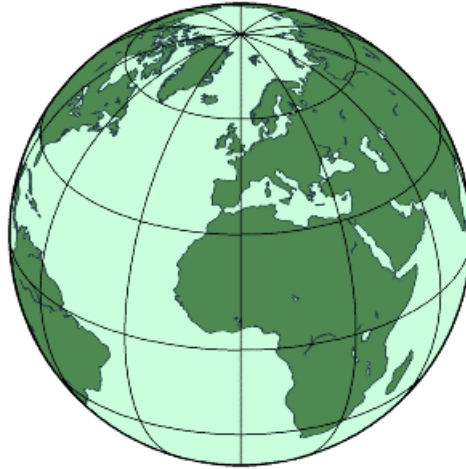


The Luck Factor



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The Luck Factor

- Richard Wiseman (www.RichardWiseman.com):
 - Is a professor of psychology at the University of Hertfordshire, UK
 - Does research into deception, humor, the paranormal and luck
- He wondered if there was a psychological basis for luck:
 - He used experiments, questionnaires and interviews to find out
 - He published the results in the bestseller book *The Luck Factor*
- He discovered that:
 - Lucky and unlucky people have different behaviors and attitudes
 - If you change these then you can increase your luck
- Luck is often associated with success, so...
 - If you can become luckier then you are more likely to be able to change the world

Principle 1: maximize your chance opportunities

- Meet and interact with more people:
 - Talk to strangers at bus stops, while waiting in line or at parties
 - Use “open” (friendly, inviting) body language and smile to attract people
 - Build and maintain a long-lasting network of friends and colleagues
- Try to stay relaxed:
 - You will notice more chance opportunities if you are relaxed instead of anxious
- Be open to new experiences:
 - New or random experiences can expose you to more opportunities
 - Try new food, vary your route to work or your method of transport
 - Every time you go on holiday, go to a different place
 - Talk to new people, or talk about different topics to people you already know

Principle 2: pay attention to your intuition

- Questionnaires showed that lucky people are more likely to listen to their intuition in 4 parts of their lives:
 - Careers, personal relationships, business and finance
- Examples:
 - A woman had a history of relationships that turned out to be abusive
 - Each time she started such a relationship, her intuition told her the man was not good for her
 - But she ignored her intuition each time
 - Intuition lead a salesman to put great effort into getting information for a potential customer
 - All his colleagues thought it was a foolish waste of time
 - Within a year, he had a £140,000 of business from this new customer

Principle 2: pay attention to your intuition (cont')

- Lucky people employ techniques to boost their intuition:
 - Some meditate on a regular basis
 - Some find a quiet place to relax and clear their mind
 - Some stop working on a difficult problem for a while and return to it again after they have had a chance to think about it

Principle 3: be optimistic

- Optimism and pessimism can become self-fulfilling prophecies:
 - If you are optimistic about a goal then you may work harder to achieve it
 - If you are pessimistic about a goal then you may subconsciously sabotage your own efforts
- Lucky people tend to persevere when something is difficult:
 - In contrast, unlucky people give up sooner, thereby decreasing their chances of success
- Lucky people are optimistic about their interactions with others:
 - They assume that other people are competent and approachable
 - This creates a self-fulfilling prophecy

Principle 4: turn bad luck into good

- Focusing on negative thoughts makes you feel depressed and wastes energy:
 - Unlucky people tend to focus on the negative
 - Lucky people tend to focus on the positive
- Lucky people can see the positive side of bad luck:
 - “Somebody accidentally shot me in the arm? I’m lucky because I might have been killed.”
 - “I broke a leg and am housebound? This gives me a chance to read some books that I’ve been too busy to read previously.”
- Lucky people think that bad luck will work out for the best in the end:
 - “I’m in prison for committing a crime? Perhaps I should think of a different career path.”

Principle 4: turn bad luck into good (cont')

- Lucky people learn from their mistakes or bad luck:
 - “I’ve been rejected by dates or potential employers. I need to find out what I have been doing wrong so I can fix it and succeed next time.”

Luck school

- Richard Wiseman wondered if good luck could be taught:
 - He developed an experiment called *luck school* in which...
 - People filled out a questionnaire to determine their current level of luck
 - He gave them advice and exercises that might improve their luck
 - A month later, 80% of the people reported that their luck had improved dramatically
- *The Luck Factor* book discusses several exercises to increase luck

Relevant quotes

- Several popular quotes support aspects of *The Luck Factor*
 - “You make your own luck”
 - “The harder I work, the luckier I get”
- Similar ideas can be found in several religions:
 - Christianity: “The Lord helps those who help themselves”
 - Islam: “If you take one step towards Allah, He will take two steps towards you”

Summary

- Luck is closely associated with success
 - If you want to be successful in changing the world then you should be interested in luck
- Richard Wiseman's research indicates:
 - Luck is largely determined by how you think and act
 - You can change your luck by changing how you think and act
- This chapter has provided a quick overview
 - Read *The Luck Factor* for more details