

Fall in Love with the Lesson

Either it works or it doesn't.

That's the litmus test for how good of a job you do at communicating, investing, or creating value.

Intentions only matter because results matter more.

What use would there be for saying "I only intended to say X" or "I never intended to do Y" if our actual results weren't the more powerful force at play?

If people know you have well-meaning intentions, that's a good thing because it proves you're open-minded, willing to learn, and empathetic towards others. But that's about as far as good intentions can take you. Focusing on "this is what I intended to achieve" is only useful if it improves your ability to get the kinds of results that make you say "I created what I intended to create."

Failure is forgivable, but being forgiven implies that you're capable of something better.

The goal is to "fail forward" not to spend all your time defending the logic behind your failure.

If you're harping on about how right you are while holding a bag of bad results in your hand, you're teaching yourself to fall in love with losing.

Losing is a great teacher. Fall in love with the lesson, not the teacher.