

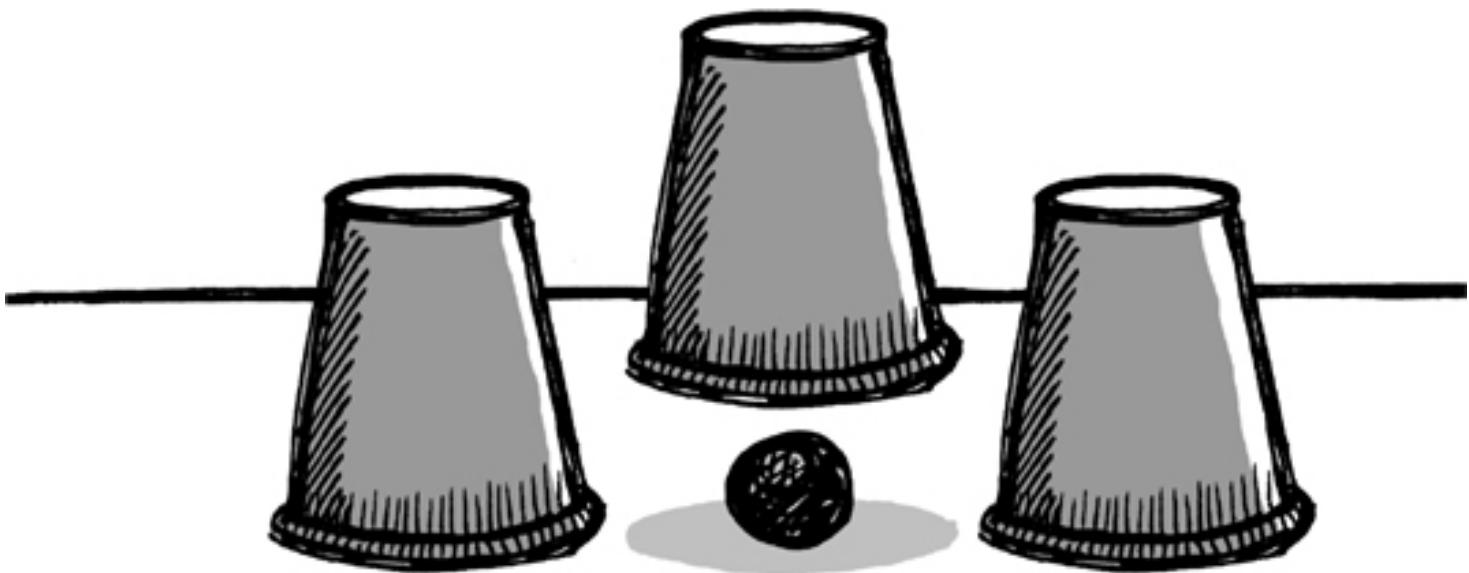
**WORK**  
**WORK**  
**WORK**  
**RE WORK**  
**WORK**  
**WORK**  
**WORK**

THE  
NORE

*the REAL*  
WORLD

**FAILURE  
IS NOT  
A RITE *of* PASSAGE**

**PLANNING  
IS GUESMING**



group group group group group group group group group group

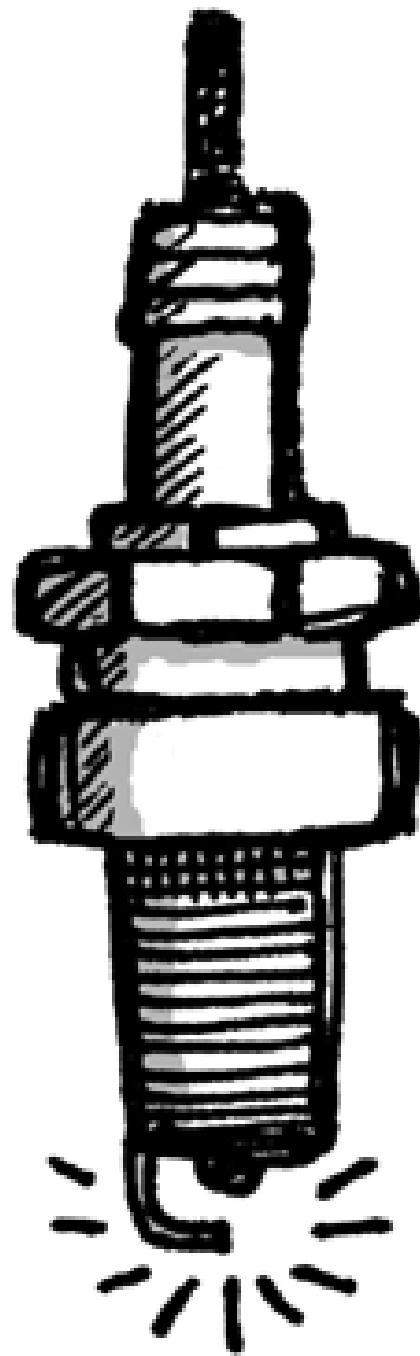


WHY?



