



Title: Context and Content (Episode 011)

0:00:18 Andy: Hello, Andy Tanner here, welcome to The Cash Flow Academy Show. Congratulations on coming, this is where we speak about education which leads to cash flow, all things cash flow. We look at the big picture, we look at the small picture. Today, we wanna talk about the big picture which begins with you being here, congratulations on coming. It's great to get your emails, it's great to see your reviews and it's wonderful to have the word of mouth about the podcast so that's wonderful and we're so appreciative that you tell your friends as you have so that's wonderful. So congratulations for being here once again.

Today I wanna talk about something that is big picture and you'll notice that this podcast will cover 2 types of financial education, first is what I'll call the context and the second is what I'll call the content and that is really going to be the title I guess if you were to give this podcast the name, it would be content and context, what does it all mean or something like that, I don't know what we'll name it. But it's an interesting topic and I learned it from primarily 2 mentors of mine and some experience. Number 1 is Blair Singer who's a Rich Dad advisor and also Robert Kiyosaki and they are masters of what's called context. So this will be an interesting thing for you to evaluate as you plan out your financial education and it will make you much more efficient, much smarter and much more powerful when you decide what you want to learn, how you wanna learn it and what order.

So let me give you an example and we'll do a visualization exercise. One of the nice things about our podcast is it can be as good as video if we have great imagination, right? And so I want you to picture and imagine maybe my friend Blair Singer up on stage coz this is exactly what he does. He'll come to the center of the stage, thousands of people watching and wondering what's he's going to do and he'll come with a glass, an empty glass, just a standard glass and in one hand he has a glass and in the other hand, he'll have a massive pitcher of water. And he'll give an analogy, he'll give a metaphor, an object lesson that says the glass represents the context and we'll explain what that means in a moment, the water represents the content and he begins to pour the water in to the glass rapidly and the glass fills and it comes to the brim and then it overflows and it seems the more it overflows, the faster he'll pour the water in to where the majority of the water doesn't wind up in the glass, the majority of the water winds up on his hands and his suit and his shoes and the stage and people laugh and it's a good time to see an entire pitcher of water being attempted to be dumped in to an average sized glass.

And so then we ask the questions and that's central to this message in the podcast is: okay, what was the problem, why did this seem to fail? I mean, the glass got filled, right? But it just didn't seem to fit. And I might ask the question: was it that he poured the water too rapidly?



Well, no. Was it that the water wasn't good? No. It's that the glass was simply too small and to accommodate that amount of content, the glass would have to be expanded. And that's what Blair does, that's what Robert Kiyosaki does is they are masters of expanding your context and my context, that's what they do for us. They create the space that then allows for content to flow in rapidly and in abundance but without the context, we really can't learn the things we need to learn so we can do the things we need to do so we can have the things we really want to have.

And so think of this idea of expanding your context, what are some examples, what would that look like? I mean, sure, the metaphor makes sense, I make a bigger glass, if I make a bigger glass, I can take in more information faster more efficiently and the information can hold its shape and it won't be wasted or in this case, rejected because there wasn't any space for it. And this is an important thing to think about in your financial education.

So let me give you an example of what it looks like and the types of learnings that are contextual that change the way we think and change the context of how we see the world and those that are more dealing with content. So I'll give you an example of content first, maybe someone right. And I get both kinds of mail actually, people are craving education and I get both kinds of mail. For example, someone might say, hey Andy, I've heard that there's an opportunity to exploit time decay in the black shoals model via the derivative market through options with a strategy called an inverted diagonalizable iron condor, that's content. And I'll tell you what, there's a good chance that your brain might have rejected that as I put it out there because it's just a mindblower and it's detailed and really knowing that, here's the real key, learning that would not make you a successful investor, isn't that interesting? Learning that would not make you a successful investor. As a matter of fact, the things that make us successful investors are when we change our context not the amount of content that we can mull through. It's not a textbook experience, certainly not anything like you'd learn in school.

There are many people like Bill Gates and Steve Jobs that dropped out of school or many people that pursued school and finished and got their computer science degree. So it's not understanding a circuit board that made Steve Jobs special, it wasn't understanding ones and zeroes, there's many people that understand how to program, there was something more than just the details in the how to of programming that makes people like Warren Buffet, Steve Jobs, Richard Branson, Donald Trump, name go down, all of them, Mark Cuban. You name these people and there's something about them and their education beyond simply knowing what a stock chart looks like and simply knowing what a good real estate deal looks like and simply knowing how to program a computer or develop software, there's something about them and it has to do with this big picture idea of context. It has to do with something we were, I was with a Rich Dad advisors recently and we had an interesting sequence put up on the board of be, do,



have. If we want to have things, we certainly have to do things to get them but what people miss is they often focus on the having and they focus on the doing, that's content but what they missed is the being, in other words, to have returns is the having, to invest is the doing but the being is being an investor because if we invest without being an investor, we're performing surgery without being a doctor. And there's more than just how to program a computer that sets Steve Jobs apart and it's his context so this is a very important thing.

