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# Be Bad First: Get Good at Things Fast to Stay Ready for the Future

*Erika Andersen*

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"Erika Andersen shares a secret: competence is overrated. Fun to read and quite powerful...highly recommended." —SETH GODIN, author of *For The Love Of Money*

# BE BAD FIRST



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

## Erika Andersen

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**Erika Andersen : Be Bad First: Get Good at Things Fast to Stay Ready for the Future** before purchasing it in order to gage whether or not it would be worth my time, and all praised Be Bad First: Get Good at Things Fast to Stay Ready for the Future:

4 of 4 people found the following review helpful. Linchpin Failed MeBy C. GrovesThis book teaches the ANEW model of learning:Aspiration - wanting to learn, or making yourself want to learnNeutral self-awarenessnbsp;- clear picture of your current skill levelEndless curiositynbsp;- always trying to know moreWillingness to be bad first - acceptance and comfort that your bad nowbut hope you will improve over timeI guess the model is good and fairly

accurate but the without aspiration none of the others work. Unfortunately for me the exercises in the new chapters did not create enough want power to even get me started trying to learn. Its simple advice, find meaningful benefits of learning said task and envision a future with you having those benefits. This did not work for me, thus the other parts of the ANEW model are fairly irrelevant. Can not really blame the author, motivation has always been hard for me. Often you have to be motivated already to motivate yourself. I have read several books on motivation and none did the trick for any extended period of time either. I hope the book and model works for you. I think the other parts of the model are solid, and the aspiration isn't that bad for some I reckon. Good luck. 3 stars for me 4 for you. 5 of 5 people found the following review helpful. I'm on the road to mastery...and you can be, too. By Jason K. While I find many things to love about Erik's latest book, there are three things I find most intriguing. First, Erik's natural ability to explain things in simple terms (vs. lots of inaccessible, or, frankly, obnoxious, jargon) makes this concept - permitting yourself to fail at something in order to ultimately master it - a quick and helpful read. (This writing style exists in all of her books, by the way - another reason I'm a fan.) Second, the reminder that your own mindset can impact everything you do is powerful - if you can manage your thinking, you're more likely to excel at other things. (I like the suggestion that I have some control over my own success - if I'm willing to do the work.) And finally, the notion that "mastery feels good" is SO true - and the book provides practical ways for you to attain that in your everyday life. Simple, actionable and relevant. Whether you are a new leader looking to build new skills or a seasoned leader who wants to grow further (or simply someone with a desire to learn, grow and excel) I highly recommend this book for your bookshelf. 3 of 3 people found the following review helpful. "I am still learning." --Michelangelo By Steve Semler Most successful people double down on the things that made them successful. That's not a bad strategy... until the world changes and makes that kind of success obsolete. The farther up the corporate ladder (or academic, or technical, or... you get the picture) we go, the harder it is to let go of that confidence and prestige in order to learn something new. But Erika Andersen gets it, and she shares the lessons about how to "get good at getting good at things" with her readers. Her credibility as a leading Forbes blogger and executive coach to many Fortune 500 C-level leaders rings through in a very practical way in her book, "Be Bad First." I was surprised at the how easily she identified--and then broke through--the barriers to learning new things; especially because I have been working with the topic myself for much of the past ten years. Andersen's writing style is practical and approachable, and her advice is equally useful. She lays out four mental skills that anyone can develop to "become a master of mastery." She never says that these skills are easy, and she doesn't sugar-coat the topic. That said, there is enough "how to" advice here to get someone started in developing the skills. I highly recommend this book for mid-career and seasoned professionals, executives, and learning professionals.

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.

"[Erika Andersen] makes a compelling case for acquiring new methods quickly to master the ever-evolving 21st-century landscape. She has attracted a worldwide audience for her previous books and makes a solid argument for why sticking with what you already do well isn't going to cut it today." *Library Journal* "Erika Andersen shares a secret: competence is overrated. Fun to read and quite powerful... highly recommended." Seth Godin, author of *Your Turn* "If the road to success is paved with mistakes well handled, then the journey of life is won by courageously choosing to stumble first in order to set distance records later. In *Be Bad First*, Erika Andersen lovingly guides us through the confidence-building steps necessary to master the part of growing up that doesn't benefit adults: a natural fear of failing to measure up." Danny Meyer, CEO of Union Square Hospitality Group and author of *Setting the Table: The Transforming Power of Hospitality in Business* "In *Be Bad First*, Erika Andersen offers leadership strategies for the ever-changing business landscape that are essential for anyone trying to navigate it." Doug Herzog, president, Viacom Music Entertainment Group "I learned early in my career that whatever you are good at today will be old news tomorrow. As described in *Be Bad First*, responding well to this truth requires building specific mental skills. The book clearly shows you how to do that so you can stay in front of the pack with confidence no matter what. Read this book every year to sustain your success over time." Dr. Marcia Reynolds, author of *The Discomfort Zone: How Leaders Turn Difficult Conversations Into Breakthroughs* "Change is the new norm and with *Be Bad First*, Erika Andersen demonstrates how we all can be more agile and adaptive. She breaks down how to acquire new skills and

knowledge quickly in order to thrive in today's fast-paced world."Maryam Banikarim, global chief marketing officer, Hyatt Hotels CorporationErika Andersen exposes some of your darkest secrets, bringing them to light in a way that helps you realize it's not only okay to Be Bad First, but absolutely necessary for the learning process that leads to sustainable performance."Susan Fowler, author of Why Motivating People Doesn't Work and What Does"Whatever it is you have to learn or want to learn, Erika's latest book shows you the way to open yourself to becoming all you can be."Dr. Jeff Tanner, dean, Strome College of Business, Old Dominion University"we're often held back from trying new things, in both our personal and professional lives, by the fear that we're not going to be good at them. I love how Erika Andersen's Be Bad First gives leaders the confidence to experiment in the spirit of innovationthen quickly move on to greatness."Beth Comstock, vice chair, GE"To succeed in today's rapidly changing world, you've constantly got to think and act in brand-new ways. Erika offers a fresh approach in clear, practical terms to get to good or great; you can't be afraid to Be Bad First."Bonnie Hammer, chairman, NBCUniversal Cable Entertainment Group