

The Playbook of A Grand Master_

[00:00:00] Let's hit it. Let's hit it real fast. I've actually got two things to share with you guys. Um, I believe that like I wouldn't take the time out of our schedule. I know we have a stacked day and a stacked i d s, uh, but I believe these two things are important enough to take the time to do it. So important in fact that if we don't get through the IDs, it will still be a win.

So I'm gonna start with something super chill. Yeah, there's, there's three types of lessons, always infallible. I've taught on this before, so you guys have already heard this. The first is the lesson you've never heard of that you're learning for the first time. The second is the lesson that you're relearning, and the third is the lesson that you need to unlearn cuz it was the wrong lesson.

So I'll start with something super easy. It was a relearning lesson for me. I woke up this morning and uh, hit my routine. And I was sitting in the office just kind of putting the day [00:01:00] together and uh, I literally in my journal, for some reason I was like looking through something old. It was from 2017. By the way, just so you understand my personality, uh, I am never happy, like hardly ever in the morning.

I'm not a morning person. I don't enjoy the mornings. I'm the opposite of Lindsay. Um, I usually think I'm dying in the mornings. That's why Morning Formula was created. It was because I was going to kill people in the mornings, but for, for whatever reason, I was reading through like 2017, 2018 journals.

Sometimes me and Peyton will send messages back and forth, screenshots from when I was a young c e o and Peyton was the little and couldn't get sales on the board. And we would have a week where we would make nine grand. Peyton, you know what I'm talking about? Or the other day Peyton sent me a message from his day one and it's him sitting at Starbucks and he is like, well, Taylor just showed me how to do a [00:02:00] calendar.

It was like five minutes. Yeah. How to organize a calendar. Yeah. Crazy. If you're, if you're not journaling on a somewhat daily basis, you're going to miss so much stability. But anyways, um, I'm journaling today and I had this realization that I had forgotten. To be grateful. Just forgotten. Completely forgotten.

I'm normally a pretty high gratitude person. Um, but something triggered me to think about it and it was that book gave us, sent you the screenshot from, he's

talking about gratitude as the state of choice. So I think as a team, we have to really watch for this because as our standards flip up, how many of you can feel me raising the standards of the organization right now?

Like being burned by an iron on your face. Like it's just sometimes it's like Gabe's is, is yelling at me, leave the team alone. Kathy's not responding to [00:03:00] me in Slack. Lauren's having panic attacks. The standards are going up. Get on the ship, let's go. But it's important for me to remember to counterbalance this distortion fields cause that's what standards are as a distortion field.

Kobe Bryant is pissed off if he doesn't score 40 fricking points. That's a distortion field. We're not normal. One time Tim Grover, who trained Michael Jordan, showed up to, uh, Michael Jordan's house was in the late eighties, and Michael wanted him to order all of the workout equipment. They didn't have the internet, no, Amazon back then, set it up in his house and start training the next day, 24 hours.

This, the guy's standards are ridiculous. You guys think I'm crazy, but it's, it's actually a standards issue. So the re the reminder, the first reminder is just to sit down and practice gratitude on a daily basis. It will help you, it will help me, and it'll help you deal with the distortion fields that I'm kind of [00:04:00] bringing into the org.

So raise your hand if you live in a house. Great. What a wonderful thing. What a wonderful experience to be able to do that. Uh, raise your hand if you know that you're gonna be able to eat food tonight. I'll move off of this, but gratitude is a really good daily practice, especially when we're having a week or weekends or stay.

Gratitude's gonna be cool. Let's talk about standards real fast. I'll read it for you real fast cuz this has to do with standards. This is a, this is hi, uh, an interview with a grand master, uh, a Grand Master chess player. He says, most people would be des surprised to discover that if you compare the thought process of a grand Master to that, I'm an expert.

There's a much weaker but quite competent chess player. You will often find that the Grand Master consciously looks at less, not more. The keyword here is consciously. The chunks of information that have been put together in his mind allow him to see much more with much less conscious [00:05:00] thought. We talk about fingertip feel a lot.

My fingertip feel is based on 10 years of looking at so much data that now I'm consciously looking at less, but I'm seeing more. Right. You can read this whole thing later, but he talks about this is the difference between true mastery and then just an expertise. So what our team is feeling right now is some of us have been at True Mastery before and we've stepped off of that platform and now we're stepping back onto the platform.

I won't name names, but Taylor Payson Dane. Some of you though, are in new positions and you're developing mastery for the first time inside of an area of competency. And so here's the risk. The risk is that we will look at what we have to pay attention to and what we have to do, and we will begin to justify not catching things because there's [00:06:00] too much to do when the reality is that you have to use too much conscious thought.

You're not at the level of mastery you need to be. What will stop us from getting to grand master level is making excuses for why we are not seeing what we need to be seeing. This is frustrating and at times painful, but the issue is not that you have too much to do. The issue is that you are not yet fast enough to get it all done.

See the reversal of of responsibility. The issue is not that we have, uh, too many people to call. The issue is that we are not yet intelligent or cunning enough to create the systems to get it done. Now, whether this is totally factually irrevocably true or not, I'm speaking to Gabrielle because she's the truth seeker of the groom.

If you ever get [00:07:00] into an argument with Gabrielle, make sure you are correct before, but it's true, we have a bend gave us, especially has a bend towards like, is this true? Is this false? Sometimes the barometer on a belief should not be its truth, but it's utility. What's the difference?

Empowerment. Does it make you better? Yeah, exactly. Yeah. Something. Something can be like, well, Taylor, there is too much to do. That's factually true, not useful. I will reject it. Make sense? We're gonna have to work on this. This is a tension. This is the normal tension of a fast growing team. Okay? When we, when we reject something, because it does not serve us, it forces us to go find something else that [00:08:00] does serve us.

I feel like I woke up really early this morning. You guys are just catching up. Yeah, we're listening. Okay. Is this making sense? Yeah, yeah, yeah, yeah. 1%. No. No, we can't. We can't justify any level that is beneath what you guys all

voted for. It's a week and a half ago. Because you, you voted to get into the octagon and now I'm gonna take us up to the octagon.

So we can't be making excuses of like, well, we just have too much to do. No, no, no. Let's, let's choose to empower ourselves. The second thing is attribution, where we're talking about standards. The Grand Master knows exactly what move, lost the match, and he knows at what point he got far enough ahead mentally.

Where he won the match, their attribution is dialed in. The whole idea of fingertip feel comes from the soldiers [00:09:00] around. Ramel said he would walk out and almost, almost like he would put his finger up to the wind and feel where the enemy was, and they developed that word around that fingertip. Hmm. So we have to have attribution for everything.

This is me and Mike are gonna be working on this. You're gonna see us come up with a lot of new things that we're tracking with clients. We gotta have attribution. The, the thing that helps you with attribution is data. But what I want, I wanted to share this because I want to make sure that over the next couple of weeks and months, we don't allow ourselves to get trapped into complacency.

So it's, IM, it's important to me that you don't look at me as like, well, Taylor is just unreasonable. Okay? I'm unreasonable. That's why you work here. That's why you're here. If I wasn't unreasonable, we wouldn't be here. It's not a bad thing. Make sure you begin to share that unreasonability, reject it if it does not serve us, and then you can force our circumstances up [00:10:00] to the level of our targets.

Does it make sense?