For example, I'll give you a context lesson and then I'll contrast that with a content lesson and again, this will make you much more accelerated and on track and efficient in your learnings. So one of the books that was a bestseller that Robert Kiyosaki wrote was called The Cash Flow Quadrant and basically, what it said is unless you win the lottery or you inherit mass amounts of money, if you're an average person, you've got 4 opportunities in which to pursue wealth or cash flow. The first one is as an employee and a person can be wealthy as an employee, sometimes we poo poo the E quadrant too much. LeBron James works as an employee for the Cleveland Cavaliers right now and he's become extremely wealthy doing it, he has more wealth than many people who are investors as a matter of fact and many people who are business owners will not achieve the amount of wealth that LeBron James will achieve by simply being an employee. Mariah Carey is one of my favorite singers is really self-employed, she doesn't have a big business per se, she creates artifacts and she's self-employed as a singer, she doesn't have a company with 500 employees in it and certainly, she couldn't leave her job and still be successful, she couldn't hire someone else to do the singing, she has to show up, she has to get on stage and she has to do it herself. She's self-employed and yet she amassed wealth in a freedom of lifestyle of, and also the burden of fame but as far as wealth concerns, many real estate investors and business owners will never achieve what she will do as S and what LeBron James will do as an E. Of course we have the business owners like Steve Jobs, we have the investors like Warren Buffet who have billions of dollars and Mariah Carey and LeBron James will never achieve their status.

But we wanna get away from good and bad, what the cash flow quadrant does is it changes a person's context and it does it by I think doing 3 things, number 1: I say within myself, I self-identify, I say, gee, which quadrant I am right now and does that quadrant suit my desires, goals, talents and abilities? Is it the best place for me? Where am I? I have self-identification, I see where I am right now. A person might see themselves in the, I mean, if Mariah Carey saw herself in the I quadrant, she's like what am I doing trying to build a real estate empire? I was born to sing and she might feel discontent and a desire to move from the I to the S. So I don't look at the cash flow quadrant, I mean, Robert as a B and an I, really an I mostly, as an I, he likes that quadrant, that's where he lives but I'll tell you what, LeBron James likes his quadrant where he lives and this is not a matter of right or wrong, it's a matter of preference and



opinion. So again, the first thing that cash flow quadrant would do is it says, hey, where do I belong? Where am I now? I self-identify where am I.

The second thing it does that educates us is it leads us to examiner search for any discontent that might exist. I think there's a lot of people in the E quadrant that have tremendous discontent and they can list the reasons for that discontent namely a boss, a commute, a lack of control, lack of income and it brings to like the distain that without the context, we might be a robot or a slave and not even realize that we're in prison and yet when we have a context of what's possible as opposed to where we are, it changes.

And the third thing that happens is we begin to set goals and determinations are rising in heart as we visualize what is as opposed to what could be and that changes a person, that changes how they see the world. Let me give you an example of how the context changes. Now instead of being scared of losing a job, a person becomes scared of being stuck in a job. A job fair no longer is an exciting thing filled with opportunity, it's simply as a different choice of prison when you're gonna go choose your sell when you go to a job fair. So these are the things that separate a Bill Gates and a Steve Jobs from someone who both might know how to program computers but one sees the job as a prison and the other sees the job as a sanctuary. One man's paradise is another man's prison, it's based on their what? Their context. And as you expand context and learn more about wealth building, a person naturally finds their way. One of the critiques that Robert has to endure I suppose, he probably doesn't endure it, he probably just ignores it, is the critique of giving no detail. Well that's not him, he's not a big picture person, he understands that detail is mundane, it's filling the glass and if the glass has becomes full, all the other details spills out and is rejected anyway.

The other thing that's interesting about content and context as we segregate those and identify them in our learning is that by learning the cash flow quadrant, a person doesn't know how to buy real estate now. By learning the cash flow quadrant, a person doesn't know how to invest in stocks now, they don't know how to buy or sell, they don't know what software it is, they don't know what button to first, they don't know any of those things. And so on the one side, the cash flow quadrant doesn't educate anybody on how to and the "do" and the "have". What it does educate people is on the "be", on who you wanna be and how do you wanna think and what your demeanor and what your point of view, what is your context, how do you see the world.

On the other hand, learning how to execute an inverted diagonalizable iron condor in the derivatives market by exploiting time decay in the black shoals model, that won't show you how to be rich, it won't show you how to be that Bill Gates because all you're learning is how to program the circuit board.



And so my take on it thus far in life and I may change it is: we've got to have both and we have to understand what a glass looks like so we don't reject the expansion of our glass and poo poo it as hot air or Anthony Robins type motivation, we need to understand the necessity for it and the order of it, which needs to be produced first, the glass or the water? I would say the glass 100%. So there's always an order to it that frustrates people because they wanna know what button to push and they wanna know the detail especially my good friends who are engineers or attorneys or things like that, what software do I get? What button do I push? What chart is the best one to read? What is the name of this candle? Their detail hides the forest for the trees and so to solve this problem, I have a solution for you that helps you understand when it's important to look at context and when it's important to look at content.

