

# 1 MINUTE LATER

How to achieve excellence  
and make sure that you

**#KeepMoving**

SAMVEL GEVORGYAN

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1  
MINUTE  
LATER

How to achieve excellence  
and make sure that you

#KeepMoving

to my dear little  
Areg, Sophia and Arno

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1 Minute Later is a book for those of us who value every minute and want to unleash their full potential. Grab this book if you want to turn obstacles into opportunities and make the most of every moment, constantly striving to #KeepMoving.

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10:00



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## FOCUS FOR #1Minute

Whether you use time against  
yourself,  
or in your favor -  
**the choice is yours!**

M.G. Tsubhen



Yet again, I heard the same old questions –

- # I want to own my own business. Where do I start?
- # I'm thinking of changing my job. Where do I start?
- # I want to set up a side gig with my regular job. Where do I start?
- # I'm dreaming of doing something big. Where do I start?
- # I feel like I need a change. Where do I start?

I'll tell you later how I usually respond to such questions.

Meanwhile, let me talk about why I decided to write this book, and why I picked this particular topic...

These crazy times in which we're living leave us no choice but to take quick decisions, stay flexible, ready to make a choice at any time, manage our emotions, communicate with people from different countries, groups, professions, age groups, and those with varied interests. The world is changing, bringing all kinds of new challenges, new approaches, new ideas and new demands.

The idea for this book took shape very quickly. In March 2020, I thought of writing it and began immediately. I worked till May, at which point I had to stop because of other work-related commitments. I picked it up again in June and made a few fundamental changes to it, including the title. I finished it in July, when the global challenges and problems we faced were greater than ever before. At around the same time, the World Economic Forum published the list of job skills and abilities that were necessary in 2020 –

- # Complex problem solving
- # Critical thinking

- # Creativity
- # People management
- # Coordinating with others
- # Emotional intelligence
- # Judgement and decision making
- # Service orientation
- # Negotiation
- # Cognitive flexibility

The books that I have authored so far on business management and development have all been successful with readers. But this has only been true for people that are ready to take that big step: to drop everything—their jobs, leisure, time with family—and start their own business.

Those that have launched a new initiative, whether it's a small business, a new hobby, or other changes, all deserve a lot of respect.

What kinds of people are they? They're people that make the best use of opportunities, assess the situation in which they find themselves, make a decision, willingly take risks, and face challenges. Whether it is because of the line of work that I'm in, or simply part of my nature, I do everything I can to support such people. I mentor them, provide them guidance, help them grow, develop, and conquer new heights. And those people change. They change themselves so that they can change others. These are the kind of people that know the value of time.

There are people that find it difficult to make such a decision. This isn't only about starting your own business, but also about any kind of change, big or small. The kinds of changes hidden in the questions listed above. The problem is that we keep protecting ourselves and retreating from our own ideas and plans. We set up defenses in our personal relationships and are always ready to retreat at our workplace. We protect ourselves from uncertainty and retreat when faced with it. We defend ourselves and this ends up forcing us to retreat from our ideas, our plans, our dreams... But we want to make those changes in our personal lives, at work, and in our relationships.

I decided to write this book to answer the question "Where do I start?" As a result, I developed the #1Minute system, which will lead you step by step (or, in this case, minute by minute) to a point where you can come to certain conclusions and set up real plans, which will unlock your life with the #KeepMoving credo.

### *How long 1-minute lasts*

Everything is changing very quickly, to the extent that rapid change no longer surprises us. We tend to think this is how it should be, that it's always been this way. Constant change has become a part of our life, a very common phenomenon. So common, that we live in constant "change expectation" mode throughout the day. And if no major changes take place during that day, we feel like something is wrong.

Sudden changes give us a different sensation of time. We increase our sensitivity to how time is passing by. We begin to appreciate each day, hour, and minute. You can now spend 1-2 years as a member of an Armath Lab\* and end up as a serious professional, rather than studying for a bachelor's degree at an older age. You can now end up being famous in 1 minute, thanks to social media. You can become a world-famous company in just a week, like Krisp did. In modern times, it is realistic to live in one country and hold several jobs in another one. With one touch, you can do your shopping for the whole week, while it used to take us 2-3 hours to do so in the past. You can initiate several bank transfers with a single application while, in the past, we would have had to visit a branch of the bank, stand in line, and explain our transactions to a bank teller. All of this helps us make better use of our time.

This might sound quite strange at first, but consider how humankind has developed a unit to measure time. People can measure something that happens independently regardless our actions. Years, months, weeks, days... One day is 1440 minutes.

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\*Armath is Engineering Laboratory, where kids aged 10-18 are introduced to science, technology, engineering, and math education through interactive after-school classes, exciting competitions, innovative camps and more.

## #1 MINUTE LATER

Can you imagine that? 1440 minutes each and every day. 1440 opportunities every day to use 1 minute.

And how long does 1 minute really last? This is not just about the temporal level, but also about how it feels. Let's try a common exercise to understand the real "duration" of 1 minute. Close your eyes and open them when you think that 1 minute has passed. Those who try this exercise end up in one of three groups. 40% of them open their eyes before even 50 seconds are up. Another 40% opens their eyes after 70 seconds have gone by, and only 20% manage to do so in the period between the 50th and 70th seconds. But everyone has the same sensation – 1 minute is a lot longer than they had originally thought. As radio host Armine Tshagharyan mentioned once, 1 minute can even seem like an eternity, if you're doing a core-strength exercise like a plank. And this is worth your time, because you can see the benefits of the exercise just #1MinuteLater.

"Time is the new religion of our age" (Kjell A. Nordström and Jonas Ridderstråle, *Funky Business*). Everything is measured in time. And even though 1 minute has had the same duration throughout history, its value has now increased tremendously.

### ***The value of 1 minute***

We don't have a lot of time to make decisions these days. We live in real-time mode, when everything is taking place right now, and we find out about it a maximum of #1MinuteLater. When the media is no longer able to get the latest breaking news before thousands of users have already written about it on all kinds of platforms.

We only have 1 minute. It is that 1 minute which impacts all the events that come after it. Everything depends on that one decision we make.

There is a wise Chinese saying that goes, “He who returns from a journey is not the same as he who left.” #1MinuteLater is a parallel journey through time and decisions, after which you will return a different person, with a new perception of each of the 1440 minutes available in a day.

The #1MinuteLater system consists of 12 important decisions –

- # 1 minute to make the decision to start
- # 1 minute to understand the power of a dream
- # 1 minute to get to know yourself
- # 1 minute to feel important
- # 1 minute to position yourself
- # 1 minute to appreciate time
- # 1 minute to make the decision to move forward
- # 1 minute to understand the importance of thinking big
- # 1 minute to prepare for significant goals
- # 1 minute to feel a sense of financial independence
- # 1 minute to prepare to conquer the world
- # 1 minute to start living
- # The most important message of #1MinuteLater is

**#**

**When you don't do  
something on time,  
that time no longer  
exists.**