**BE**

*a*

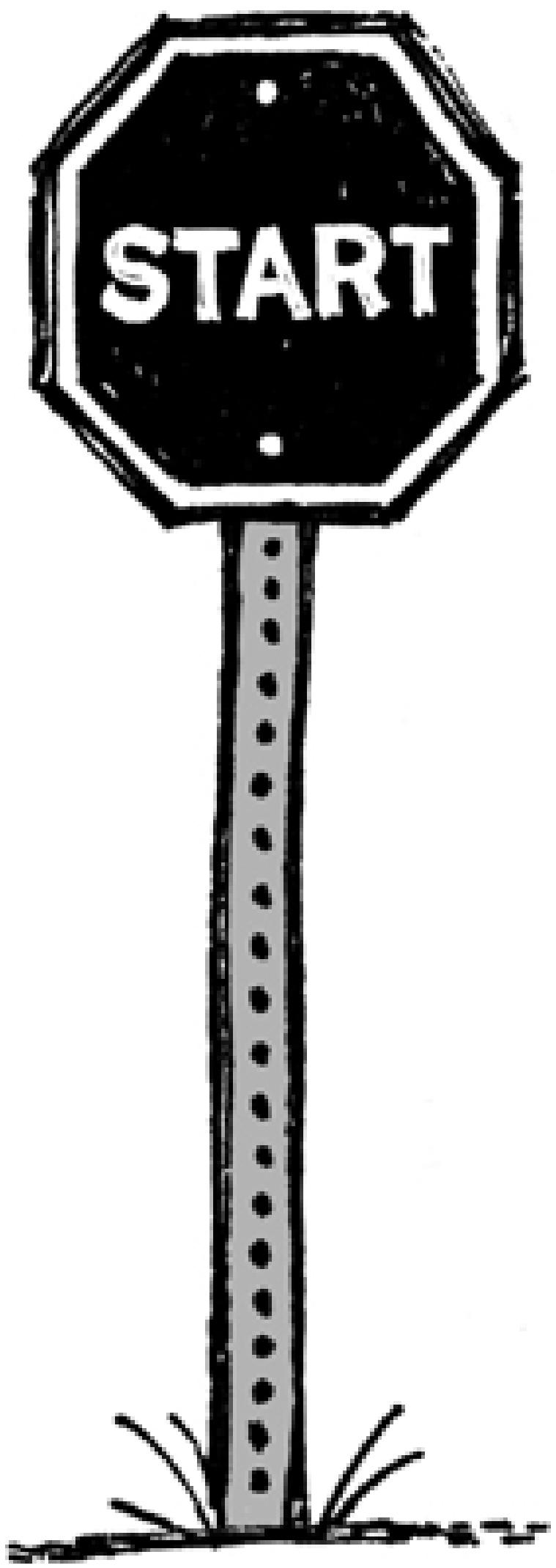


**STARTER!**

**MAKE A  
DENT**  
*IN THE  
Universe!*



**SCRATCH  
YOUR OWN  
ITCH**





DRAW a  
LINE



IN THE  
SAND

LIVE IT   
OR LEAVE IT!



DO YOU  
**REALLY  
NEED?**



*you need a*  
**COMMITMENT  
STRATEGY**  
→ **NOT ←**  
**AN EXIT  
STRATEGY**

**LEASE**

**LONG-  
TERM  
CONTRACTS**

**INVEN-  
TORY**

**MEETINGS**



**LESS  
IS A  
GOOD  
THING**

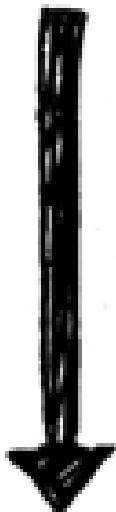
YOU'RE BETTER OFF  
— with a —  
**KICK-ASS**  
**HALF**

