

Down the Mountain

Noah Learner

Director of Innovation, Sterling Sky

 @noahlearner





A night sky with the Milky Way galaxy visible, a meteor streak, and a silhouette of a mountain range.

What's your dream?

What's your why?

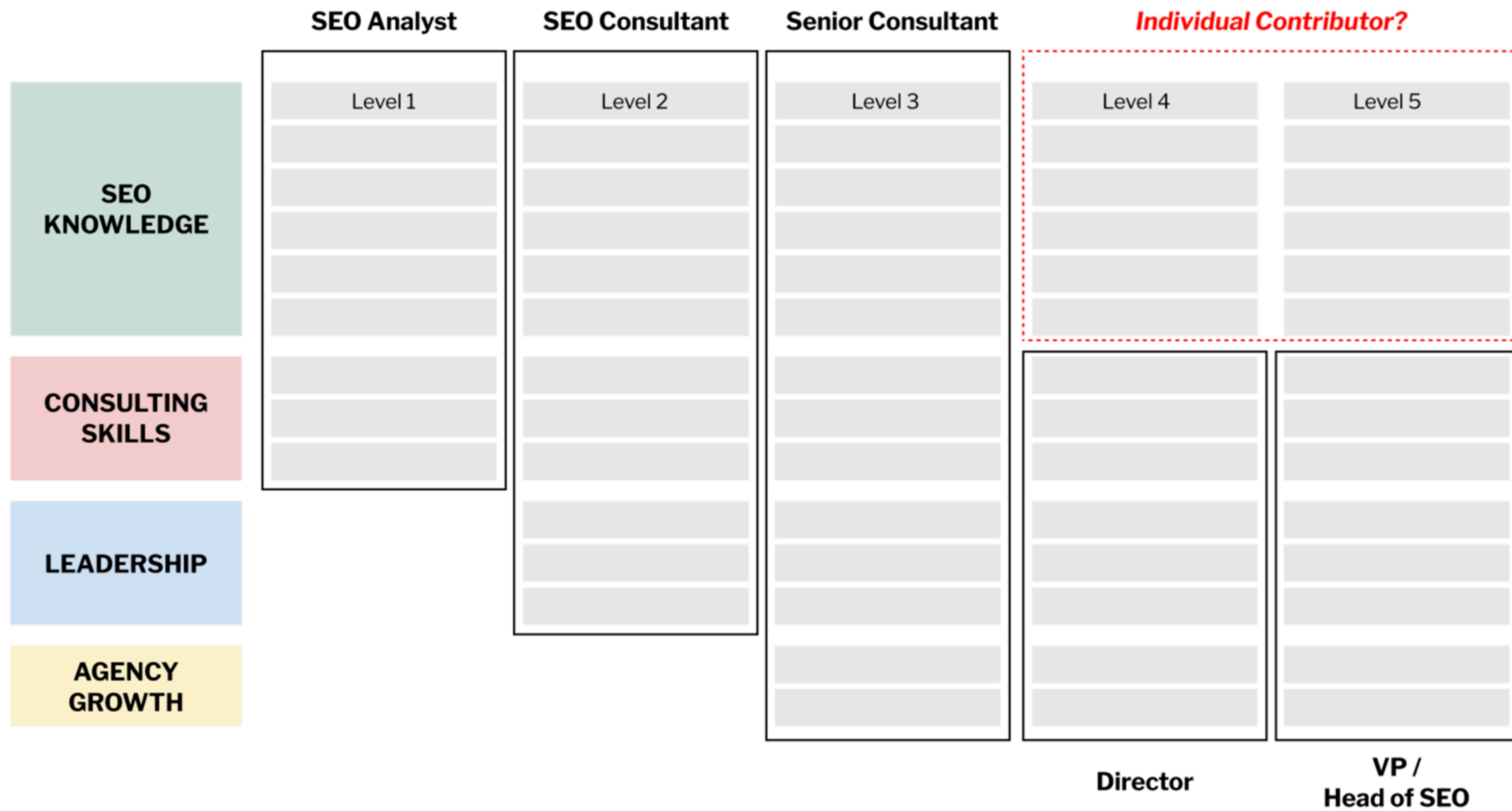
**What would you
sacrifice to get it?**



Question One: What is the biggest roadblock you face in your day to day job to driving performance

