



Rule No. 10 —Never stop learning.

A growth-minded leader embraces learning as a lifelong process, not a phase to graduate from. Whether you're in the boardroom or the breakroom, staying open to new ideas, skills, and feedback separates those who evolve from those who become irrelevant.

The Hard Truth

The day you think you've figured it out is the day your competitors catch up.

The moment you think you've figured it out is the moment you start falling behind.

Every market shifts. Every industry evolves.

The leaders who last are the ones who never confused experience with expertise.

Ask Yourself —

Where am I operating on autopilot?

Where am I relying on what you already know instead of pursuing what I need to know?

Action Steps —

This Week's Task: Build a learning habit that drives growth

Learning doesn't become a competitive advantage until it becomes a consistent habit. This week, move beyond good intentions by creating one simple structure that helps your team learn and apply what they learn.

Your Challenge:

Meet with your leadership team and answer the following question together:

What structures or habits could we put in place to ensure our leadership team is continuously learning, and applying that learning, to drive growth?

Then commit to implementing one of the following, or create your own:

- Schedule a monthly leadership book or article discussion.
- Begin each leadership meeting with a five-minute "What I Learned" segment.
- Assign one team member each month to teach a new business concept, trend, or lesson.
- Start a shared reading or podcast list with one key takeaway and one action item from each resource.
- Create a quarterly learning goal for every leader, tied to a real business objective.

Before the week ends, answer these three questions:

1. What new learning habit will we implement?
2. Who will own it?
3. How will we know it's improving our business, not just increasing our knowledge?

Remember: The goal isn't to consume more information.

The goal is to build a leadership team that learns faster than the challenges it faces.

That's how organizations continue to grow long after their competitors stop evolving.

Early in our careers, we're forced to learn. We don't know enough yet to rely on what we already know. Failure is instructive. Uncertainty drives inquiry.

Then the wins accumulate. A pattern of success forms. And gradually, almost imperceptibly, the instinct to question our own assumptions weakens. The leader who once challenged everything begins to defend the decisions that built the success they're protecting.

The day you stop learning is the day your edge starts to erode.

the LEDGER

Practice the principles.



Recommended Reading —



Mindset, the New Psychology of Success, by Carol S. Dweck, Ph.D.

"Becoming is better than being."

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 4

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...