— than a —  
**HALF-ASSED**  
**WHOLE**

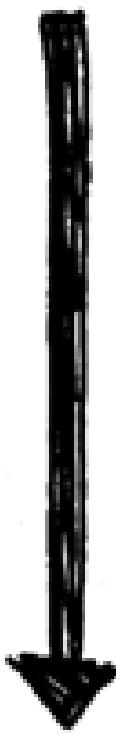




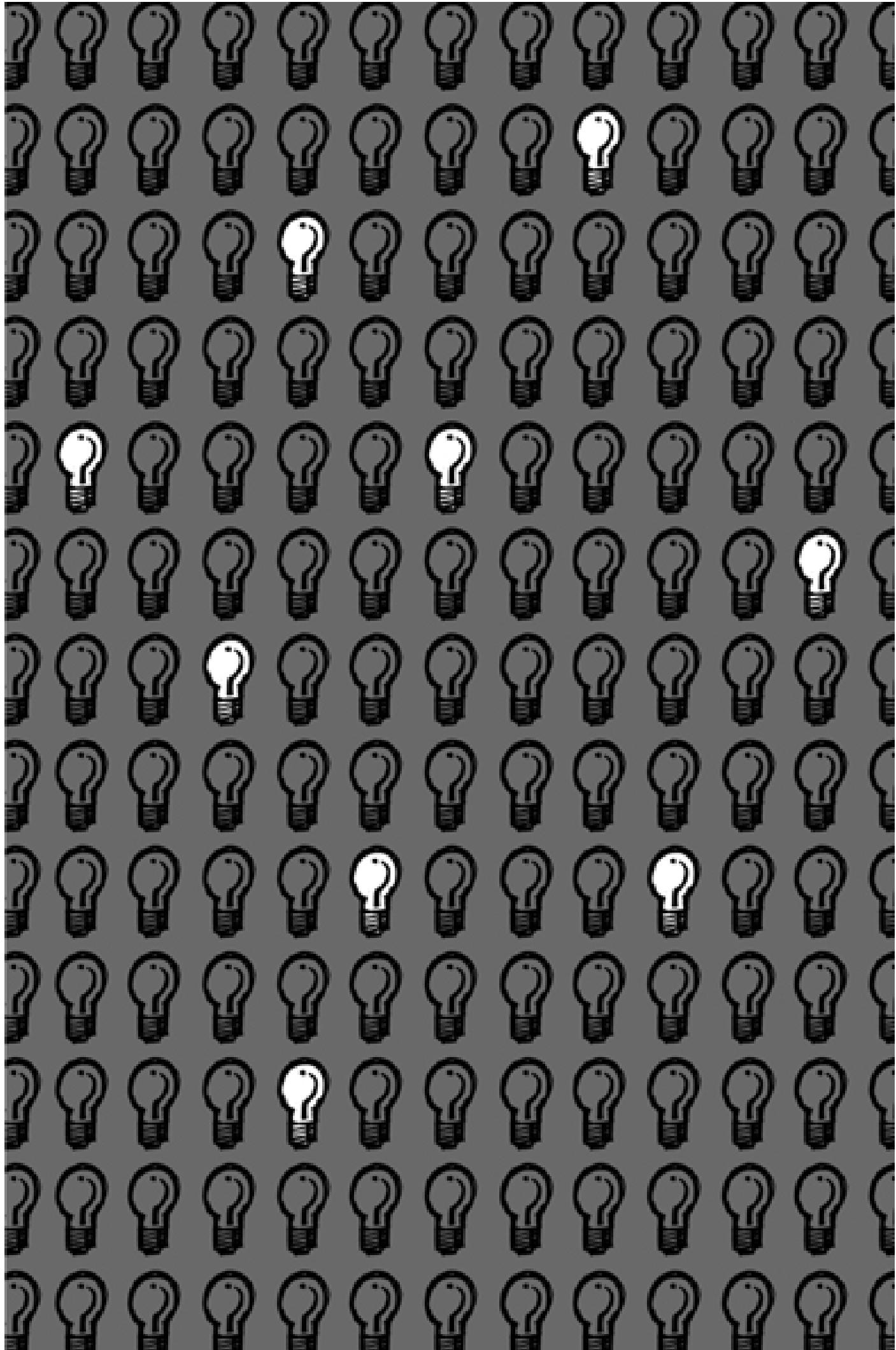
# DECISIONS



are

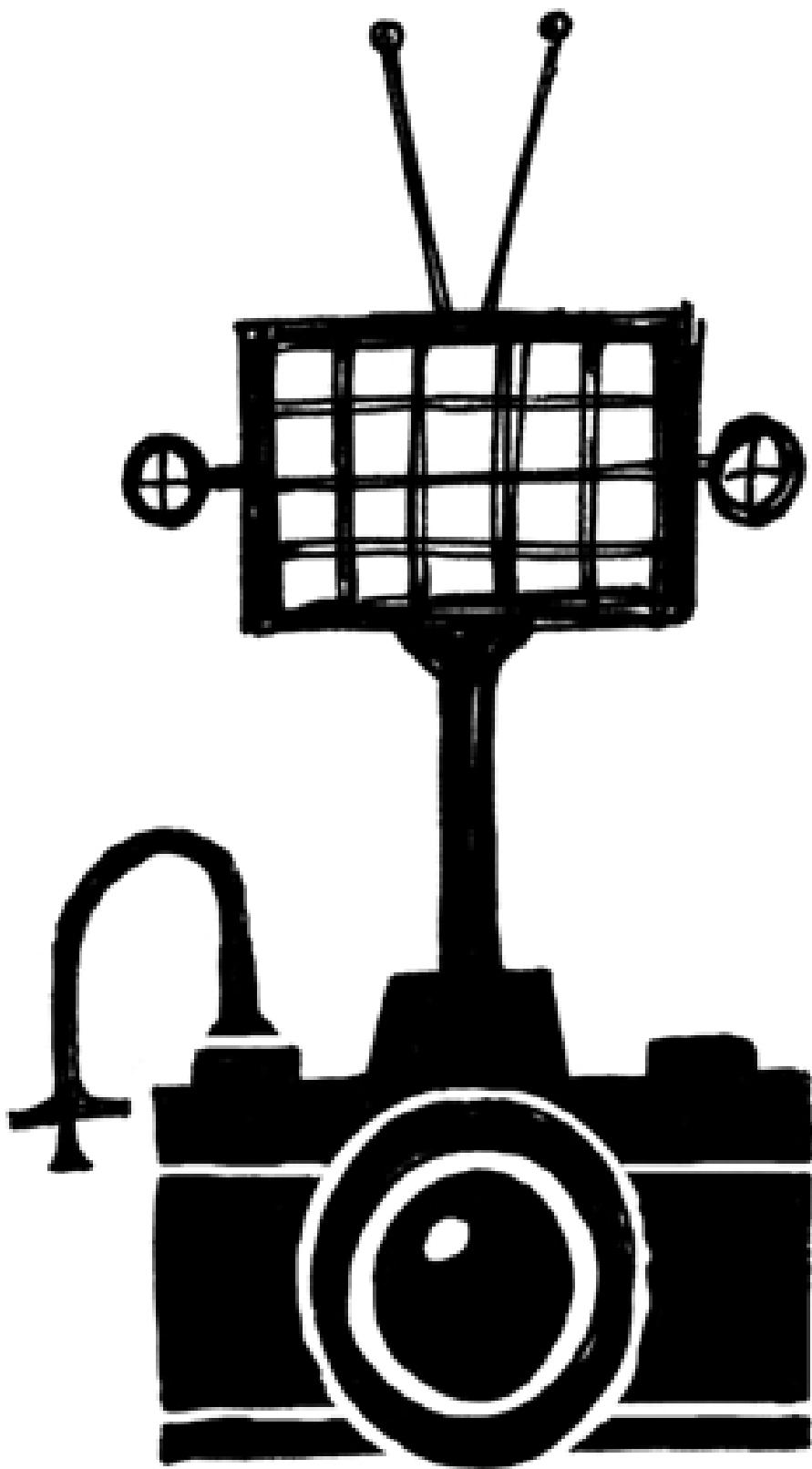


# PROGRESS





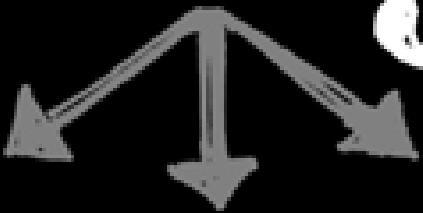
FOCUS  
ON WHAT  
WON'T  
change



**GEAR**  
*doesn't*  
**MATTER**



you can't  
make just  
one  
