



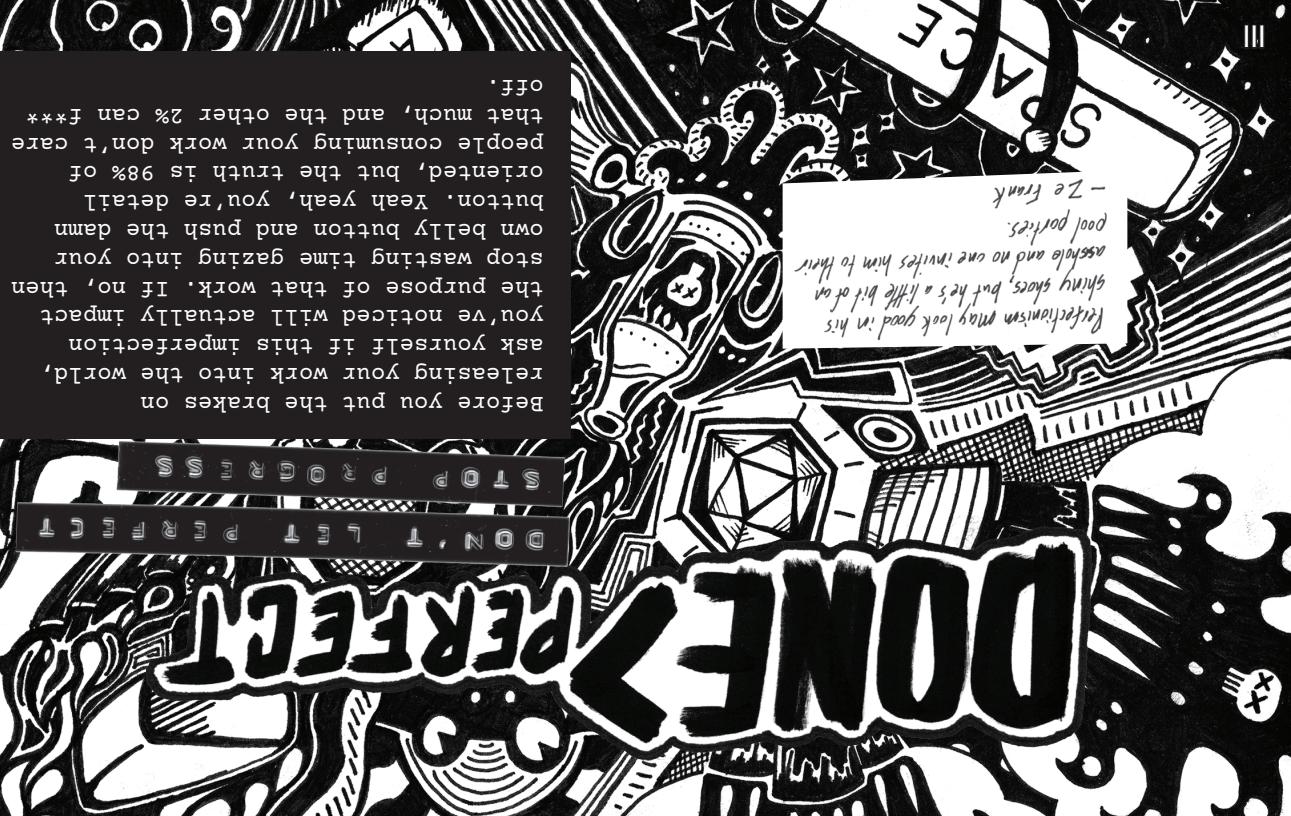
You, we doing something new, maybe it's even something that is outside of your field of expertise, and you get that feeling! We all know it, the feeling you want to start throwing things around, quit your job, flee to the wilderness, and live out life as a hermit: frustration, GOOD! Now remember this: that is what learning feels like. Frustration is the feeling of new neural pathways being formed in your brain. It sucks, but if you can learn to harness frustration instead of running from it, you'll be unstoppable.

# IT'S LEARNING



# MEETING WORK

Your time is precious and it belongs to you. Guard it with your life, because it is your life. Understand your priorities and say no to anything that does not align to them. When it is time to work, do your work. Meetings aren't work. Avoid them if possible. If you don't need to be in a meeting, decline it. If you're running a meeting, keep it as short as possible. When it is not time to work, go home, and be with your family. This is what is most precious. No one on their death bed wishes they could have more time to work and make money.



