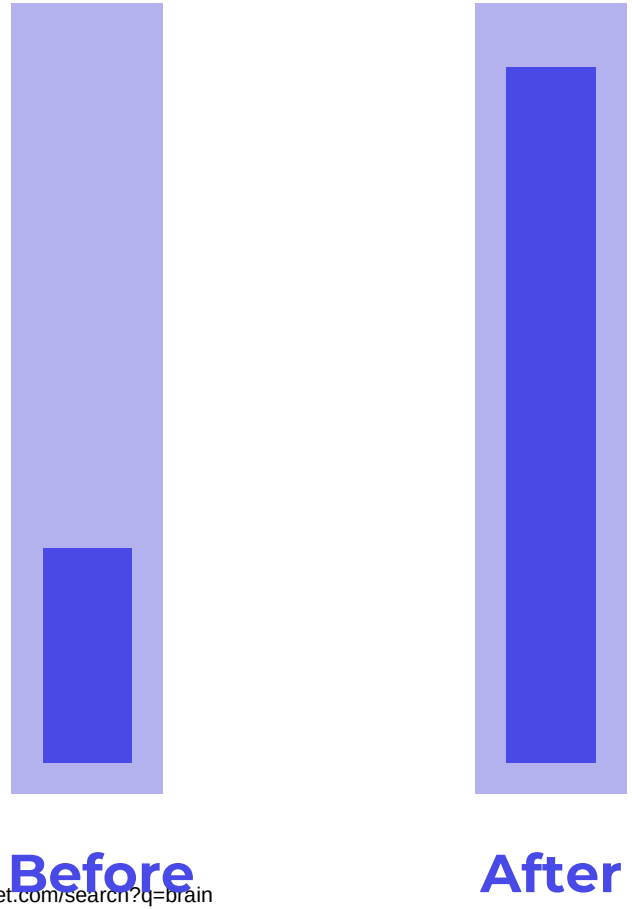
Back to Ally and Manuel!



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset

Their Second Brain Tool helps them to live up to their full potential





Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

Manuel

- Will become an astronaut now
- PhD is back on track
- Finds his old papers and work when he needs it and has a perfect time-planning now



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain



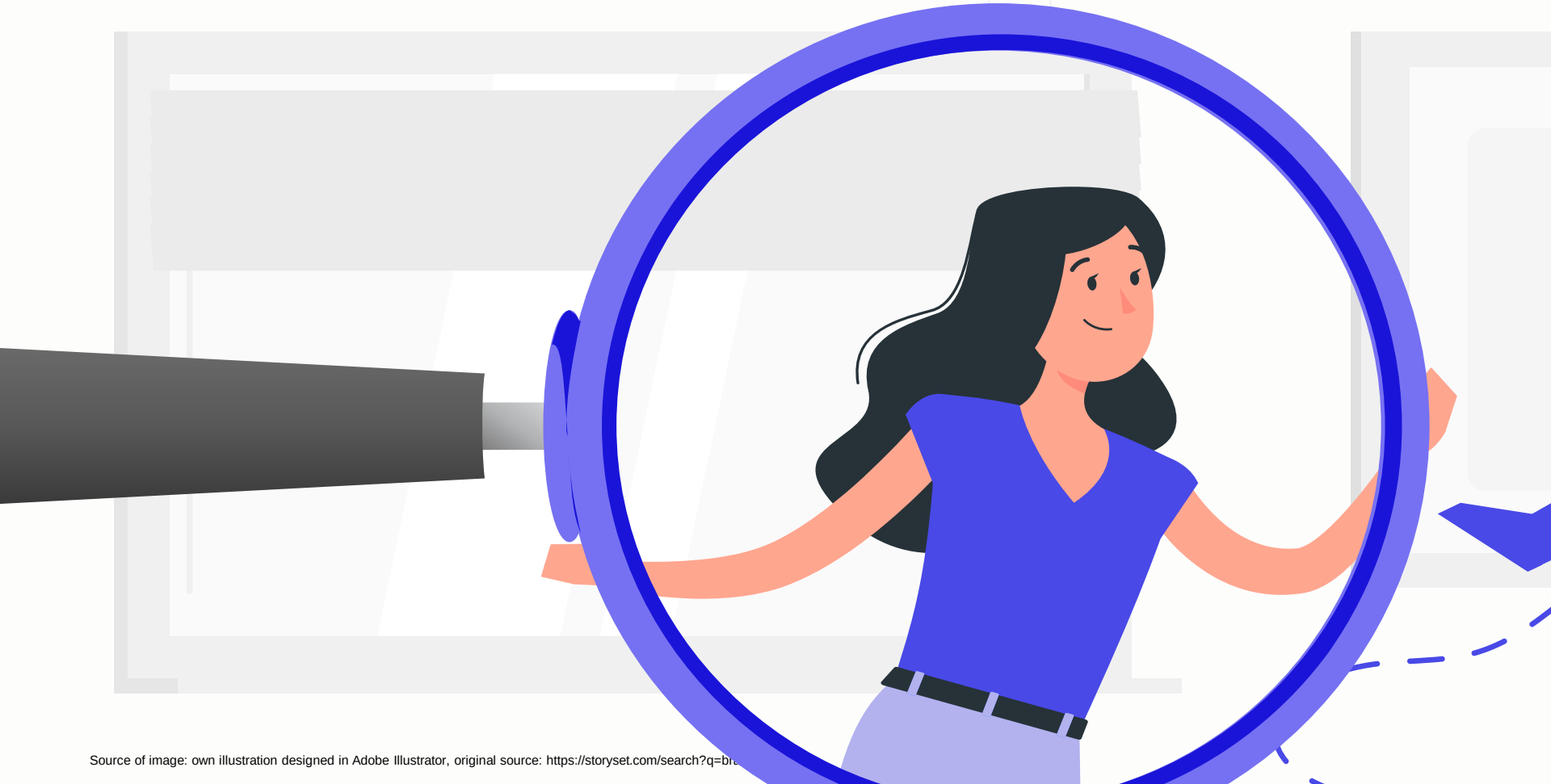
Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

