



BOOK NOTES

The Science of Scaling

by Benjamin Hardy & Blake Erickson

- The purpose of goals is to filter decisions, remove distractions, and enable you to find the most powerful paths you otherwise wouldn't.
- Low goals don't provide effective filters, and don't enable you to separate the signals from the noise.
- **Frame** is what you see, based upon your goals; **Floor** is defining what you don't do; **Focus** is defining the process and partners you develop to reach your goals.
- Pathways thinking: The quality and clarity of your goal shapes what you see and the actions to take.
- Use time as a tool/constraint - shorten your time to goal to force big decisions on what to do and, more importantly, what not to do, separating signal from noise.
 - Compress time with impossible timelines and outcome-based sprints.
- Simplify relentlessly: Complex systems don't scale.
- Hire A-players and delegate faster.
- Treat scaling as a repeatable science: clarity + elimination + focus = exponential growth.
- Scaling is psychological first: Raise standards; Subtract noise; focus intensely.

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