

# Master your fears as a Jedi / Developer

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**Level: Outside comfort zone**

A dramatic, close-up portrait of Yoda's face, looking directly at the viewer with a serious, intense expression. He has his signature green skin, large ears, and wrinkles. The lighting is low, creating strong shadows and highlights on his face, set against a dark, textured background.

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as a Jedi / Developer

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# Every journey needs a hero



# The hero's journey



Let's get  
uncomfortable...

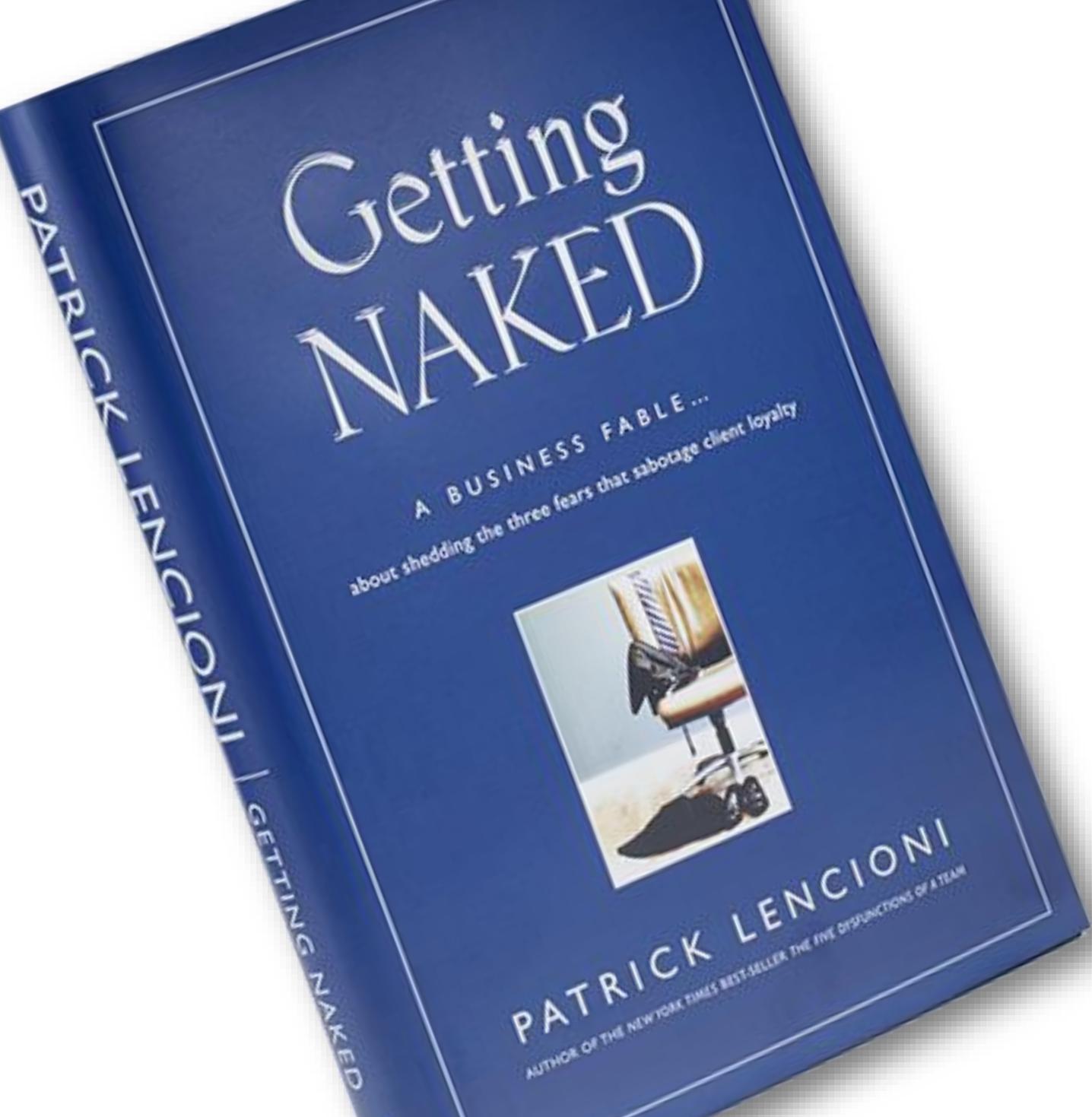


where the  
magic happens

THIS IS YOUR  
**COMFORT  
ZONE**

Change

# What inspired us



Patrick Lencioni

# Accepting the status quo

In here, it takes two weeks to get VPN access...



LS1563B602

*It's my stapler*

Rusty people &  
organizations



# Culture of fear

Uh... yeah. So I guess we  
should probably go ahead and  
have a little talk. Hmm?





# Pleasers

Consultants doing exactly  
what customers ask, not  
what they *need*

Their KPI is: billable hours

Change

# Simple Puzzle



Draw an uninterrupted line that crosses all doors in all walls **exactly once** through the doors

Don't share your solution with others

1 minute!



