

15 YEARS, 15 LESSONS

BRIAN WOLFF, THEWOLFFDEN.CO

1) Embrace Failure

-The ultimate learning method. And there are very few mistakes that cannot be fixed. Try something new.



2) Be A Healthy Skeptic

-Trust, but verify everything. Asking “why” should never be discouraged. At a minimum, you’ll learn something.

3) Men At Work

-Nothing is more important than you and your life. Nobody will remember or appreciate those overtime hours. Put yourself first, always.



4) Exercise Mind & Body

-A sharp mind and fit body will yield infinite rewards.

5) A Few Good Men

-There are good and bad managers/companies. A good leader will improve you the most.



6) Radiate Positivity

-People seek out the good in life. Try and make the best of every situation. It's better to be known for being the happy one than the alternative.

7) Gut Is Good

-Sleep on indecision. Your gut is almost always correct and will light the path.



8) Ignore The Rat Race

-Don't get losing chasing peers on a leaderboard. Set your own pace of growth. Be where YOU want to be, not where others think you should be.

9) Choose “Business Ethics”

-Your morality and reputation are everything. People will show you who they truly are. Separate entirely from the unscrupulous.



10) Chasing Any Opportunity

-Be loyal to yourself first and foremost. You are the only person who puts you #1. Understand deception is rife.

11) Thank You For Selling

-Thank everyone for their contributions. Be the humble warrior. People want to feel appreciated.

12) Risky Business

-Step out of your comfort zone to improve skills and gain confidence. Playing it safe is standing still.



13) Top Dog

-There will always be someone better than you. Check jealousy at the door, and learn from them.



14) Spinal Tap

-Reject the feeling you don't belong. Don't be intimidated. Keep your nerve, and do the best you can, especially confronting unrealistic expectations.

15) Papa Don't Preach

-Most people need to come to conclusions themselves. Help them learn, not just hear you. Most don't like admitting they don't know or have failed.





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