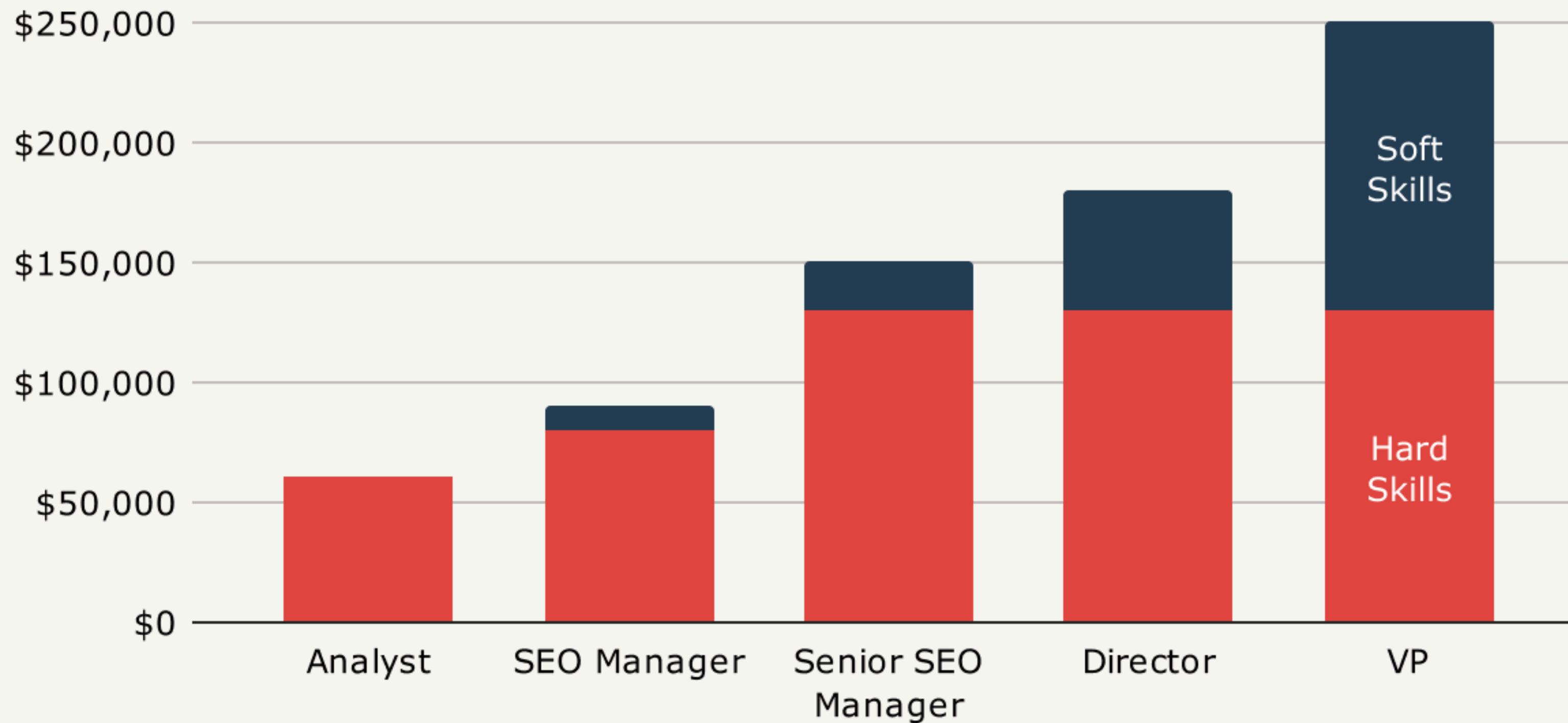


120 votes · Final results



Tom Critchlow's Skills Maturity matrix

In-House Careers



US salaries, for SEO roles, Tom Critchlow

Doing



Good

Better

Best

Telling

The surface area of luck

© 2010 Jason Roberts

1.

**Go
wide**

2.

**Go
deep**

3.

**Go
big**

4.

**Give
back**



**Go wide before
going deep**

**Work in the best
agency you can.**

Exposure is 



Dig your ditches.