# The hero's inner journey





# "I dont see this happening"

— Woordvoerder reisorganisatie Corendon



Travel agency Corendon is not enthusiastic about this idea. We don't have to expect flights to your vacations by rocket anytime soon. "I've seen a movie of how often these Rockets by Musk explode."

I Don't see this happening says a spokes person of corendon (dutch travel agency). KLM also doesn't believe that this will be the future

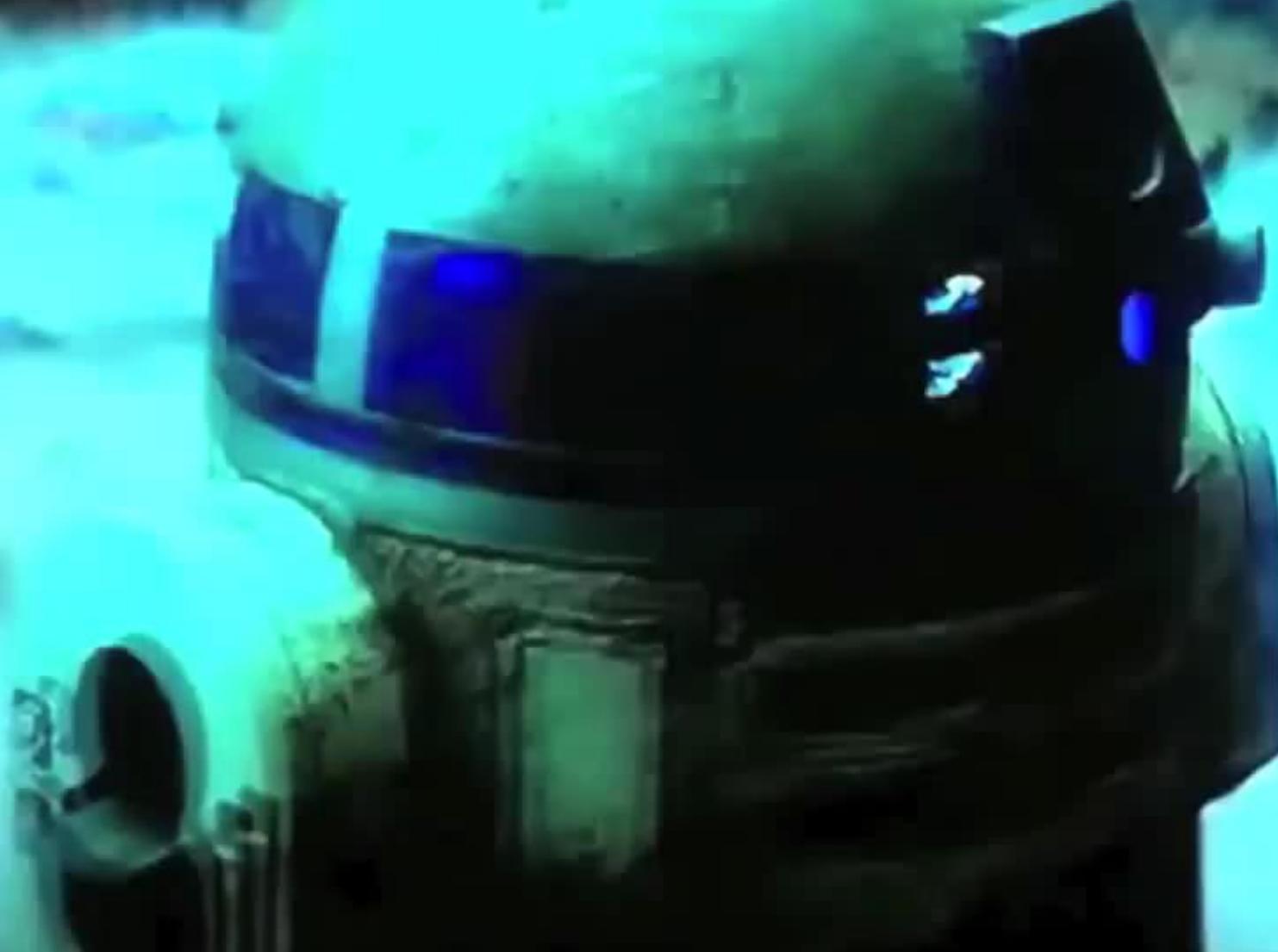
# Fears

*Fear is the path to the dark side. Fear leads to anger, anger leads to hate, and hate leads to suffering.*

Yoda



Do or do not





Fear of  
being  
embarrassed

Ask dumb  
questions



Make dumb  
suggestions





Celebrate  
your  
mistakes

# Fear of losing the business



Tell the kind  
truth.



*"I am your father"*

Enter the  
danger



A man with long, light-colored hair tied back and a full beard looks directly at the camera with a neutral expression. He is wearing a textured, light-colored tunic. In the background, another person's head and shoulders are visible, wearing a dark blue hooded cloak. The setting appears to be a dimly lit indoor space.

