

Seven Lessons from Thirty-five Years as an Outfitter Manager

or

How I went from knowing everything to only knowing seven things in just 35 years as an outfitter

NOTES

> Suggestion #1 -

"Innovate don't emulate." Vince Lombardi

- First Corollary to Suggestion #1:

"Don't be the best at what you do, be the only one doing what you do." Jerry Garcia

- Derivative A of the First Corollary to Suggestion #1

Make Small Bets

> Suggestion #2 –

"You're the only one of you." Taylor Swift

- First Corollary to Suggestion #2

"Working with other people just makes you smarter; that's proven." Lin Manuel-Miranda

- Derivative A of the First Corollary to Suggestion #2

Collaborate

> Suggestion #3 –

If all of it is bold, none of it is bold

- First Corollary to Suggestion #3

"Whoever is careless with the truth in small matters cannot be trusted with important matters."

Albert Einstein

- Derivative A of the First Corollary to Suggestion #3

Be authentic

> Suggestion #4 –

Know who is building the staircase

> Suggestion #5 –

Think of yourself as a leader, not just a manager

- First Corollary to Suggestion #5

"Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could." Steve jobs

- Derivative A of the First Corollary to Suggestion #5

Sweep the shed

> Suggestion #6 –

"Multa novit vulpes, verum echinus unum magnum" Archilochus

("The fox knows many things but the hedgehog knows one big thing")

- First Corollary to Suggestion #6

"知彼知己，百战不殆" Sun Tzu

("Know thyself and know thy enemy and you will avoid many battles")

- Derivative A of the First Corollary to Suggestion #6

Find your hedgehog

> Suggestion #7 –

Care

- First Corollary to Suggestion #7

Caring is contagious (and reciprocal)

- Derivative CCC of the First Corollary to Suggestion #7

Create a Culture of Caring

- Derivative ABC of the First Corollary to Suggestion #7

Always Bring Cookies

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RESOURCES

> Suggestion #1 - Innovate

Listeners:

How I Built This – NPR – Guy Raz

Readers:

Moneyball – Michael Lewis

Watchers:

The Art of Innovation – Guy Kawasaki –
TEDxBerkeley [YouTube, 21 minutes]

> Suggestion #2 - Collaborate

Readers:

The Wisdom of Crowds – James Surowiecki

Team of Rivals – Doris Kearns Goodwin

Watchers:

The Power of the Collective – James Surowiecki
[YouTube, 23 minutes]

> Suggestion #3 - Be Authentic

Readers:

The Responsible Company – Yvon Chouinard

Watchers:

A Beautiful Day in the Neighborhood (Hulu, Amazon Prime)

> Suggestion #4 - Know who is building the staircase

Readers:

House – Tracy Kidder

> Suggestion #5 - Think of yourself as a leader, not just a manager

Listeners:

Dare to Lead – Brené Brown (Barack Obama; Jim Collins)

Readers:

Endurance – Alfred Lansing

The Art of War – Sun Tzu

Undaunted Courage – Stephen Ambrose

Watchers:

Friday Night Lights (TV Show) Coach Taylor, Tammy Taylor (Netflix)
Bruce Springsteen, our complete interview – NPR NewsHour [YouTube, 40 minutes]

> Suggestion #6 - Find your Hedgehog

Readers:

Good to Great – Jim Collins

Watchers:

Start with Why - Simon Sinek [YouTube, 18 minutes]

> Suggestion #7 - Care

Readers:

The Story of My Life – Helen Keller

All The Light We Cannot See – Anthony Doerr

Watchers:

Ted Lasso (Apple TV)

Are You a Giver or a Taker? – Adam Grant [YouTube, 14 minutes]

Every Kid Needs A Champion – Rita Pierson [YouTube, 8 minutes]

The Second Seven

1. Give back
(to others, to the Earth)
2. Love what you do
(or do something else)
3. Let the game come to you
(listen, observe, think)
4. Watch the horizon
(don't get blindsided)
5. Stretch
(your muscles, mind, limits)
6. Appreciate
7. Be kind. Be kind. Be kind.