**Embrace
errors while
learning.**

**They open your brain
to learning new skills
at a cellular level.**

**LEARN
SKILLS
FASTER**

HUBERMAN LAB



**[https://hubermanlab.com/
how-to-learn-skills-faster/](https://hubermanlab.com/how-to-learn-skills-faster/)**

A photograph of two children crawling on a wooden boardwalk in a forest. The child in the foreground is wearing a blue hoodie and blue sneakers with yellow accents. The child in the background is wearing a white hoodie and blue sneakers with yellow accents. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The text "Be curious." is overlaid in a large, bold, blue font across the middle of the image.

Be curious.

Do everything

But we only do...

• **Do pro bono work**

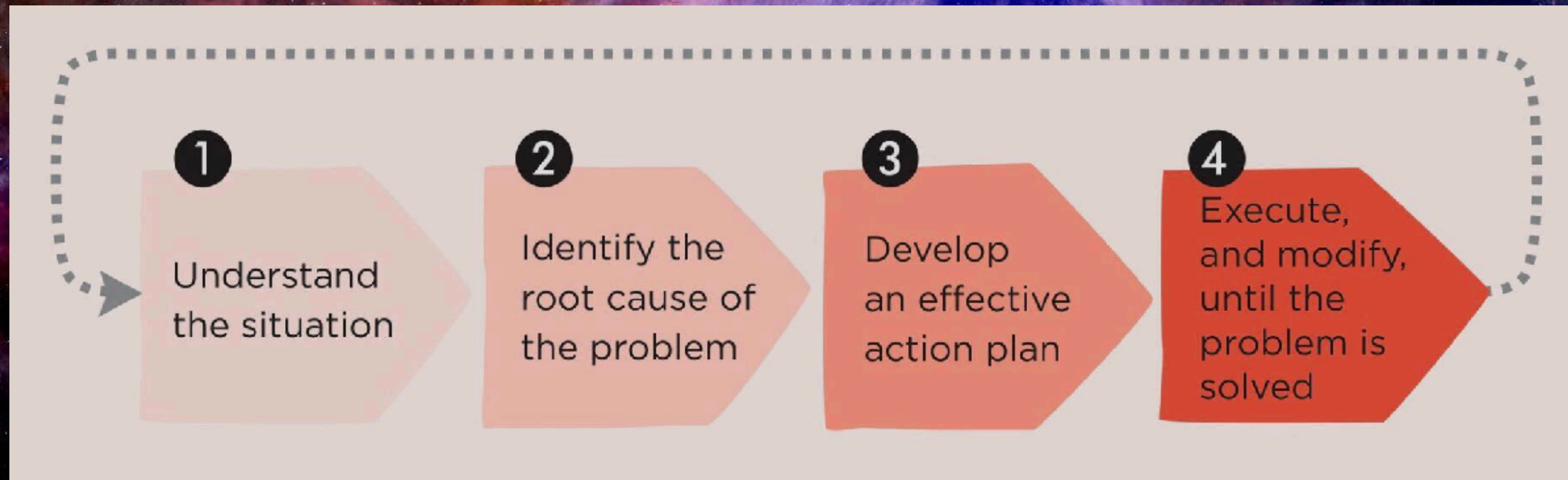
- **Do pro bono work**
- **Build your passion website**

- **Do pro bono work**
- **Build your passion website**
- **Friends + family**

Find a way.

Critical thinking

Use a decision making process



Problem Solving 101, Ken Watanabe

The Two Octobers way:

- Define the problem

First Principles: The Building Blocks of True Knowledge

First-principles thinking is one of the best ways to reverse-engineer complicated problems and unleash creative possibility. Sometimes called “reasoning from first principles,” the idea is to break down complicated problems into basic elements and then reassemble them from the ground up. It’s one of the best ways to learn to think for yourself, unlock your creative potential, and move from linear to non-linear results.

