



**Brett Adcock**

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This took me 15 years to learn,  
I'll teach it to you in 5 minutes:



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# Speed Is the Denominator

Time is the only true enemy.

→ The faster you move, the  
faster you learn

→ The faster you learn, the  
faster you execute

→ The faster you execute, the  
faster you win

## Sluggishness kills opportunity.



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Small teams are better

Big companies are 2-5x  
overstaffed.

Leaders should be able to dive  
deep into details and also instill  
a common vision.

Smaller teams:

- make quicker decisions
- communicate easier
- are more fun
- move faster



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## All Rules Are Made Up

We're taught that we're supposed to:

- Graduate college
- Get a 9-5 job and stay there
- Work for someone else for 40 years
- Retire at 65 (if you're lucky)

These are made up.

Tech enables you to bend the world to your will.



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## 4 Hour Workweeks Don't Work

Look at the best businesses in the world.

What do they have in common?

- Grand vision
- Great product
- Ability to adapt
- Great leadership
- Legendary work ethic

Real impact doesn't happen with passive effort.





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## Compound Your Skillset

The **#1** investment you can make is in yourself.

Level up constantly with:

- Online courses
- Side Hustling
- Mentorship
- Shadowing
- Cohorts

Your knowledge will compound and take you far.



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## Make Risks a Habit

High-rewards require high  
\*perceived\* risk.

Look for problems you can  
uniquely solve (that carry big  
rewards).

e.g. At Figure, we're aiming to  
solve labor shortages with  
humanoid robots.



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## Hard Ideas Are Easier

Hard ideas are magnets.

The harder the idea:

- the more people are dedicated to the mission
- the easier it is to recruit top talent
- the more investors are interested

Playing small is boring.

Trying to build the next SpaceX is thrilling.





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## Execution Needs Direction

Taking massive action is crucial.

If you do it in the wrong direction, it could kill your idea.

Don't over-strategize this, but know where you're going as you execute.

Many become blind to this and end up failing.



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Let's recap:

- Everything Was Built by People Like You
- 4 Hour Workweeks Don't Work
- Execution Needs Direction
- Speed Is the Denominator
- Compound Your Skillset
- All Rules Are Made Up
- Hard Ideas Are Easier
- Make Risks a Habit



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That's all for today!

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