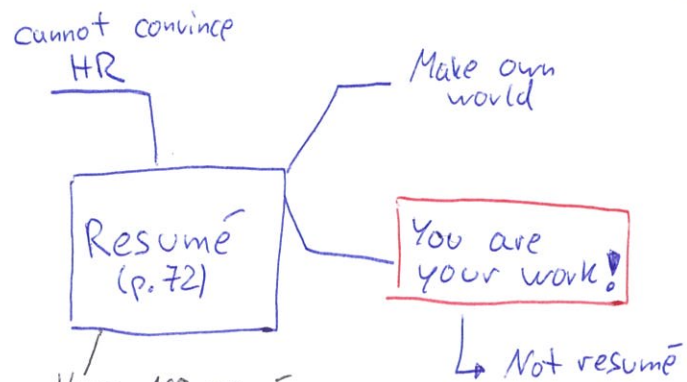


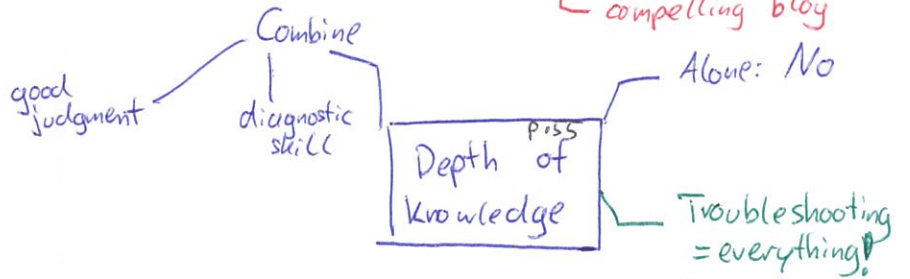
Linchpin



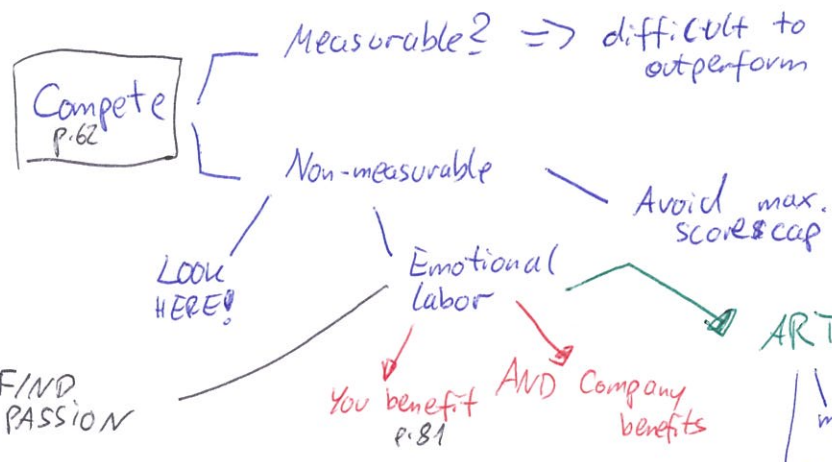
Have NO resume: (p. 71)

↳ INSTEAD:

- ref. letters
- prev. projects
- reputation
- compelling blog



↳ "If we could describe it, we wouldn't have trouble"

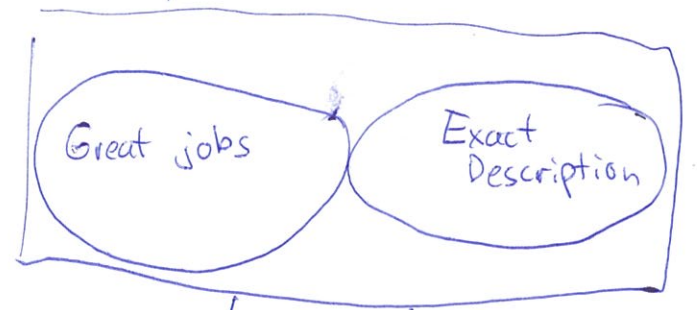


Not project-related

But finish!

