# BUILDING A SECOND BRAIN

## A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential

### TIAGO FORTE

**TIAGO FORTE** is the founder of his own productivity consulting firm, Forte Labs. He has worked with multiple organizations including Genentech, Toyota Motor Corporation, and the Inter-American Development Bank. His work has also been featured in the *New York Times, The Atlantic, Harvard Business Review,* and other publications. Tiago Forte previously worked as a course designer for Skillshare.com, as instructor-in-residence for Startup Advisor, and as a project manager and teacher. He is a graduate of San Diego University.

The author's website is at: www.BuildingASecondBrain.com.

## MAIN IDEA

The sheer amount of information that floods your brain every day is staggering. Rather than ignoring everything (information overload), a better approach is to develop your own personal knowledge management system or PKM. If you can do this effectively, what you end up doing is building a "Second Brain" – a method for organizing your digital life, and unlocking your creative potential.



A simple, intuitive process for creating and building a Second Brain is called C.O.D.E. and involves four steps:

| C | CAPTURE |
|---|---------|
| O | ORGANIZE |
| D | DISTILL |
| E | EXPRESS |
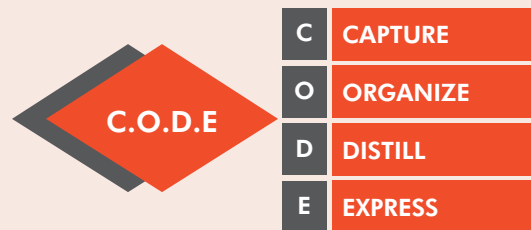
*"Instead of trying to optimize your mind so that it can manage every tiny detail of your life, it's time to fire your biological brain from the job, and give it a new one: as the CEO of your life, orchestrating and managing the process of turning information into results. We're asking your biological brain to hand over the job of remembering to an external system, and by doing so, freeing it to absorb and integrate new knowledge in more creative ways. Your Second Brain is always on, has perfect memory, and can scale to any size. The more you outsource and delegate the jobs of capturing, organizing, and distilling to technology, the more time and energy you'll have available for the self-expression that only you can do."*
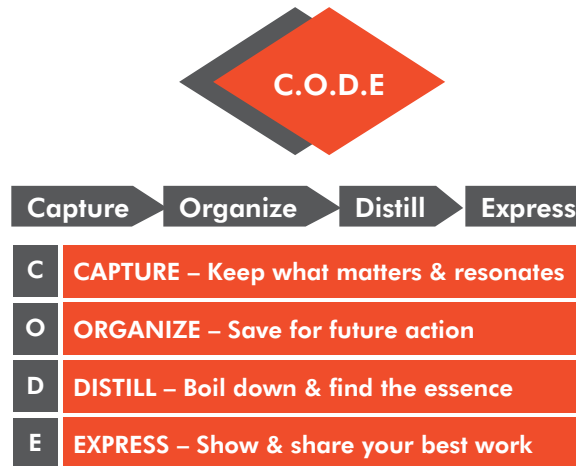
– Tiago Forte

A Second Brain is your personal knowledge management system, where you store and organize for recall all the information that you acquire. It's kind of like a combination study notebook, journal, personalized encyclopedia, idea laboratory, and sketchbook. It is digital note-taking and organization on steroids. Your Second Brain will give you superpowers, and be the world's best personal assistant.

The C.O.D.E. method is the four steps to remembering what matters most, and making it searchable and useful in the future. C.O.D.E. is really just the creative process which has stood the test of time, updated for the digital era. The steps are:



Capture ▸ Organize ▸ Distill ▸ Express

| C | CAPTURE – Keep what matters & resonates |
|---|-----------------------------------------|
| O | ORGANIZE – Save for future action |
| D | DISTILL – Boil down & find the essence |
| E | EXPRESS – Show & share your best work |

Building a Second Brain is all about standardizing the way you work, store, organize, and use the information you have and acquire. It's about putting digital tools to work so that your brain can do its best work, as you imagine, invent, innovate, and create.