

Leadercast

shift



Live a Life of Purpose, Passion and Impact

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The existing model explaining the stages of change (unconscious incompetence, conscious incompetence, unconscious competence, conscious competence) positions each stage on a stair step with the goal of progressing toward conscious competence. However, that model is flawed because it positions us to act out of fear. We fear we'll lose our place at the top or develop imposter's syndrome.

The more helpful approach to the stages of learning is to view them as a cycle, not stairs. The end goal should not be mastering — we should stay curious and be intentional about channeling our inner beginner.

Main Points

Don't be too much of an expert to change your mind, shift, wonder, or ask others for hope when you need it.

If you want your company to scale, do things that don't scale. Don't be so focused on growth that you lose sight of individuals and treating people well. Handcraft the customer experience.

Honor your small dreams and take them seriously. The power of impacting one person is so much greater than the lack of impact from not acting on your big dreams.

“Dreaming small
can catapult us from
waiting to creating.”