FIND PASSION

requires being different (but not sufficient)



Production means = LAPTOP

No more ABC = attendance based compensation

↳ KICKASS easier

Mediocrity harder

↳ No zero-sum games ⇒ Create value

↳ "We are brilliant in tiny bursts" (p. 51)

Don't wait for good job job to give your best, you'll never get it!

↳ teach yourself attitude

↳ make the best X

ART:

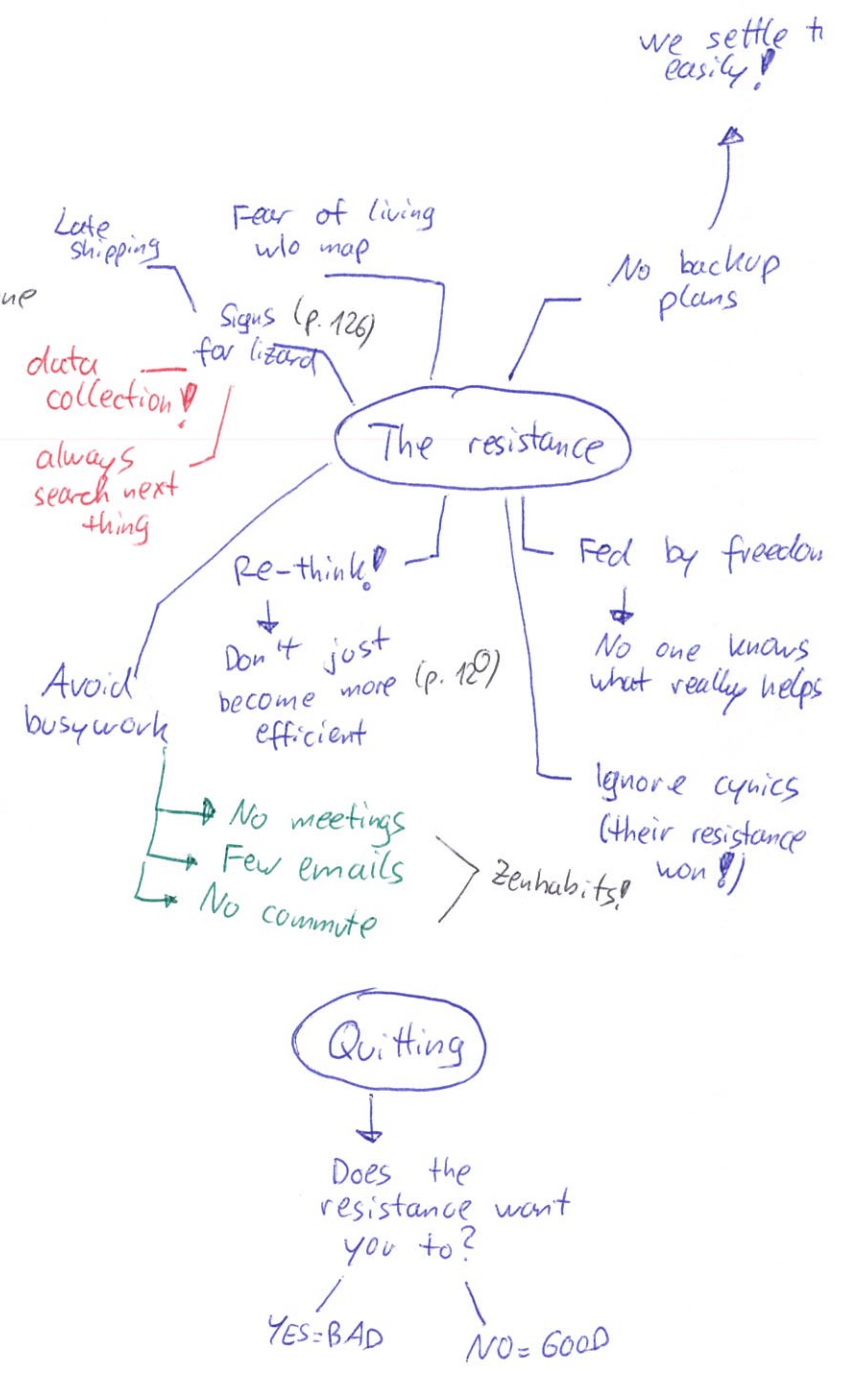
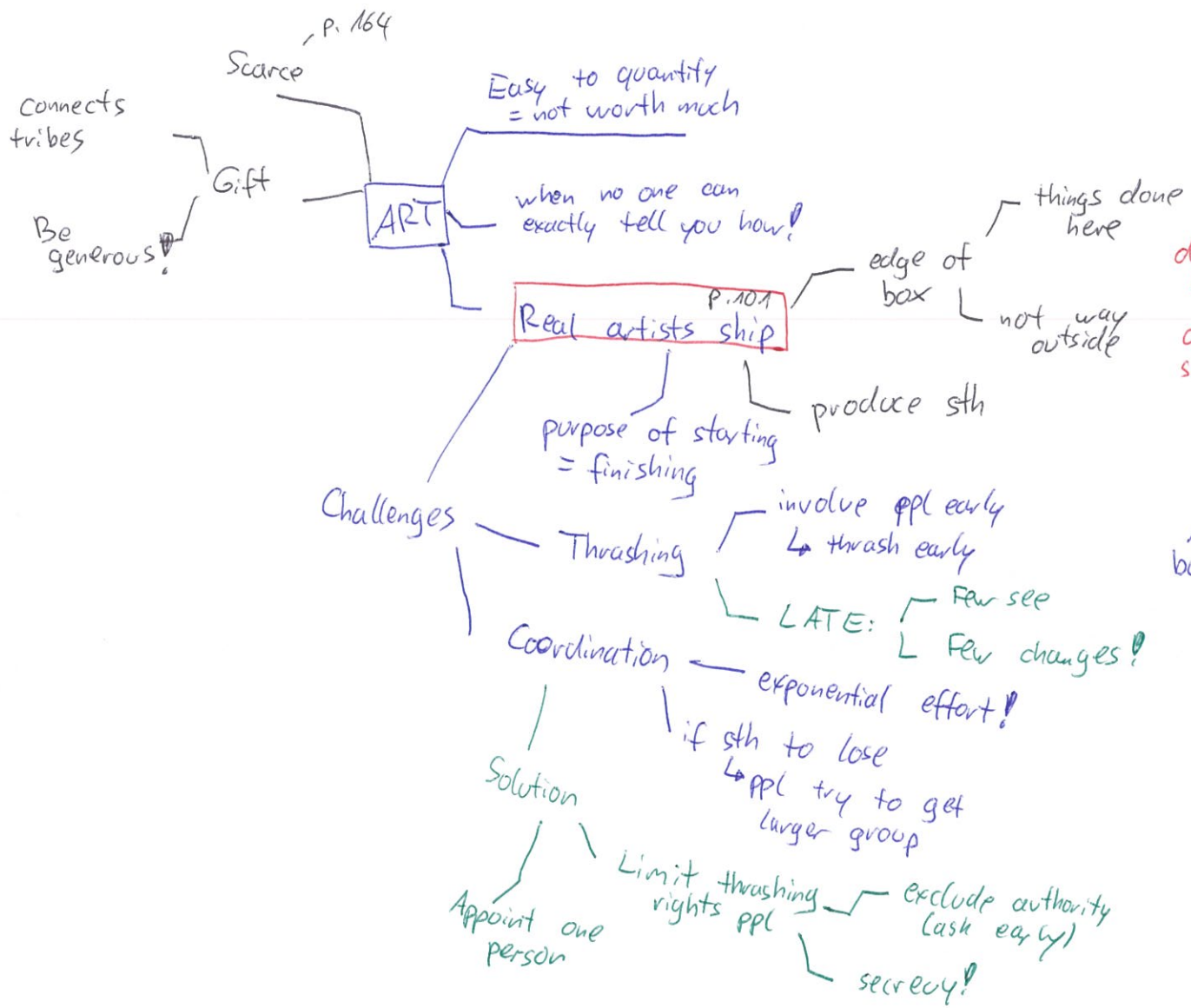
easy & risk free?

