



MYTH #4: INCREMENTAL CHANGE IS BETTER VERSUS MASSIVE, RADICAL CHANGE IS BETTER

Change is NEVER hard... finding the right leverage is.

- Facebook, December 14, 2010

If you were faced with death, do you believe you would change? Why or why not?

Did the “Fifteen Twinkie Theory” make sense? Why or why not?

Review your life. Look at some of the most difficult things that you have accomplished. Did you do them incrementally or all-at-once? Choose one instance and describe how you did it.



Look at some of the most difficult things that you did not get done. Did you fail because your incremental strategy failed? (And if not, still document it here, as you are going to hear more ways that strategies fail. One of them might fit better to what you are documenting.)

Envision some of your biggest dreams and desires. Now, design the massive, radical, action steps needed to create them. What are they?