thing



**GET  
IT OUT  
THERE!**



**GET  
REAL**



**PRODUCTION**

**INTERRUPTION**

**CREATIVITY**

MEETINGS



GOOD

ENOUGH



is fine

# QUICKWINS

A → B

A → B

A → B

A → B

A → B

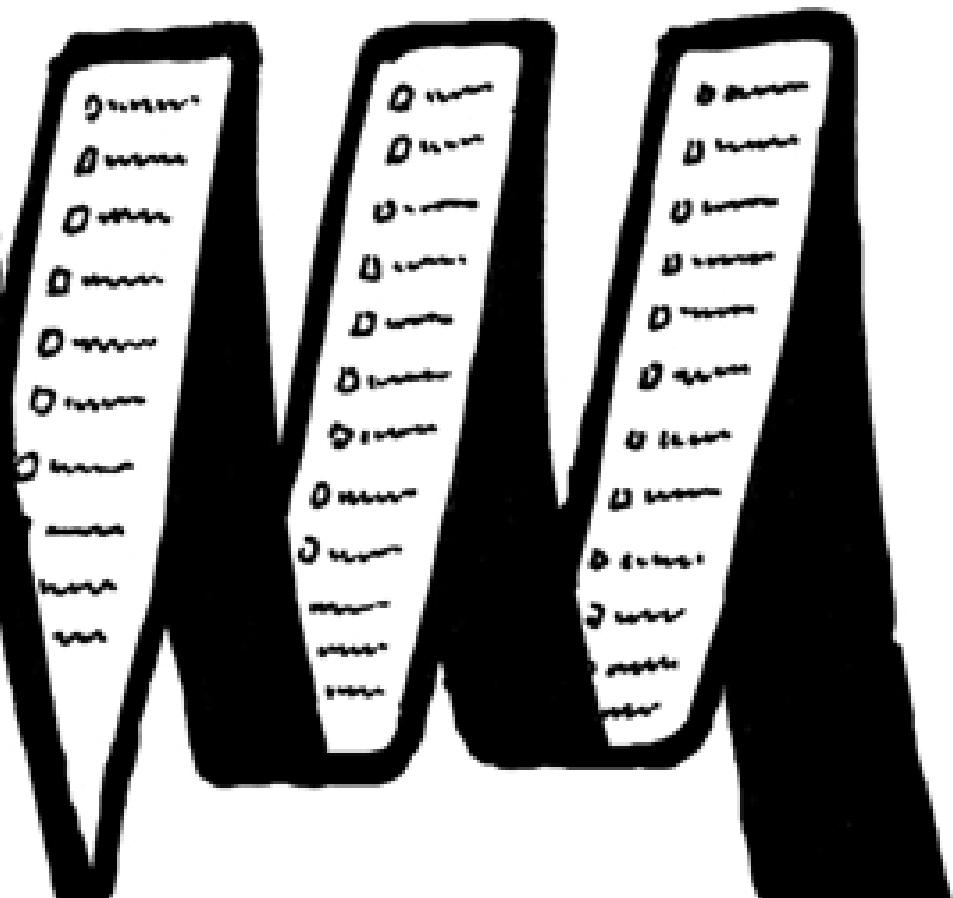
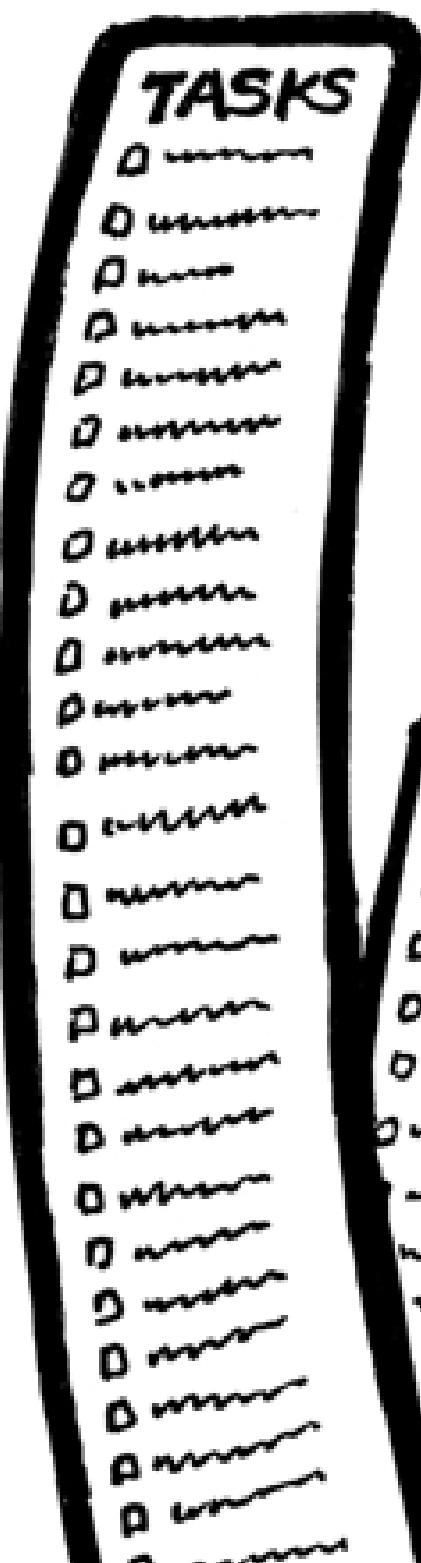


**DON'T BE  
A HERO!**





**LONG  
LISTS  
don't  
GET  
DONE**



**MAKE**



**BIG**

**TINY**

**DECISIONS**

The diagram consists of four main elements: the word "MAKE" at the top, the word "BIG" below it, the word "TINY" to the right of "BIG", and the word "DECISIONS" at the bottom. Two curved arrows point downwards from "BIG" to "DECISIONS". Another curved arrow points downwards from "TINY" to "DECISIONS".

