

# KRYPTON COURSE #001

**Go: How to Overcome Fear,  
Pick Yourself, & Start a Project that Matters**

*From the work of Seth Godin*

## STUDENT EDITION

***NOTE! Check to see if this is the latest edition  
or pick up the [organizer edition](#) by clicking here***

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You could read this curriculum, absorb it on your own and declare victory.

If you did that, it would be like all the videos, blogs and writings on the Net. Useful, perhaps, even important. But you won't be getting the real benefit.

When we learn together, we push ourselves, discover real insights and most of all, dance with the discomfort that's essential to turn education into learning.

At Krypton, our mission is to enable groups of people to come together for brief, powerful, in-person learning experiences.

If you've been invited to a course, we hope you'll give it your best and contribute to each and every session. Or, if you've found this online somewhere, we hope you'll step up and lead a Krypton course.

Learn together.



Learn together™



## Go: How to Overcome Fear, Pick Yourself, & Start a Project that Matters

*From the work of Seth Godin*

“Soon” is the excuse we tell ourselves when we are afraid to start. This course draws on Seth’s writing about how ideas spread, marketing, quitting, leadership, and most of all, changing everything.

# Course objectives

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- Come to understand why the brainstorming techniques you are using aren't working and develop new techniques that acknowledge fear while producing valuable new ideas
- See the resistance and learn to dance with it
- Explore the edges of a frightening new idea and bring it to announcement and then ship it...



# Week 1, pre-class

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## Read:

- [A Hierarchy of Failure](#) (1 min.)
- [How to Fail](#) (2 min.)
- [Fail Better](#) (1 min.) from Steven Dennis

## Listen:

- **The Art of Noticing and Then Creating** - Krista Tippett Interviews Seth Godin

Choose the version that fits your schedule. The unedited version is the raw cut, with the entire conversation included. The edited version is Krista's magical condensation of the most important segments of the original conversation

- [Edited Version](#) (51 Min)
- [Unedited Version](#) (1 Hr 26 Min)

## Think and write:

- Your first assignment is designed to help you understand if you're the only person in the world who gets stuck. Identify a person (neighbor, colleague, friend) who has brought something new into the world. It might be a speech, a new product idea, a performance or organization.

Have a conversation about it. Here are some touchpoints:

- Where did the project idea come from?
- Did it succeed?
- Did you define success before you started?
- What fears did you have when starting the project?
- Were they specific or amorphous? What was the thing you feared the most?
- How were you able to acknowledge the fear and move forward anyway?
- When was it most difficult to stick with the project? Why didn't you quit when it got difficult?
- How much of the project's success depended on mastering new skills?

# Week 1, pre-class

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Questions to think about... (45 Minutes):

- How did the initiator handle her fears? Did she succumb to them or simply accept them and move forward anyway?
- Do you believe everyone who starts a project experiences fear and self doubt or only some people? Be prepared to defend your point of view to the group.
- Did the project initiator personally have all of the necessary skills or did she find partners or service providers to complement her skills?
- Do you believe projects are easier to start and finish when the project initiator possesses all of the necessary skills or when the project initiator finds other contributors who complement her skillset? Be prepared to defend your point of view in class.

# Week 2, pre-class

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Read:

- Rules for Off-Roading at Work (4 Min)
- You are your references (4 Min)
- Edgecraft (2 Min)

Watch:

- This is Broken (20 Min)

Think and write:

- When have you gone “off-roading” recently?
- Make a list of three ideas you have for going “off-roading” in your life or work.
- Is your career following a set path (i.e. law school → associate → senior associate → junior partner → partner), or are you creating your own path?

Think and write:

- Do you believe life is best built on a set path or through projects that add up to a valuable portfolio of experiences over time? Be prepared to defend your point of view in class.
- What is it going to take for you to find yourself on an edge? What would your organization or project have to do to fix the broken, to be noticed, to go off road?

- In a world where you are your references, do you believe it is important to have proof of your past projects or will traditional references continue to carry you forward? Be prepared to defend your point of view in class

# Week 2, pre-class

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Think and write:

- Seth talks about the many ways we experience “Broken” in day to day life.
- Broken things represent opportunities to create projects that fix them.
- Take some time to create a list of 5-10 broken things you have experienced recently. For each item, include the following:
  - Why do you think it is broken?
  - What is the solution that would fix the brokenness?
  - What is the absolute shortest amount of time you could complete a project that delivers this solution?
  - Of course, you’re not in charge of fixing this thing. Why doesn’t the organization in charge fix it? What are the organization impediments?



*The electronic sign at the train station tells you the date, but not the time. Why?*

# Week 3, pre-class

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## Read:

- What Did You Do During the 2000s? (7 mins)
- Poke the Box, pp. 1-12 (12 mins)
- How long is the dip for each of these projects? Or, in other words, what is the time required to ship each project?
- Which of the projects on your list do you care about enough to actually start and carry through the dip? If none, conduct a personal brainstorming session to come up with new ideas that reflect who you are and what you believe.
- Which one is most important to you? Pick one.

## Listen:

- Startup School by Seth Godin: Episode 12 The Dip (22 mins)

## Think and write:

- Pull out your list of project ideas from the last class session and then answer:
  - Is it more important for you to care deeply about the solution itself or the people you are serving? Come to class prepared to defend your point of view.

# Week 3, pre-class

Think and write:

- Read "8 questions and a why," then answer the 8 questions based on the project you care most about, and after each answer, ask 'why?' Here are the questions:
  1. Who are you trying to please?
  2. What are you promising?
  3. How much money are you trying to make?
  4. How much freedom are you willing to trade for opportunity?
  5. What are you trying to change?
  6. What do you want people to say about you?
  7. Which people?
  8. Do we care about you?
- Bring your project idea and the answers to the 8 questions to class.

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**PLAY PIANO!**

YOU CAN LEARN DIRECTLY THE EASY WAY...

# Week 4, pre-class

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## Read, think and write:

- The Champions On Your Side an excerpt from Steve Pressfield- Everyone needs support as they are pursuing work that matters. Six of the champions are internal. One is external and can contribute to your ability to follow through. As you read through this book excerpt, think about the champions on your side. Write down the specific friends and family in your life that are likely to be helpful as a support system.
- How to Give Feedback via Fast Company -- in this piece, Seth gives advice for giving feedback. When building a support infrastructure, look for people capable of giving analytical feedback, as they'll help you find the path to creating the highest impact project possible. As you read, think through the 3-5 people you believe could give you consistently great feedback. Write them down.

## Listen

- How to use the Shipit Journal (25 minutes)- During the last session, we're going to be working together to fill in a Shiplt Journal, a now out-of-print bestseller Seth self published a few years ago. This brief audio takes you through each page.

## Download and print:

- The Shipit Journal - You might want to load up your printer with lined or graph paper.
- Please print it out and bring it to class. We'll fill it in together.

# About Seth

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**Seth Godin has written seventeen books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership, and most of all, changing everything.**

Find out more [here](#).



We hope that this curriculum helped you, and that it provided a springboard for the group to create learning that will last.

If you've got feedback, and we hope you do, we've created a simple three question survey. Check it out [here](#).

To find out more about Krypton, click on the Narwhal to the right...

Thanks for caring and thanks for making a ruckus.