Robert has taught me this and one of the things that he reprimands me for over and over is getting small, he calls it, Andy, he goes and say this, hey Andy, don't get small on me. We'll be somewhere in the world, maybe in Asia Minor, maybe in Singapore and I'll begin to talk about stocks and I'll begin to give people the water where they have no glass and he'll say get your context right, you're going small on me, you're going details. Look, yah, the devils on the details but that's not what makes people successful. Do you think that Warren Buffet is a detail guy or a big picture guy? Do you think Donald Trump is a detail guy or a big picture guy? Do you think Mark Cuban really cares about every little detail? No, you can't become big in details, that's something you hire out, that's something for, the small people must do the small things. And I don't do that do degrade employees, I'm just saying, and I'm not saying that small is good or bad, I'm saying that a small job that is very, very detailed requires a person to concentrate on the smallness of that job. They're not supposed to have the big picture in mind where the captain stirs the ship, he doesn't row the oars, it's very, very important to understand that. So to be a captain, you must be a captain, you must be a leader, you must carry the burdens of leadership. It's not just knowing how to stir the ship, it's knowing how to be the captain.

And so in my lectures or seminars or what have you, one of the things that helps me from becoming small and also my audience and students from getting caught in going small and getting caught in content is I have them write this down on their paper and I have them make a little sign and we keep it on our desk during the entire time we're together and the sign says what is the big picture? What is the big picture? And it's really fun because when I find myself getting in the too much detail, I'll back up and I'll say, now, in the midst of this discussion on technical analysis, here's my question: what's the big picture? And I'm amazed and it's a testament to Blair Singer's brilliance and Robert's brilliance, I'm amazed at how often they come back with a blank stare, it is amazing. And the ability to answer that question, what's the big picture? The ability to answer that question is central because if we can't answer that question, what's the big picture, then we've lost it, we don't know what the big picture is. And it's just been an amazing experience in my own teaching as Robert has chewed me out from time to



time and reprimanded me as a great mentor saying, Andy, you're going small too often, quit on small, stay big, stay big. It's amazing that in asking that question, okay folks, what's the big picture right here brothers and sisters, what's the big picture? If they can't answer that question then we're off point and we're not inside the glass, we're not in context because we don't know why we're doing what we're doing.

Robert will get critique of saying, well, why don't you give me more detail in your books, the how to? I feel like I read the book and I don't know how to do anything. It's true, you don't know how to do anything because he's focused on being before doing before having. And so that's one imitation that before we pursue the detail of real estate, we ask ourselves: what's the big picture? And we might find that stocks is not for us and real estate is, we might even find that investing isn't for us and being a singer like Mariah Carey is. We might find that being an employee might be our calling and that we might be the happiest as a friar taking an oath of poverty. We wanna decide who we want to be before we decide what we want to do and before we decide what we want to have because in order to have, we must do, in order to do, we must be. And so that's what a big part of financial education is about. Bill Gates was not a computer nerd because there are computer nerds everywhere. He was a computer nerd with a different context than all the other computer nerds that were there. And he might even been inferior in his ability to program but superior in his context which is why he left Harvard, he says, I don't have time for this, this is not my context. That takes courage, that takes guts, that takes faith, that takes belief, that takes risk taking, that takes being someone who can do things that someone who isn't those things can't do.

So it's a great discussion on context versus content, the big picture versus the small picture. Yeah, there'll be podcasts that I'll do on content, for example someone wrote me a letter and they said, Andy, do I have to use a broker to trade derivatives? Yes, the answer is get an online broker, that's a detail. Which online service should I go to? Well, think about that. Could I use any online service? Yes. Which brokerage I use is not gonna determine my success, it's like choosing is a Ford or Chevy gonna make me successful? Neither one. If you know how to drive, either will get you where you want to go.

So I challenge you to do that, when you think about the questions you ask and what you want to learn, ask myself this, what's the big picture and is there a higher and better question I could be asking myself? Because if we do that, our training becomes more efficient, what we learn becomes more pertinent and it becomes more rich when we ask a question, the question to ask before the question is, is there a better question than this one I could be asking? And often that is what is the big picture, what is the big picture?



So I hope you've enjoyed this brief discussion and I hope you have a good idea now of the difference in your life of opportunities to get more content, fill your glass with water, but also the opportunities to expand your glass, to expand your context and see the big picture. Again, a great example, the cash flow quadrant is a context lesson, it's contextual, it changes the way we think, it expands us. A lesson on technical analysis and candle charting is a content lesson, we need both, we need the water and the glass to quench our thirst but we need them in the right order, context always first because with no context, with no glass, the water can't hold its shape, it falls to the ground and evaporates. Only within the context of the glass can the water be held, kept and received and receive its shape.

So again, I hope you enjoyed these comments and these ideas on content versus context and my challenge to you as you conclude listening to podcast is to think about your context, think about your big picture, think about being and who you want to be before you think about what you want to have and what you want to do and how those interplay. Until next time, this is Andy Tanner, thanks for listening to The Cash Flow Academy Show.

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