



The Compound Effect

by Darren Hardy



Overview

The smallest daily habits can have tremendous impact in our lives. For many months, daily choices like whether to eat an extra cookie or purchase an extra coffee will make no difference. But once The Compound Effect kicks in, the changes really start to show. This book describes specific ways to use this principle to your advantage.

“We’ve lost sight of the good, old-fashioned values of hard and consistent work.”

Chapter 1. The Compound Effect in Action

Remember the old adage about the tortoise and the hare? You should prefer to be the tortoise, working consistently towards your goals and taking advantage of The Compound Effect. Learn how to outwork all your competitors.

Imagine getting offered either \$3 million today, or a penny which doubles in value daily for 31 days. It takes much longer to see any profit from the penny, and most would choose the \$3 million. In fact, at day 29, the penny would only be worth \$2.7 million. Yet by day 31, that penny is now worth \$10 million.

In a more concrete example, imagine two friends. One friend reads an extra 10 pages per day, and eats one less snack per week. The other friend casually buys a TV on sale, and drinks one extra drink per week. For many months both friends will seem to be neck-and-neck in their lives. However, after a year or two, Friend #1 will start to show some significant differences in his life. A difference of only 125 calories per day, for example, adds up to about 35 pounds in 3 years. What’s also interesting is that small successes in one endeavor from Friend #1 will spill over into other avenues of his life. His confidence from seeing some changes in his physique will manifest as additional confidence in his career. Friend #2,

however, slowly and imperceptibly gains weight. He perhaps tries out a new muffin recipe he learned online, but it makes him slightly sluggish the next day at work, which gradually spills over into his yearly performance review. His marriage starts to falter because of the small amount of extra weight he’s put on in his midsection, and the fact that it’s been 2 years since his last promotion. He might blame his wife for not being more supportive, still not taking responsibility for his daily habits which crept up on him due to The Compound Effect.

The actual road to success filled with hard work and grit, is not sexy (further described in [Grit](#)). Every empire, from ancient Egyptians to the Greeks, failed when the citizens became complacent, hedonistic, and lazy. For a more specific example, imagine a restaurant which starts to gain some early success, which results in the staff becoming slightly more arrogant. Every single successful athlete you have heard about endured grueling hours of arduous work and practice beneath the surface. The Compound Effect seems imperceptible for many months; but when it starts to take off, the results are drastic.

Chapter 2. Choices

“Choices are at the root of every one of your results.”

Every tiny decision you make changes your life’s course in some way. That one extra drink before driving home can make all the difference. The issue is not that you’re consciously making bad choices; rather, the issue is that you’ve been acting on autopilot, sleepwalking through your habits and choices. Nobody *wants* to become fat and lazy; yet the slight lack of attention to vigilance compounds over time, and slowly sabotages your life. It’s the “*frequent, small, and seemingly inconsequential choices*” which make all the difference. It’s sleepwalking through



www.kibook.club

The Compound Effect (Page 1 of 5)