

IT'S WHAT LEARNING FEELS LIKE

You're 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.



DONE > PERFECT

DON'T LET PERFECT STOP PROGRESS

Before you put the brakes on releasing your work into the world, ask yourself if this imperfection you've noticed will actually impact 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.

Reflexionism may look good in his shiny shoes, but he's a little bit of an asshole and no one invites him to their pool parties.
- Ze Frank

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.

DZ
AWA

OCTAVO

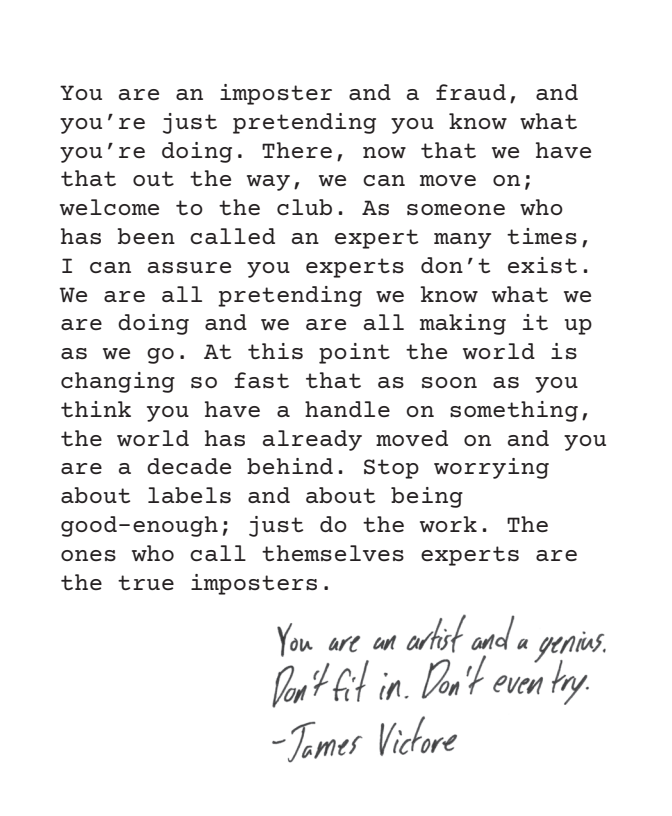
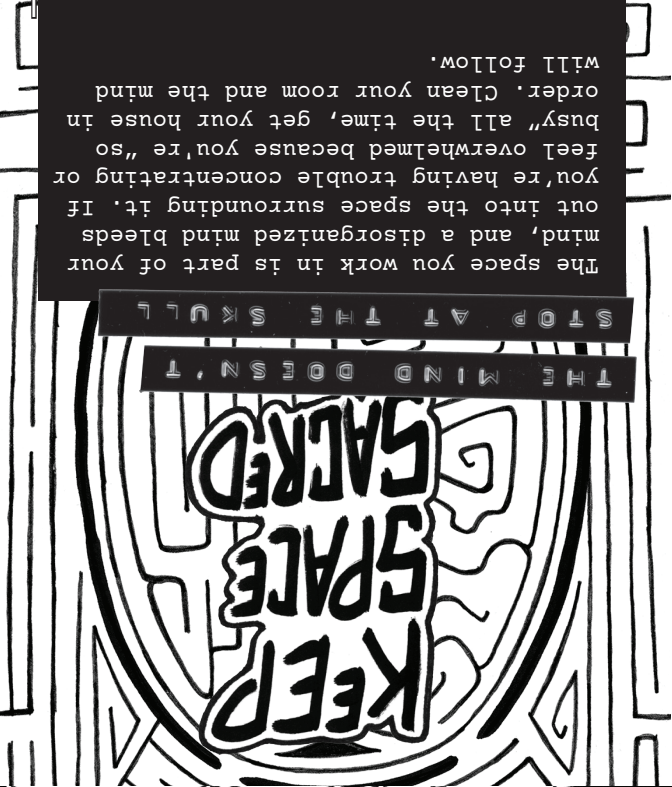
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NO
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OCTAVO

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

DZ
AWA



You are an imposter and a fraud, and you're just pretending you know what you're doing. There, now that we have that out the way, we can move on; welcome to the club. As someone who has been called an expert many times, I can assure you experts don't exist. We are all pretending we know what we are doing and we are all making it up as we go. At this point the world is changing so fast that as soon as you think you have a handle on something, the world has already moved on and you are a decade behind. Stop worrying about labels and about being good-enough; just do the work. The ones who call themselves experts are the true imposters.

*You are an artist and a genius.
Don't fit in. Don't even try.
-James Victore*

