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Principles & Layers of Work v1.2

Principles

My approach leverages principles from **philosophy** (what is a good life?), **psychology** (personality, mental processes, biases, behavior, habit development), **business** (revenue generation), **strategy**, & **art** (the act of creation) with the end goal of creating a day-to-day life that is beautiful and good for you.

Foundational Principles & Beliefs include:

1. **Principles & Processes over Techniques & Methodologies.** The goal is to build something that is a natural extension of your unique self. We will leverage principles and processes to determine techniques & methods that are best for you. We will develop a shared mindset, but the actual behaviors will be unique to you.

2. **Personal Methodologies & Genius are primarily a result of an intuitive seed rigorously applied to experience.** The biggest decisions to be made & results to be gained will arise from your intuitive & value-driven beliefs about the world & domain.

3. **Short-term over Long-term goals.** Directed action drives massive learnings. Long-term goals can & will change massively based on the learning generated from these actions. As a result, short-term goals are preferable, and long-term goals typically grow exponentially in abstraction the further they are projected. That being said, our *goals will get longer-term the longer we work together.*

4. **Bias to action to generate outcomes & learning.** We learn the most from intentional interaction with reality. While the approach is analytical in regards to problems, the best way to learn the efficacy of solutions is through fast feedback loops & experimentation. Our approach will mirror the scientific

method: survey the data, form hypotheses, determine actions to test them, act. All actions will be structured such that you either 1) Achieve a desired outcome or 2) Learn something that gets you closer to that desired outcome.

5. **Preference for consistency in effective action over bursts of massive effort.** It's a marathon, not a sprint. We want to avoid the scenario where you quit or hate what you're doing. We want to build something where your work is joyous - both in what you're doing & how you're doing it.

6. **The Long-Term Goal is a life that feels good, beautiful, and natural to you.** Actualization. Unobstructed self-expression.

3 Layers of Effectiveness/Common Blockers to getting things done

These are the core focus areas that I work on with clients, in order of importance.

1. **Clarity of Direction.** *Do you know what you want?*

    1. ***High-level goal setting***

    2. Mental Models around ***Goals as a tool for the learning process***

        1. Goals as tools for setting constraints by which we can act.

        2. Action as a means to either 1) Drive an outcome toward our goal or 2) Learn something and serve as feedback to adjust goals

        3. Process development for setting goals you can feel good about and create constraints for action, but regular reflection by which you can alter goals & strategies as you learn new things

2. **Personal/Performance Psychology.** *Are you getting in your own way?*

    1. ***Cognitive dissonance***. Defined here as a struggle to act due to the associated action being in contradiction with a deeply held belief. It's extremely important we pay attention to this; it means there is either an opportunity for personal development (mental models, biases) or we've hit on a core belief and need to alter our course of action.

2. ***Biases & error in judgements.*** Identification of common personal biases and systems development to both 1) Check them & 2) Leverage them as strengths *eg. an optimism bias is extremely valuable for getting things off the ground, pessimism/status quo bias is good for being cautious in risk territory.*

3. **Personal Productivity.** *Are you struggling with throughput?*

   1. ***Habits & Personal process development.*** Developing habits which acknowledge core aspects of your personal psychology. Phrased another way, creating a personal process which systematically leverages strengths and addresses associated blindspots.

   2. ***Effectiveness.*** Identifying the most important things to work on. Habitually ignoring anything that is not massively high-leverage.

   3. ***Technical skills.*** Do you have the skills you need to execute on your strategies?

   4. ***Chunking of higher-level objectives: Seeking flow.*** Breaking things into achievable blocks.