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# Be Bad First: Get Good At Things Fast To Stay Ready For The Future

## BE BAD FIRST



Get Good at Things *FAST*  
to Stay Ready for the Future

Erika Andersen



## **Synopsis**

We are operating in a world defined by constant connection, rapid change, and abundant choices. News that once took months, even years, to spread now reaches across the globe in seconds. Advances in medicine and science are pushing boundaries with gene therapy and stem cell transplants. And decisions about where and how to work and live are nearly endless. As new knowledge and the possibilities that arise from that knowledge propels us forward, leadership readiness expert and renowned author Erika Andersen suggests that success in today's world requires the ability to acquire new knowledge and skills quickly and continuously in spite of our mixed feelings about being a novice. In her newest book, *Be Bad First*, Erika explores how we can become masters of mastery; proficient in the kind of high-payoff learning that's needed today. With assessments and exercises at the close of every chapter, she encourages readers to embrace being bad on the way to being great to be novices over and over again as we seek to learn and acquire the new skills that will allow us to thrive in this fast-changing world.

## **Book Information**

File Size: 972 KB

Print Length: 209 pages

Page Numbers Source ISBN: 1629561088

Publisher: Bibliomotion, Inc. (March 8, 2016)

Publication Date: March 8, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B011DDBTLQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #113,904 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #13

in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Knowledge

Capital #29 in Books > Business & Money > Human Resources > Knowledge Capital #39

in Kindle Store > Kindle eBooks > Business & Money > Organizational Behavior > Organizational

Change

## Customer Reviews

Frankly, I dislike terms such as “bad” and “failure” when discussing efforts to improve. They tend to be self-defeating. That said, here’s the basic premise of this book: To improve at being or doing whatever, it is necessary to be “bad” during the process of becoming better. As Erika Andersen explains, “we have to learn to be okay with being continuously uncomfortable in a way that no one in a previous generation has had to do—we have to learn to be “comfortable with being uncomfortable.” What I’ll be doing with you here is supporting you in building a few key habits of mind and action “mental skills that will allow you to acquire new capabilities quickly and continuously. This is an essential ability in our world.” I agree. Time Out. I cannot recall a prior time in my life when a larger percentage of the people I know had more “crutches” than they do now. Self-justifications fill the air like arrows at Agincourt. So many people refuse to take ownership of the consequences of decisions they made. Personal accountability is as rare as a unicorn. Let’s be crystal clear: What Andersen recommends will require patience as well as persistence, focus as well as mindfulness, and courage as well as passion. Her mission in life is to help as many people as she can to become the best person each can be. Oscar Wilde advises, “Be yourself. Everyone else is taken.” Andersen takes it a step further: “Be the very best person you can be and never stop improving yourself. Never. And I’ll help you do that. That’s why I wrote this book.

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