



Principles & Layers of Work v1.2

Principles

I apply 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 goal of maximizing your self actualization in day-to-day life and work.

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 the techniques & methods that are best for you. While we'll develop a shared mindset, specific behaviors & systems will be unique to you.
2. **Short-term over Long-term goals.** Directed action generates massive learnings. Long-term goals can & will change drastically as a result of those learnings. Therefore we will focus on short & mid-term goals as constraints for action. In discussing long-term goals, it will be expected that they grow exponentially in abstraction the further they are projected. That being said, our goals will get longer-term the longer we work together.
3. **Consistent & effective action over bursts of massive effort.** It's a marathon, not a sprint. Over the long-term, consistent action in the right direction will outpace erratic bursts of effort. Additionally, we want to avoid the ruinous scenario where you quit or hate what you're doing because you pushed too hard. We want to build something where your work is consistently joyous - both in what you're doing & how you're doing it.
4. **Bias to action to generate outcomes & learning.** We learn the most from intentional interaction with reality. While analysis is helpful to understand & diagnose 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. **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.
6. **The Primary 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 or 2) Generate important insights
 3. Developing processes for evolving goals based on learnings: Goal setting → Constrained Action → Feedback & Reflection → Reassessment of Goals & Strategies
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, as it indicates either an opportunity for personal development (mental models, biases) or contradiction with a core belief and therefore a need to alter our course of action.

2. **Biases & error in judgements.** Identification of common personal biases. 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.