

#8 The Only THREE Reasons Why People Fail

Wrong Plan

- Plan is a sequence of steps
- Sequence matter
- Goals matter
- Starting Point matters
- The map is NOT the territory
 - So you need insight into the industry
 - For example “Writing a Book”

Wrong Execution

Assuming the plan is viable

- Usually a symptom of a not enough detail in the Plan
- Typically involves too little of a **critical** “input”
 - Because of indiscipline, laziness, focus, ignorance
 - Because of environmental factors
 - Because of lack of accountability, measurability
- Closed feedback loops (CFL)
 - Learning environments
 - Symptom: Codecademy, tutorials etc, teach you syntax but then cant build anything “from scratch”
 - CFL → illusion of learning but at best its *literacy* not skill
 - Standardization (eg colleges, bootcamps etc)

- CFL → everyone learns/ teaches the exact same thing so disconnect from movements in industry

Wrong Expectations

- Symptom of “mistaking the map for the territory”
- OR making assumptions based on social media influencer posts
- OR making assumptions based on “media”
 - Eg: self taught is “normal”
 - Eg: learning HTML , or SQL, or Python is what matters
 - Eg Learning to code is enough for a job
 - Eg: Learning to code in 90/120/150 days etc
- If it's hard, the material is not right, or the instructor is bad
 - Jump around