

10 LESSONS FROM YEAR ONE

(OR, “IF YOU’RE MAKING MISTAKES, YOU’RE WINNING!”)



1. Effective communication is a moving target; you can't and won't pin it down completely.
2. Reality check: Most people have full lives and don't necessarily want to read everything you create. This is okay! It's no one's fault. Accepting this reality is KEY! It will help you focus your message.
3. Therefore, follow the golden rule: “Communicate with others in the same way you'd like them to communicate with you.”
4. Accurate data is everything.
5. It's okay (*and probably utterly pivotal*) that you admit to yourself and others when what you're doing isn't working.
6. Experiment or perish. You're not going to “break it.”
7. Be strategic. But not so strategic that you don't get started.
8. Build a feedback and evaluation network. And include at least a few extremely straight-shooters.
9. Nothing will ever be as impactful as a personal contact.
10. Be graceful with yourself (and everyone else, too)!

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