



Top 3 priorities this week

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Do 2 things each day that will move this Rule into practice and help to make it a habit.

monday

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tuesday

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wednesday

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thursday

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friday

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saturday

sunday

Rule No. 10 —Never stop learning.

the **principle**: We never outgrow the need to learn. Ask questions. Listen to people who know more than you do. Learn from your mistakes and stay open to better ways of doing things. Experience matters, but staying curious matters too. The leaders who last are the ones who never confused experience with expertise.

1. When did you realize that what made you successful in the past was no longer enough for the future of your business? What did you have to learn next?

2. In your experience, what is one hard lesson you learned the slow way, through failure, missed opportunity, or costly trial and error?

3. How did a new idea, book, mentor, or unexpected source of learning change the direction of your leadership or your company?

4. When have you had to unlearn something you once believed was the “right” way to run your business? What forced that shift?

5. What habit, practice, or discipline have you built into your life to ensure you continue learning even after reaching leadership success?

Week 10: Build one 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 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.