DON'T  
COPY



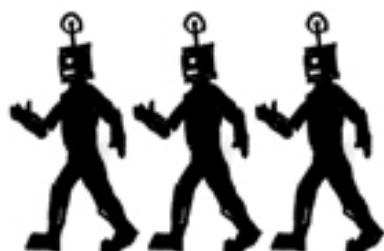
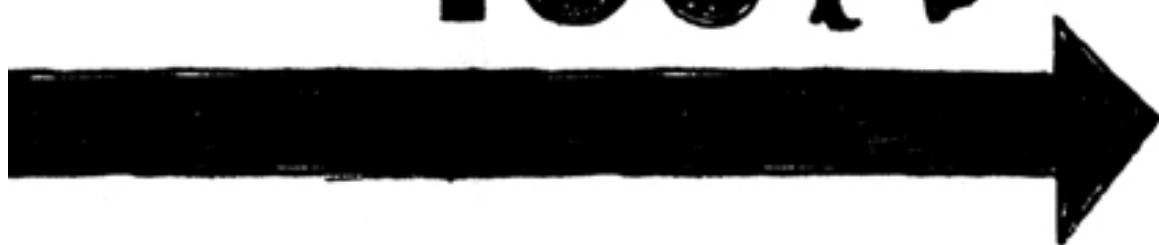




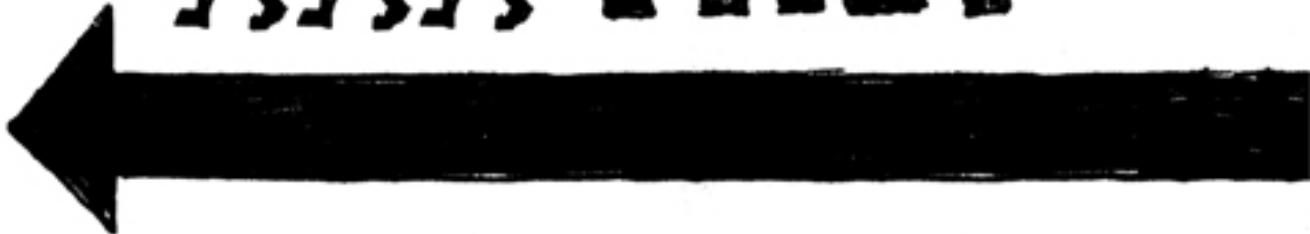


**UNDERDO**  
*your*  
**COMPETITION**

**FOCUS ON  
YOU**



**INSTEAD OF  
THEY**



SAY  
NO

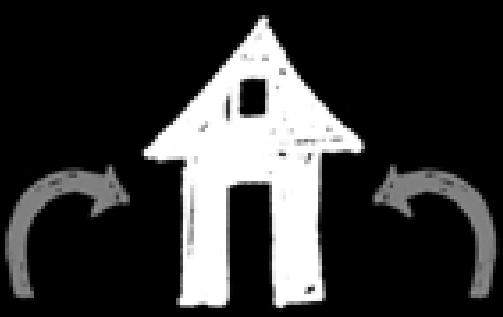


LET YOUR  
CUSTOMERS  
**OUTGROW**  
*you*

REVOLUTIONARY!  
NEW! HOT!  
Amazing! FASTER!

don't confuse ENTHUSIASM  
WITH PRIORITY

→ Useful.



