

Key Learnings



LINCHPIN

Are you Indispensable?

SETH GODIN



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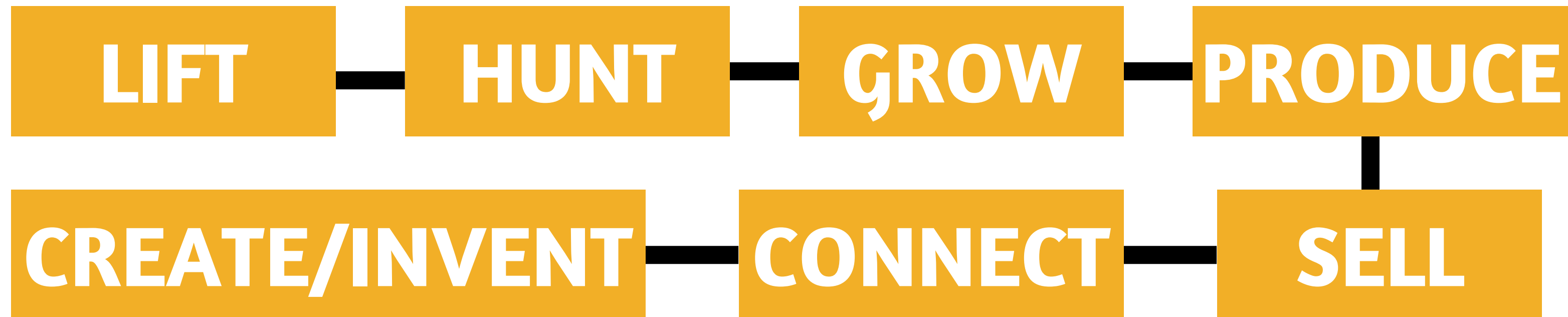


The more value you CREATE in your job,
the fewer clock minutes of labor you
actually spend creating that VALUE.

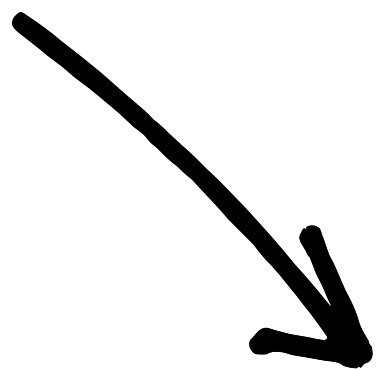
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The hierarchy of VALUE



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Depth of knowledge with good
judgement is worth a lot.

PERFECT is bad because you can't top
perfect.

Feel the fear, acknowledge it and then
PROCEED.



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ART is never defect-free because that
would make it standardised.

If it wasn't a mystery, it would be
EASY. If it were easy, it wouldn't be
WORTH much.



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Don't GO by the MANUAL.

Bring YOURSELF everywhere.

You are not your RESUME, you are your
WORK.



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Look for **WAYS** to make **THINGS** happen.

If **YOU** can do it once, **YOU** can do it
again.

REALITY is inside the **BOX**, not outside.



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Get SCARED early, not late
Be BRAVE early, not late.

Find your discomfort and EMBRACE it.

Make your own MAP, don't follow
other's.



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PERFECTION keeps you from being
done.

Your JOB is about following
instructions; the WORK is about
making a difference.



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EVERYDAY is a new chance to CHOOSE.

The act of DECIDING is the act of
SUCCEEDING.



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Living life without a MAP requires a
different attitude. It requires you to be
a LINCHPIN.

BE INDISPENSABLE



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ATTITUDE SEEK OUT BALANCE
THRASH EARLY SPRINT EMBRACE DECIDE
BE YOU OPTIMISM VALUE
RESPECT PASSION
FEAR LOVE DO IT GIVER
DISCIPLINE KEEP MOVING REALITY
EFFORT LEARN ACKNOWLEDGE
CHOOSE CREATE YOUR OWN PATH

The word "LINCHPIN" is written in a bold, orange, sans-serif font. The letters "L", "N", "C", "H", "P", and "N" are orange, while the two "I"s are black. Above each "I" is a small yellow circle, and two vertical black lines extend downwards from each "I", resembling a pin.