

DECODING GREATNESS

How the Best in the World Reverse Engineer Success

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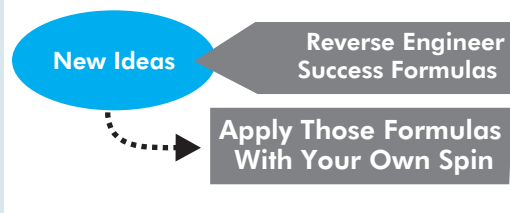
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MAIN IDEA

To be highly successful in any field, you don't have to be a genius. Nor do you have to be enormously talented, or even put in the legendary 10,000 hours of practice. Instead, you need a repeatable system that works, and the best system of all is to identify great examples in your field, work backwards to figure out how they were created, and then make your own version which puts your unique spin on that proven formula. Build on what is already working, and add in your own flair.

Decode and use greatness in your field

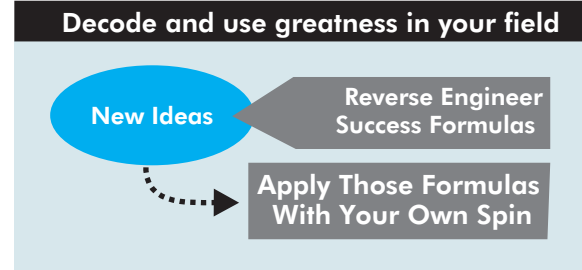


Reverse engineer what the best in your industry presently do well, learn how to replicate their performance, and then add your own unique tweaks. That's the best way to spark your creativity, and develop an inventive, winning idea which is uniquely your own. It's also the way you can evolve your work, and move your entire industry into new and exciting directions if you're lucky.

Work backward to move forwards. Decode greatness, and then add your own spin. It's a proven winning formula.

"While you might assume that reverse engineering has limited value outside the world of computing, its applications are surprisingly broad, actionable, and compelling. In fact, reverse engineering is not just a favored tool of business titans—it's one commonly utilized by literary giants, prizewinning chefs, comedy legends, Hall of Fame musicians, and championship sports teams. More important, it's one you can apply in your field to learn from your contemporaries, extract valuable ideas, and evolve your work in exciting new directions."

– Ron Friedman



1. Reverse engineer success formulas Pages 2 - 4

The first step in becoming a standout performer in your own right is to study and analyze what the top performers in your field are currently doing well. Reverse engineer what they do. Not only will this unlock hidden insights, it will also signpost the new skills you need to acquire, and spark your own creativity.

- 1 BECOME A COLLECTOR OF GREATNESS
- 2 SPOT THE DIFFERENCES IN SUPERIORITY
- 3 THINK IN PATTERNS & FRAMEWORKS
- 4 DON'T MERELY MIMIC, ADVANCE & EVOLVE
- 5 EMBRACE THE VISION-ABILITY GAP

2. Apply those formulas with your own spin. Pages 5 - 8

Once you've reverse engineered excellence in your field, you can then set about transforming that knowledge into mastery. This will be quite intimidating at first because of the gap between what you can do and what you need to do, but there are savvy evidence-based ways to bridge that gap. Elevate your skills, and produce great work.

- 6 KEEP SCORE SELECTIVELY WITH METRICS
- 7 TAKE THE RISK OUT OF RISK TAKING
- 8 DISTRUST COMFORT, EXPECT CHALLENGES
- 9 HARNESS PRACTICE & VISUALIZATION
- 10 ASK FOR ADVICE, NOT FEEDBACK