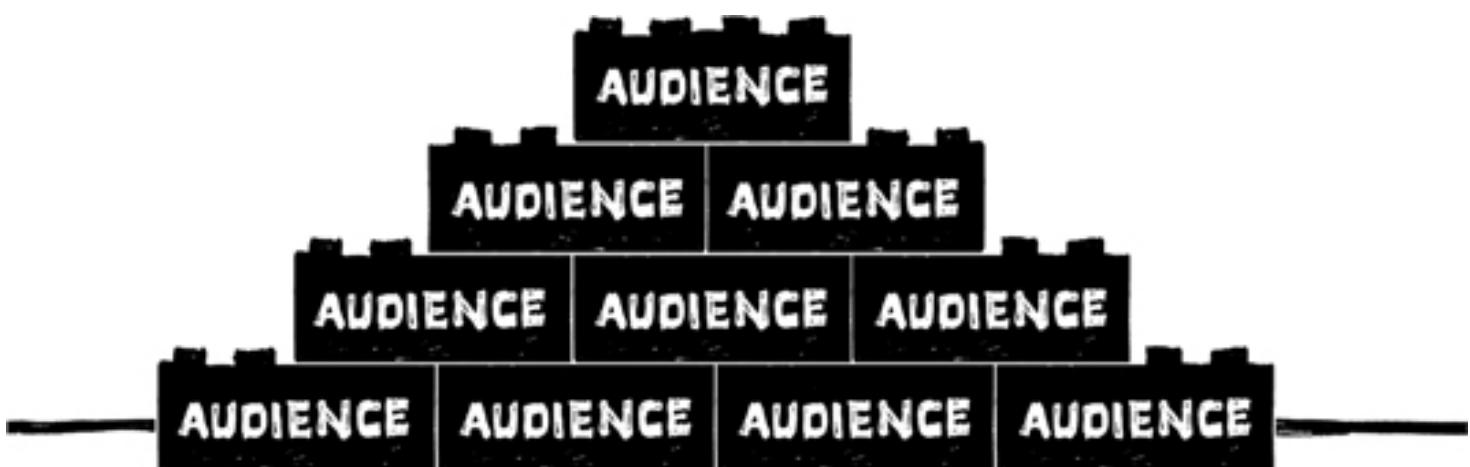
AT-HOME  
GOOD

DON'T  
WRITE IT  
DOWN





WELCOME  
TO OBSCURITY

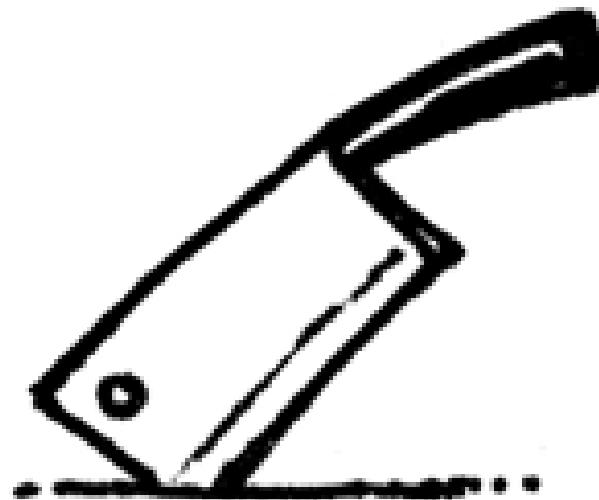


*don't*  
**OUT-\$PEND**  
—  
**OUT-TEACH**

EMULATE



CHEFS





GO  
**BEHIND**  
the**SCENES**





ARE SPAM

**NICHE  
MEDIA**

---

**OVER  
MAGG  
MEDIA**



*Emulate*  
**DRUG  
DEALERS**

**EVERY  
THING**

**IS**

*Marketing*

YEAR 6

YEAR 7

YEAR 8

YEAR 9

YEAR 10

OVERNIGHT  
Sensation!

