



Stanford eCorner

Take Mental Pictures

Bob Tinker, *MobileIron*

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Bob Tinker, co-founder and board member of MobileIron, shares wisdom analogous to the familiar phrase, “Stop and smell the roses.” He recalls how a skydiving instructor once advised him before the jump that, despite the adrenaline rush during the fall — which for some is nothing but a blur afterward due to the sensory overload — to remember to “slow your brain down and take mental pictures.”



Transcript

- Some of the best life advice I ever got, believe it or not, came from a skydiving instructor. Who's been skydiving? All right, pretty good. So I went to my lesson to learn how to skydive, and the skydive instructor had two pieces of advice. The first one was when you go up in the plane and you're at 14,000 feet and you're standing at the door going like this, looking so far down that the ground looks like a painting, every bone in your body is gonna be screaming, don't jump. His advice was, have courage. And jump. Okay, file that one away. The second piece of advice he had I didn't expect. Which is he said, after you jump, and you roll over and you look at the plane flying away, you quickly accelerate to over 200 miles an hour. Your adrenaline shoots through the roof.

It's gonna sound like a freight train, every single one of your senses is gonna be overloaded. And sometimes what happens when you get to the bottom and you're standing on the ground, people don't remember their jump. They were in such sensory overload, they don't remember their jump. His advice was, in the midst of all the noise, the adrenaline, the fear, slow your brain down and take mental pictures. Slow your brain down, and take mental pictures.