<https://fs.blog/first-principles/>

The Two Octobers way:

- **Define the problem**
- **Gather + explore data**

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The Two Octobers way:

- **Define the problem**
- **Gather + explore data**
- **Extract insights**
- **Form hypothesis**
- **Execute test**

The Two Octobers way:

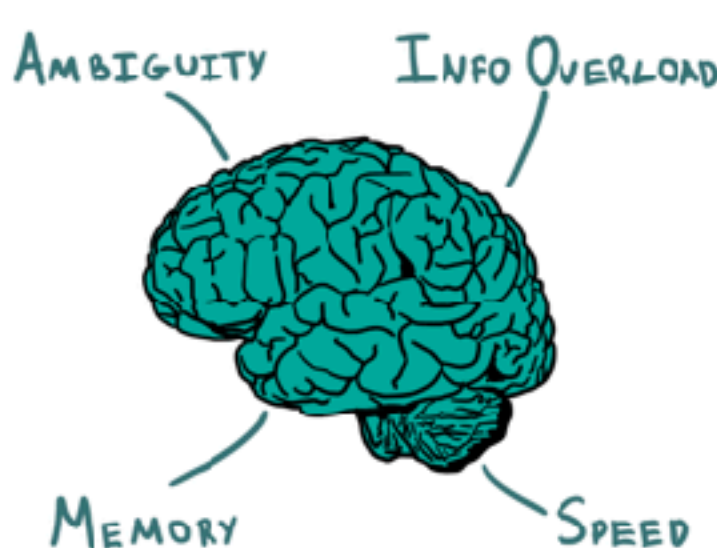
- **Define the problem**
- **Gather + explore data**
- **Extract insights**
- **Form hypothesis**
- **Execute test**
- **Track + continuously improve**

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THE DECISION LAB






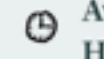
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Biases

The science is clear: humans take mental shortcuts. Here you can read about why we do this and how you can avoid it.

ABOUT TDL →

<p>Ambiguity Info Overload Memory Speed</p>	<p>SPEED</p> <p> Action Bias</p> <p>Why do we prefer doing something to doing nothing?</p> <p>LEARN MORE →</p>	<p>AMBIGUITY</p> <p> Affect Heuristic</p> <p>Why do we rely on our current emotions when making quick decisions?</p> <p>LEARN MORE →</p>	<p>AMBIGUITY</p> <p> Ambiguity Effect</p> <p>Why we prefer options that are known to us</p> <p>LEARN MORE →</p>
	<p>INFO OVERLOAD</p> <p> Anchoring Bias</p> <p>Why we tend to rely heavily upon the first piece of information we receive</p> <p>LEARN MORE →</p>	<p>SPEED</p> <p> Attentional Bias</p> <p>Why do we focus more on some things than others?</p> <p>LEARN MORE →</p>	<p>MEMORY</p> <p> Availability Heuristic</p> <p>Why do we tend to think that things that happened recently are more likely to happen again?</p> <p>LEARN MORE →</p>