Always consult  
instead of sell

# Give away the business



Fear of  
feeling  
inferior



Take a  
bullet for  
the client



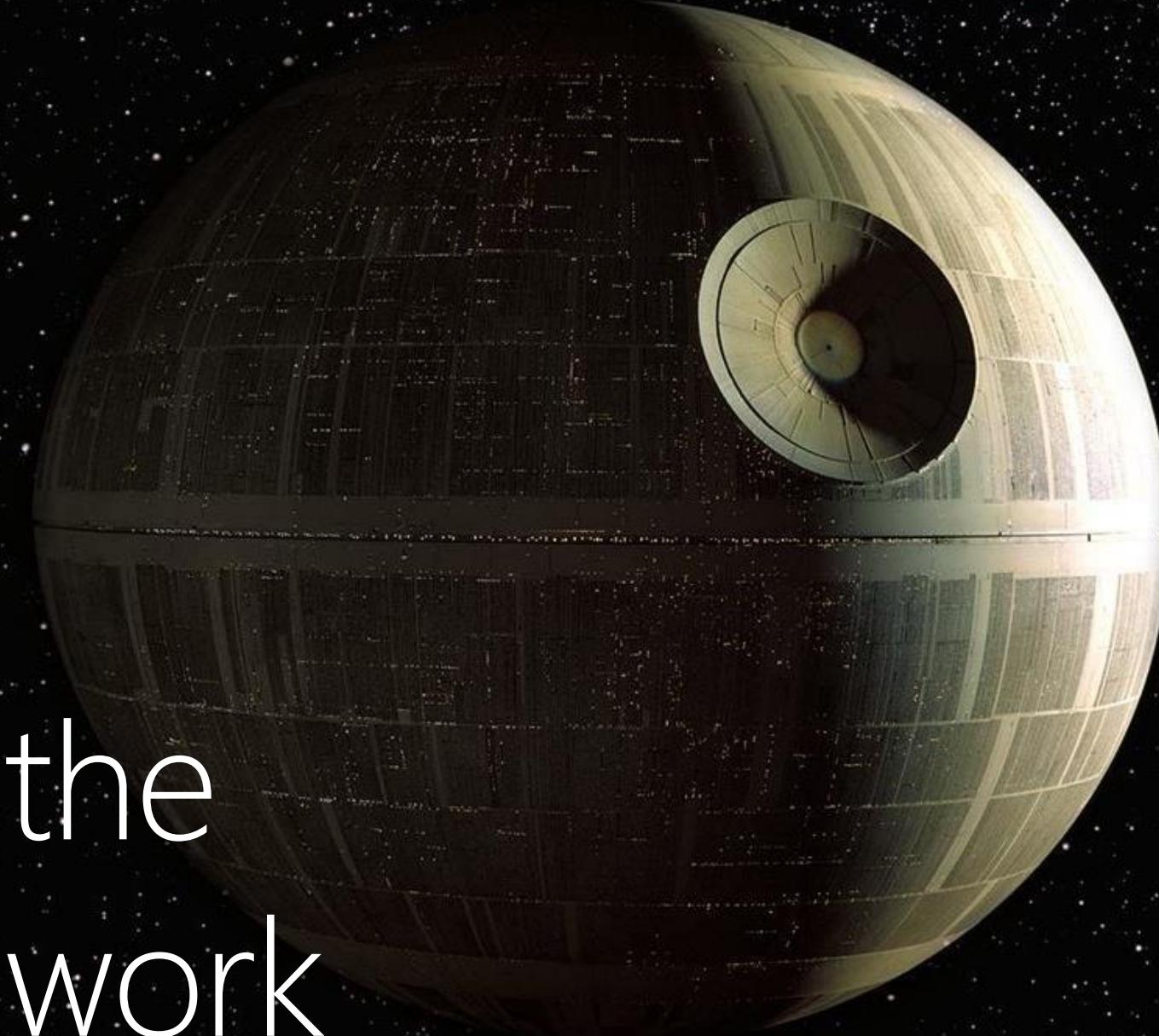
A photograph showing three individuals in a dimly lit, cluttered environment. One person on the left stands near a red pipe, wearing a light-colored long-sleeved shirt and dark pants. In the center, another person wears a striped tank top and shorts, leaning against a large cylindrical object. To the right, a third person is seated, wearing a light-colored shirt and shorts, looking down at something in their hands. The floor is covered in debris, including broken glass and metal scraps, suggesting a scene of destruction or a makeshift workshop.

Do the  
dirty work



Make everything  
about the client

Honor the  
client's work



A photograph of a wooden boardwalk with railings, leading into a dense green forest. The boardwalk is made of light-colored wood and has dark, weathered railings. The forest is filled with various shades of green foliage.

Now  
it  
is time  
to  
cross the  
threshold

A photograph showing a person's legs and feet hanging out of a circular yellow porthole on a ship. The person is wearing blue jeans and dark sneakers. The background shows the interior of the ship's hull.

Face the fear of  
embarrassment



May the force  
be with you