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Research Shows These Four Things Will Make You A Peak Performer. It's all about the way you practice the skills key to the task at hand. Research has shown that "Deep Practice" (or Deliberate Practice) is how experts train. Here is the four parts to focus on: What is a nerd? Anyone who has lots of specialized knowledge. According to Matthew Syed, author of Bounce: Mozart, Federer, Picasso, Beckham, and the Science of Success, it takes 10,000 hours of nerdy devotion for someone to become an expert in any subject. I specialize in creating content on nerdy subjects. Matthew Philip Syed (born 2 November 1970) is a British journalist, author and broadcaster. He has worked for The Times newspaper since 1999. He has published three books, Bounce in 2010, Black Box Thinking in 2015, and You Are Awesome in 2018. Prior to his journalistic career, Syed competed as an English table tennis international, and was the English number one for many years. Postmedia Solutions gives you the power to grow your business. We blend media expertise with smart marketing. It's the perfect balance of creativity and science to propel brand awareness, engagement, conversion and loyalty.