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Brevity • Levity • Repetition



Does \$ MOTIVATE

IF/THEN = SIMPLE 😊

IF/THEN = COMPLEX 😞

50 yrs of Science

0.0001%

more complex than carrots + sticks. ROWE

FACT • **AUTONOMY**

- self direction
- greater freedom works
- one day working on whatever

Money is a motivator

- not the prob
- not the solut

20% projects

MASTERY | **PURPOSE**

- making progress on one's work
- 1 MASTERY IS A MINDSET
- 2 MASTERY IS A PAIN

How | WHY

GRIT

persistence + passion for long term GOALS



many Profit + Purpose

do something meaningful + contribute to the

3 MASTERY IS AN ASYNTOPE



Mastery depends on feedback

WE vs **THEY**

= every great President has a

1 Sentence

Was I Better today?