DECEMBER

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17





PASS  
ON GREAT  
PEOPLE



# RÉSUMÉ

- EXAGGERATION
- HALF-TRUTHS
- EMBELLISHED
- MISLEADING

# WHAT DOES



# YEARS EXPERIENCE MEAN anyway?

UP AS

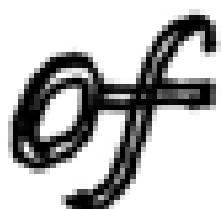
DANGEROUS

MATERIAL

**DELEGATORS**  
— ARE —  
**DEAD  
WEIGHT**



**HIRE  
MANAGERS**



**HIRE  
THE  
BETTER  
WRITER**



**THE BEST ARE**



**EVERYWHERE**



# OWN your BAD NEWS



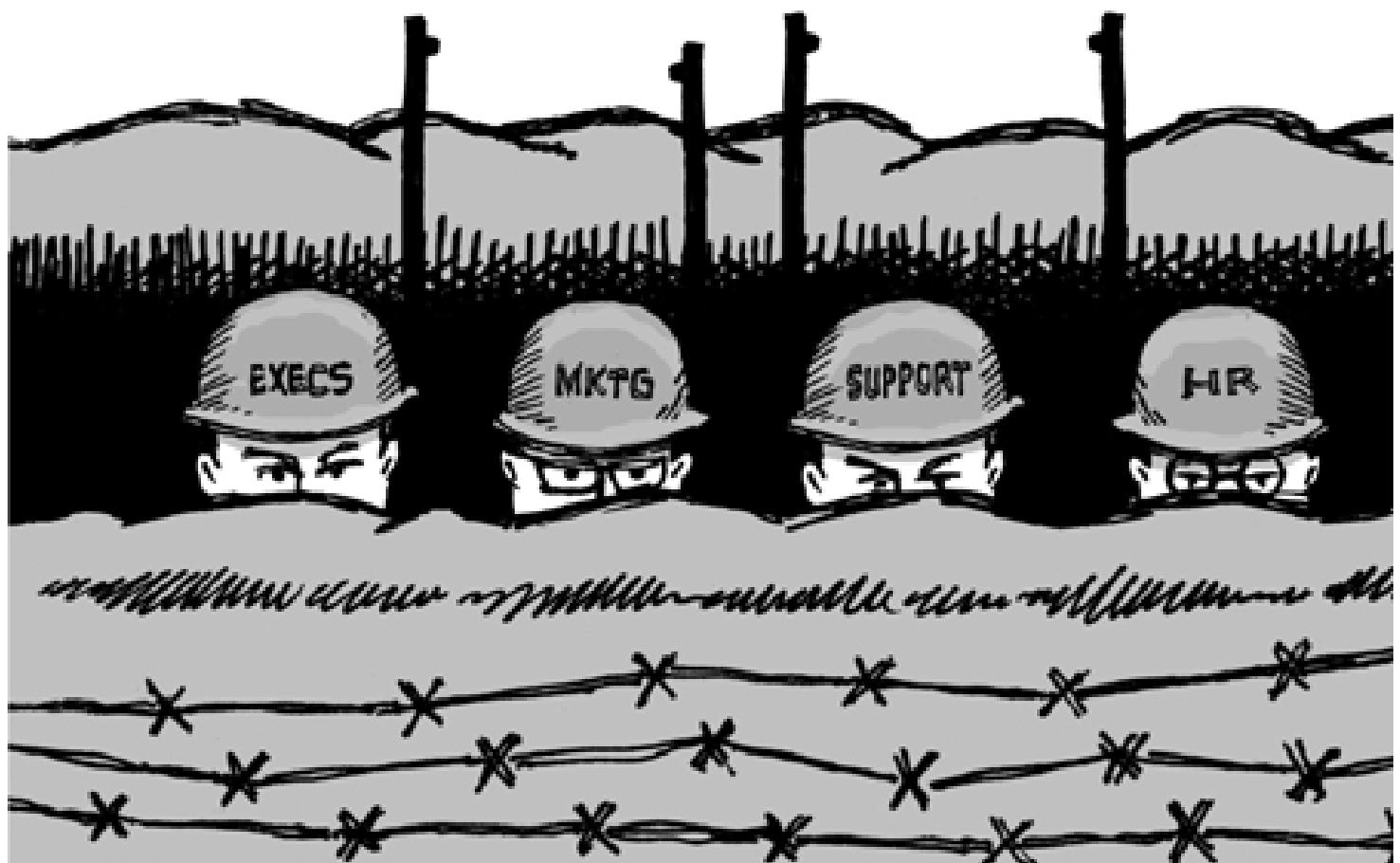
*Speed*  
CHANGES  
EVERYTHING

I'm  
Sorry.

WE  
"APOLOGIZE"  
FOR ANY  
INCONVENIENCE  
THIS MAN HAVE CAUSED



# **EVERYONE ON THE FRONT LINES**

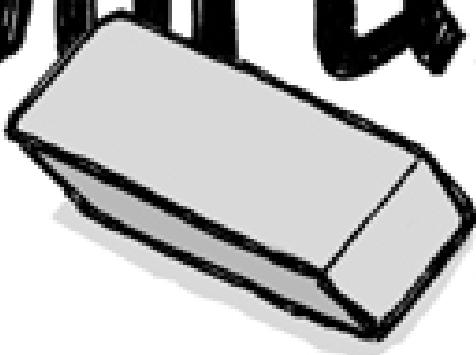


TAKE a  
DEEP  
Breath



**CULTURE  
IS THE BY-PRODUCT  
of CONSISTENT  
BEHAVIOR**

*decisions are*  
**Temporary**



# BUILD A ROCKSTAR ENVIRONMENT



**THEY'RE**  
not **13**



SEND PEOPLE  
**HOME**  
at **FIVE**



**SOUND**  
**LIKE**  
*you*

NE\*D!

C\*N'T!

E\*S\*Y!

F\*5T!



