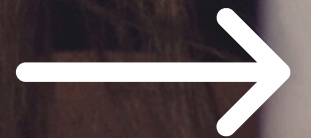




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7 Ways to Lead with Magic



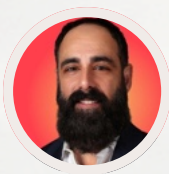


ONE OF MY MANTRAS:

**“Bring the
magic.”**

A leader tries to make others' day
wonderful.

Elite teams actually have fun. Here's how:



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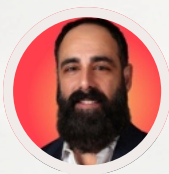
1



Roam.

Larry and Sergey played street hockey with the early team at Google.

Try it: Walk-and-talk your next 1:1 (both of you if virtual).



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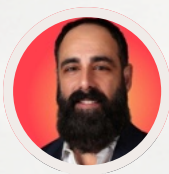
2



Make believe.

“Imagination is more important than knowledge.” — Einstein.

Try it: Ask your team: What would our product look like in 2035?



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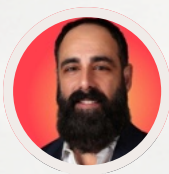
3



Compete.

We competed on everything in the SEAL Teams.

*Try it: Turn a sprint into a game. Add a prize.
Keep it light.*



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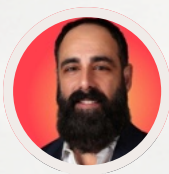
4



Joke.

Shared laughter spikes trust.

Try it: Start the next meeting with a meme or dumb question



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5



Ride with your squad.

Hot take: Work with people you like.
You'll probably live longer.

*Try it: Team people who get well together on
hard problems.*



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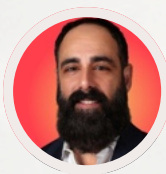
6



Break rules.

Rules are just old experiments we forgot to question.

Try it: Kill a recurring meeting this week. (Don't ask permission.)



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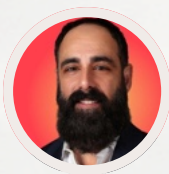
7



Break things.

“If you’re not failing, you’re not innovating.” — Elon Musk

Try it: Ship something ugly. Iterate in public



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THANKS FOR READING

Join the newsletter for elite leadership frameworks, shaped by my experience with Navy SEALs, Amazon, and VC-backed startups.



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