

# Be Bad First

The Path to Mastery

The world is changing at an unprecedented rate. New products, services, and ways of communicating appear, disappear, and then reappear in different forms. Every day brings new ways of connecting and doing business. People will succeed in today's world—professionally and personally—if they learn to master new things quickly and continuously.

This half-day course offers participants core mental skills for becoming a master of mastery—the kind of learner who can continue to reinvent and grow to meet the challenges of this new world.

We've outlined below the elements of the *Be Bad First* course:

**The New Need for Learning:** We focus on the “mastery demands” of today's world—and our mixed response to that demand.

**Cracking the Code: ANEW:** After this introduction, the instructor introduces the core mental skills for “high-payoff learning.”

**Aspiration:** Participants learn why “wanting to” is key to learning—and how to find their own motivation.

**Neutral Self-Awareness:** Seeing oneself clearly is essential to new learning. The instructor offers a practical approach to creating accurate self-assessment.

**Endless Curiosity:** Participants learn how to re-engage their childhood curiosity—the “engine of exploration” that drives learning.

**Willingness to Be Bad First:** The instructor helps participants see and set aside their resistance to “being bad first,” so they can turbo-charge their ability to learn.

**Back to the Real World:** As the course ends, participants choose one high-leverage arena in which to use their new skills.



## Be a master learner

- Understand why the ability to learn quickly and well is so important
- Build the skills and mindset needed to learn
- Practically apply the ANEW model in any area of endeavor



## Be Bad First

*Get Good at Things Fast to Stay Ready for the Future*

[Available on Amazon](#)