

DANIEL PINK

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Brevity • Levity • Repetition



Does \$ MOTIVATE

IF/THEN = SIMPLE 😊

IF/THEN = COMPLEX 😞

50 yrs of Science
0.0001%

MASTERY

PURPOSE

- making progress on fixed growth

1 MASTERY IS MINDSET

2 MASTERY IS PAIN

GRIT

perseverance & passion for long term GOALS

How | WHY

many Profit & Purpose

do something meaningful contribute to the Earth

more complex than carrots + sticks. ROWE

3 MASTERY IS an ASYNTOPE



Mastery depends on feedback

WE vs THEY

= every great President has a Sentence

FACT

AUTONOMY

MONEY IS a motivator
• not the prob
• not the solut

self direction
greater freedom works
one day working on whatever



>10% to don't list