Before you put the brakes on releasing your work into the world, ask yourself if this iteration is the purpose of that work. If no, then stop wasting time gazing into your own belly button and push the damn button. Yeah yeah, you're detail oriented, but the truth is 98% of people consuming your work don't care that much, and the other 2% can f\*\*\* off.

S T O P P R O G R A M M I N G C O D E

# ONE > PERFECT

O C T A V O

1. RELEASE THE KRAKEN  
FOR THE RIGHT REASONS
2. LEAN INTO FRUSTRATION  
IT'S WHAT LEARNING FEELS LIKE
3. FAIL LIKE A CAT  
OFTEN AND GRACEFULLY
4. KEEP SPACE SACRED  
THE MIND DOESN'T STOP AT THE SKULL
5. DONE > PERFECT  
DON'T LET PERFECT STOP PROGRESS
6. KEEP IT WEIRD  
IF NOBODY HATES IT, NOBODY LOVES IT
7. BE SELFISH WITH TIME  
MEETING ≠ WORK
8. THE BIG SECRET  
EXPERTS ARE MYTHICAL CREATURES

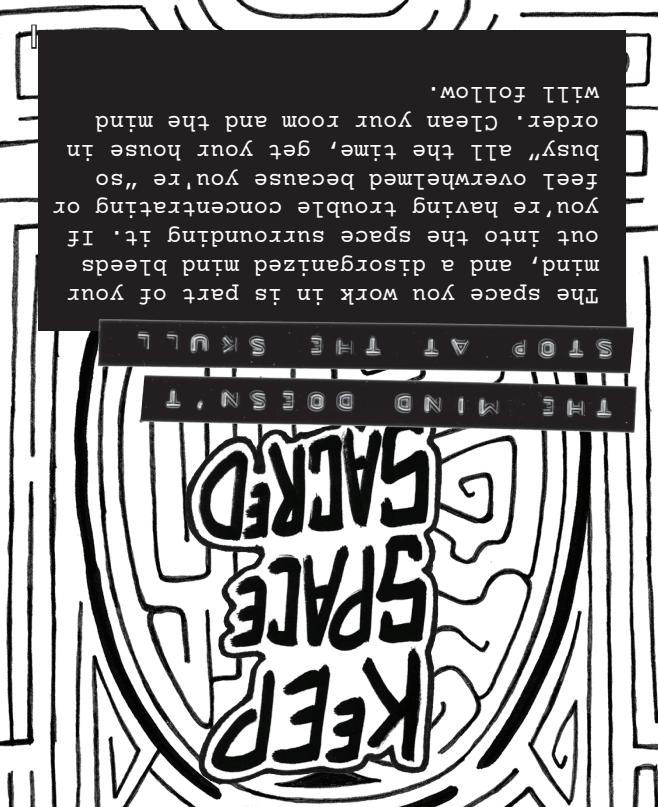
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O C T A V O

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Normality is a siren song. We want everyone to love our work and so we are tempted to conform, tame down, blend in, assimilate. In an attempt to make everyone love our work, it becomes boring, inoffensive, beige.

You're going to screw up and break something (maybe something big and important). You've probably done it a bunch of times already, but you survived and now you're a little wiser than you were before. Fix what you broke and move on to your next failure. Embrace your inner cat: fail fast, fail often, fail gratefully; failure is part of the process.

FOR THE RIGHT REASONS

I once worked for a guy who, at first, I couldn't tell was the best boss I ever had or the worst. Everyone had a problem with this guy, or at least feared him, except for his team. He expected results from his team and pushed us far outside of our comfort zones. He was an asshole, a bulldozer, and a bully because he cared about the people who worked for him. He knew who needed to be lifted up, who needed to be pushed hard, and who needed to be knocked down and he did exactly this without any regard to who he offended. When he said, "release the kraken," that was our cue to be the asshole in the situation. This is me giving you permission to be an asshole, but make sure you're an asshole for the right reasons.



OF TEN AND GRAVE FULL LY

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