

CARLOS WHITTAKER
@loswhit

notes courtesy of the well-known
@UnknownJim = Jim Woods

THE  PLATFORM IS YOU



YOU

ARE THE **PIECE** FOR THE PLATFORM YOU ARE BUILDING



STUDY

NOT →



- #1 RULE: CONSISTENCY
- #2: CONSISTENCY
- #3: CONSISTENCY

PERSPECTIVE: GET ON THE GROUND

← CHILDNIKE BUILDS A TRIBE 

LEARN FROM GETTING



(DON'T OVERPROMOTE
DON'T "HE HE ME HE")

TAKE A DARE } Challenge = Growth



DEFLATE YOURSELF

INFLATE OTHERS

FAIL in Public

Let people inside



LET PEOPLE SEE THE GOOD AND THE BAD RESULTS