

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. DONE > PERFECT

DON'T LET PERFECT STOP PROGRESS

5. KEEP SPACE SACRED

THE MIND DOESN'T STOP AT THE SKULL

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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