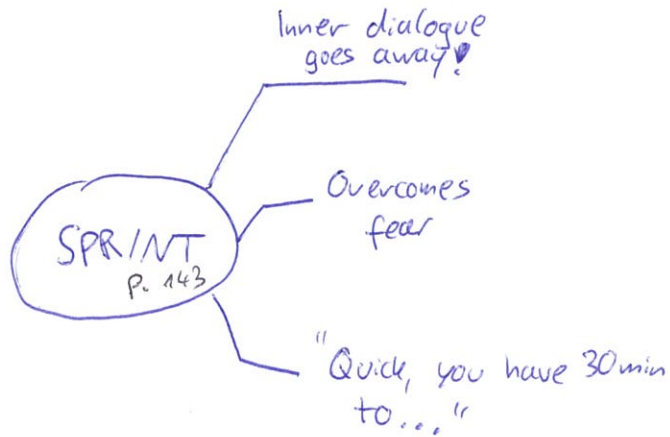
prob. not art!

p. 84

must be gift

can be any original idea that is gift

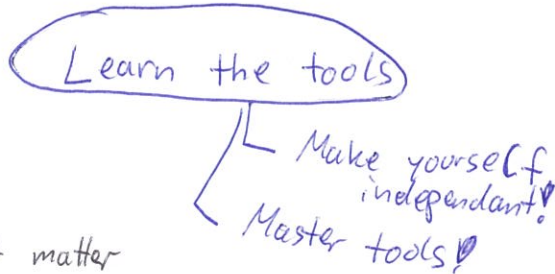
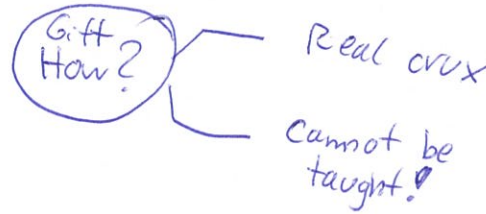
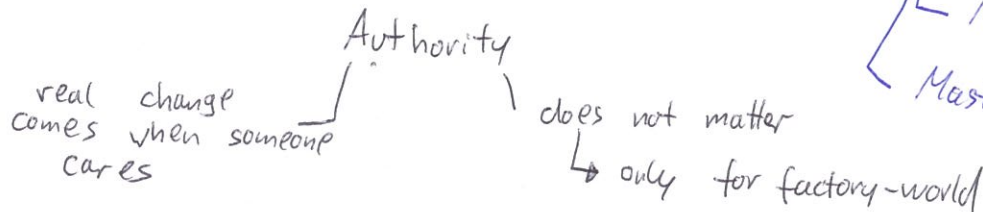




Teamwork = Do what boss says (often)

Appreciate gifts

- ↳ Thank you and...
- I marked X pages
- I told Y about this
- I blogged about you
- you changed me



Godin making process

- 1) Due date => put on wall
- 2) Index cards => brainstorm, fishing
- 3) Thrashing & dreaming (fearless b/c deadline far)
 - ↳ must motivate b/c urgency low
- 4) Put cards in DB → Filemaker (Godin)
 - ↳ OneNote(?)
 - ↳ Wiki(?)
- 5) Thrash in DB (group)
 - ↳ Understand: Last chance to make this better
- 6) Summarize (you)
- 7) Ask boss: if I deliver what you approved, on time will you ship it?

↳ Don't accept "I know when I see"

Hoping = Stress
P. 204

List of indispensable:

- unique interface across orgs
- unique creativity
- manage great complexity
- lead customers
- inspire staff
- provide deep knowledge
- possess unique talent

introduce your super-power!

Maybe:

- you're doing wrong thing
↳ try sth else
- your art doesn't pay => find career to fall in love with

My boss won't let me

- typically untrue

Mostly only:

- he won't cover you (obviously)
- => you must sell to boss better
- ↳ you earn trust

Make changes that work down!

Let boss take credit, don't let him cover!