



Rule No. 28 —Learn by doing.

Real mastery doesn't come from theory—it comes from action. Learn by doing means getting your hands dirty, embracing failure as part of the process, and internalizing knowledge through lived experience. The most transformative growth comes when you stop preparing and start practicing under real conditions. This rule is a call to engage directly, iterate quickly, and let action teach you what thinking never could.

The Hard Truth —

The classroom prepares you. The work educates you.

You will not think your way into a working business. At some point the book has to close and the reps have to begin. Insight comes from action—failed pitches, real customers, live products. The learning that matters most cannot be acquired any other way. Experience teaches faster than theory ever will.

Ask Yourself —

Where am I over-preparing instead of executing?

Are we rewarding experimentation in our organization, or just ideas?

Action Steps —

This Week's Edge: Start before you're ready

Choose a project, a decision, or an opportunity you've been delaying because you feel you need more information, more time, or a better plan. Identify the smallest meaningful action you can take within the next 48 hours. Execute that action.

Make the call. Meet with the customer. Launch the pilot.
Delegate the responsibility. Publish the proposal.
Take action before you feel completely prepared.

Review the results.

Ask yourself:

- What worked?
- What surprised me?
- What assumptions proved wrong?
- What did I learn that I couldn't have learned by simply thinking about it?

Take one additional action based on what you learned.

Apply the lesson immediately rather than filing it away for later.

Our Goal

By the end of the week, you'll have replaced hesitation with momentum and gained insights that only real experience can provide. Instead of wondering what might happen, you'll know what actually happened, and what to do next.

Build the Habit

Every Monday, identify one important action you've been postponing.

Every Friday, write down the single biggest lesson you learned by taking action.

Over time, you'll begin to trust experience more than speculation.

Decisions become faster, confidence becomes earned,
and learning becomes a continuous cycle of act → learn → improve → repeat.

That's how exceptional leaders develop sound judgment—one deliberate action at a time.

the LEDGER

Practice the principles.



Recommended Reading —



***The Art of Learning*, by Josh Waitzkin**

"We have to be able to do something slowly before we can have any hope of doing it correctly with speed."

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 23

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...