Ally

- Succesful social entrepreneur
- No Stress
- Perfect organization not only helps her manage herself but also transfers information across her company
- Happy customers and employees



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Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=br



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=bi

Use a Second Brain

...

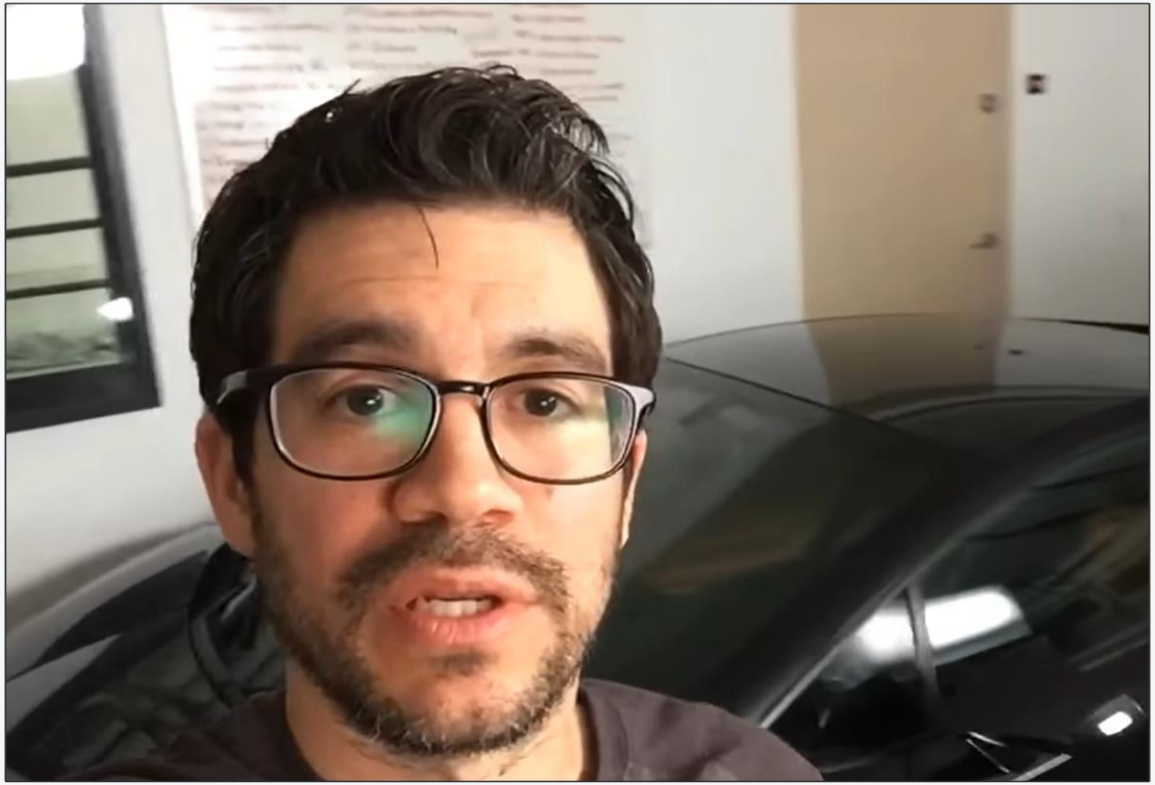
Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

… and live to your full potential…



Source of image: https://graphicriver.net/item/slidelicious-the-ultimate-keynote-presentation-/12927520; own illustration

…because it´s all about …



Source of content: Youtube-Channel of Taj Lopez: https://www.youtube.com/watch?v=Cy1RJTHf5fk&ab_channel=TajLopez

Thanks!

Do you have any questions?

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+49 1781785072



Source of image: own illustration designed in Adobe Illustrator, original source: https://storyset.com/search?q=brain

My Tweets



Source of image and content: Own illustration

My Tweets



Source of image and content: Own illustration

Further Resources

Source of illustrations:

- Own variations and illustrations of Storyset illustrations via Adobe Illustrator
- Original source of storyset illustrations: https://storyset.com/search?q=brain

