

30/7

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THE GALLERY. TWENTY FRAMES.

Everyone's asking you what you're going to do.
No one's asking you who you're becoming.

The world that paid for knowledge is gone.

Machines know everything, and more.

Knowledge is no longer the advantage.

Gutting, but true.

Picture an employer with two young people
in front of them.

Same skills. Same qualifications.

Who gets the job?

Ask the employer why they chose that one.

“They just had something about them.”

So that's the job now.
Develop something about you.

Sure. Get the degree. Do the side job.
Listen to the people who love you
and want the best for you.

Also.

You.

Inside.

The still small voice.

The idea that won't leave you alone.

That. Come to know that.

Socrates said the oak was always in the acorn.

But not what kind of oak.

That gets decided by the land. The soil.

What else is growing nearby.

You are an acorn.

There's no playbook for this.
But there are core beats.

a. Know.

The acorn in you. Your story.
The one you feel, not the one you're given.

b. Create.

Put your story in the world, through the substance and power of your ideas.

c. Make.

Test it. Try it. Walk it. Wear it.

And learn, iterate, develop.

For you. With others.

d. Become.

Towards becoming your unique version of it,
true on the inside, expressed on the outside.

I've spent twenty five years asking one question.
How do people become fans of things?

This is that question, turned around.

Because this will make you a fan of you.

Your story. Your becoming.

Don't have a career. Create a future.
Learn by doing. Trade what you learn forward
into what's next.

Trust the work. It will show.
You just have to keep moving.

That's what IndustryApproved means.
Adapted. Flexible. Human.
Something about you, ready for work
no one has invented yet.

So when you say “I am IndustryApproved”,
the eyebrows go up.

Who approved you?

I did.

I do.

I am.

INDUSTRY APPROVED

Become IndustryApproved.

Twelve weeks, the Sprint.

The year, the Slow Path.

industryapproved.com