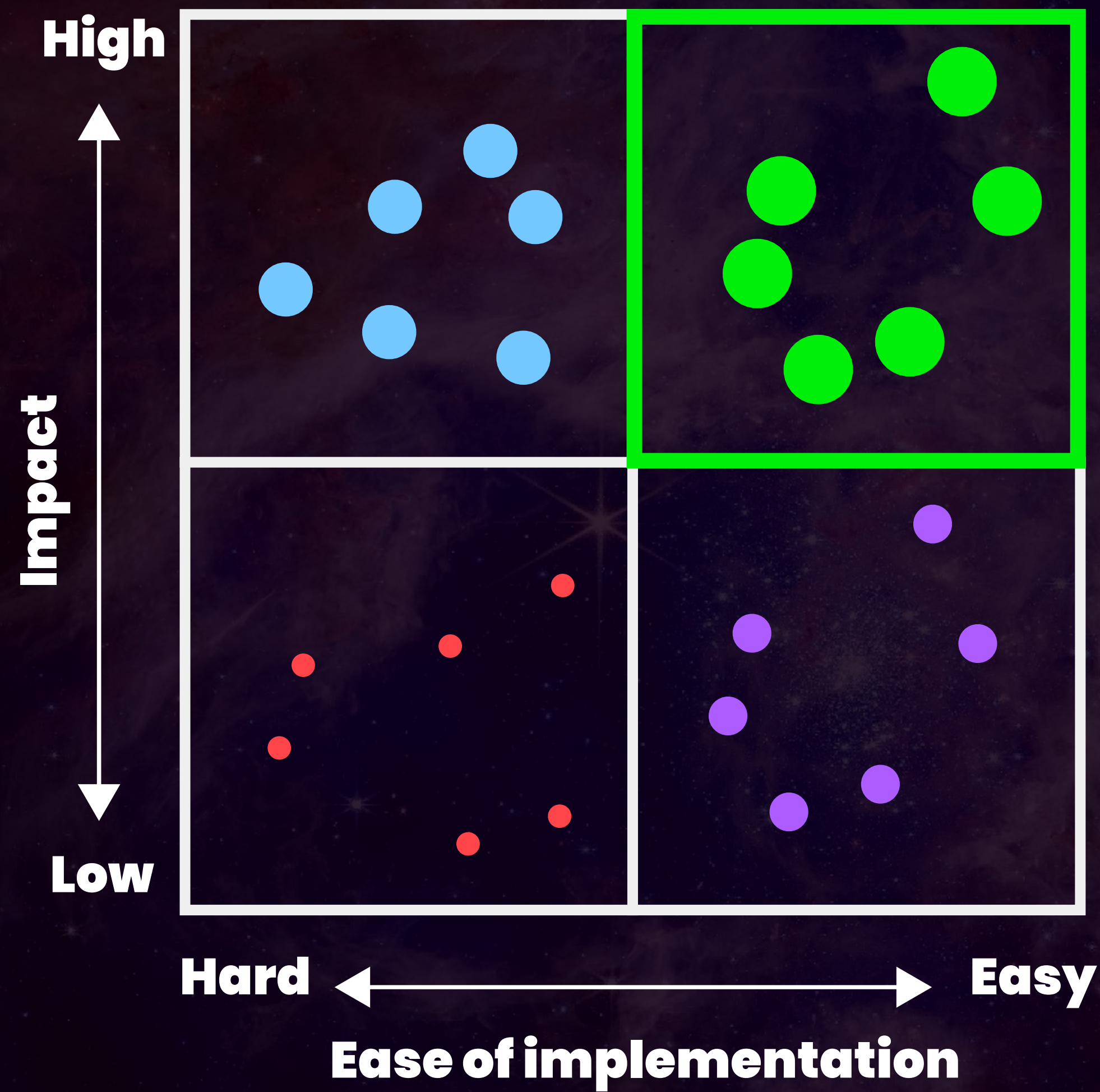
Learn about + remove bias

<https://thedecisionlab.com/biases-index>

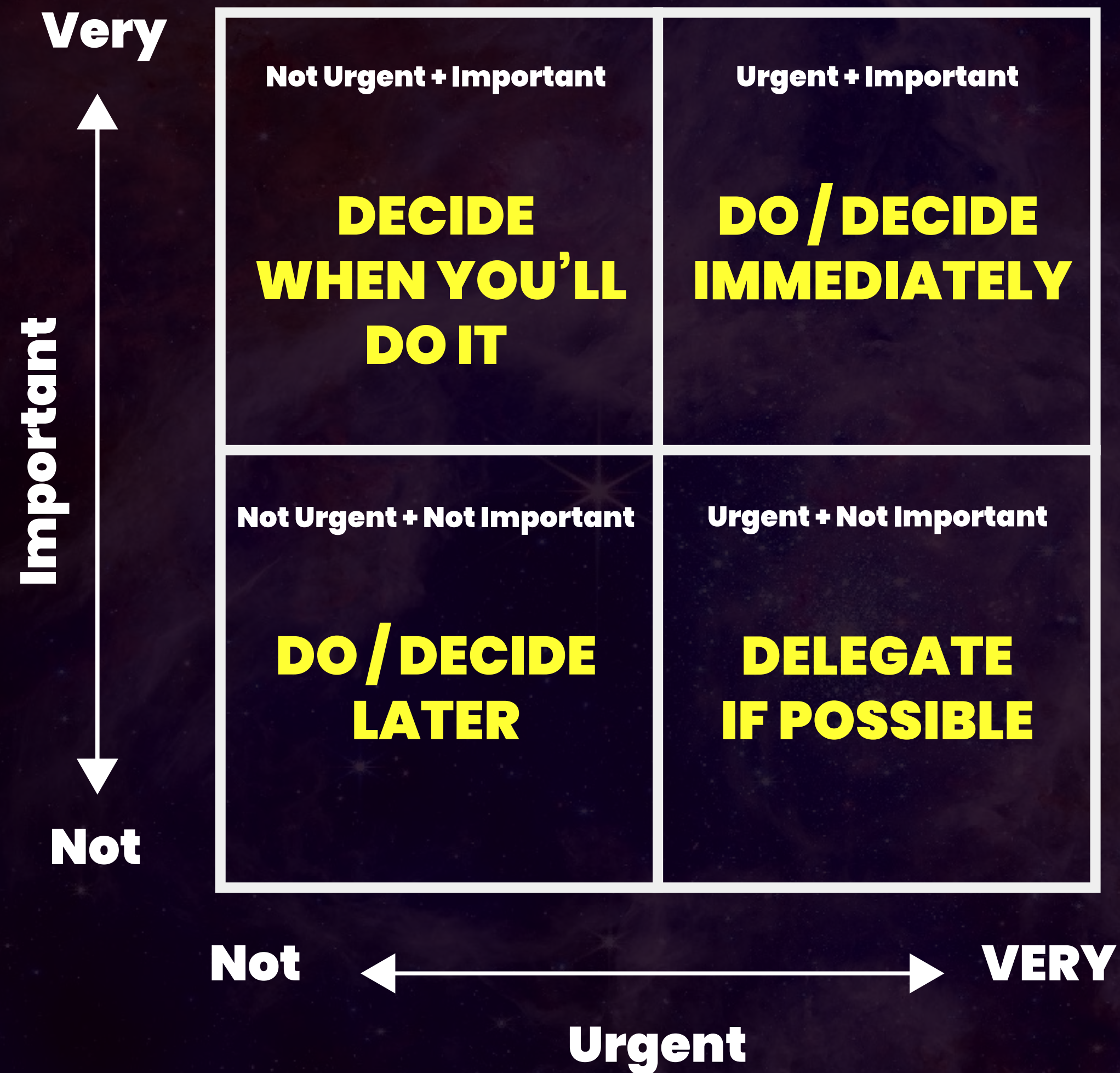
Learn to prioritize



What should we do
and **when** should we
do it?



The Eisenhower Matrix



1.

**Go
wide**

2.

**Go
deep**

3.

**Go
big**

4.

**Give
back**

Ikigai is a Japanese concept that means your 'reason for being.'

Iki = life and gai = value or worth.

IKIGAI



生き甲斐



Connect with your heroes.

Here's how!



• **Like**

- Like
- Comment

- **Like**
- **Comment**
- **DM**

**Hey Hey! When are we going
to do a Zoom? I'd really dig
meeting you!**

Yo! Just saw Greg's tweet mentioning your "Speed to insight". Makes me want to do a Zoom with you if you're open to it.

Yo! Id like to be pals and have Zooms every occasionally if you're up for it.

Jul 27, 2022, 9:05 PM · Seen

I'd love that dude

Jul 27, 2022, 10:07 PM

Hey You. I really enjoyed hanging out with you at Mozcon and I want to have Zooms with you (if you're game). Here's a link to my calendar for any time you want to chat (ever):



Jul 19, 2022, 10:54 AM

I am so down for this! I'll be sure to snag a time soon!

Jul 19, 2022, 11:34 AM

- 
- **Like**
 - **Comment**
 - **Dm**
 - **Zoom**

**Seek as much wisdom
and perspective as
possible from others.**



**Heather
Physioc**



**Be a spider.
Build your web.**



Community

Join or build your own.

Community exposed me to a new world of possibilities.

It showed me examples and precedents of people who had achieved things I thought were impossible, giving me a north star to aim for.



Chima Mmeje



**Christina
Ehrensberger**

In terms of my career, I receive a lot of requests to collaborate with brands, I now have a seat at tables that I would never have gotten if it wasn't for Latinas en SEO.







1.

**Go
wide**

2.

**Go
deep**

3.

**Go
big**

4.

**Give
back**

Write a blog.

A night sky with the Milky Way galaxy and a mountain range silhouette.

Host a podcast.

A night sky with the Milky Way galaxy visible, set against a dark blue background. In the foreground, the dark silhouette of a mountain range is visible. The text "Learn to speak." is centered in white.

Learn to speak.

It doesn't matter what you want.

**There's always somebody
who has what you want
and they're almost always
a better communicator
than we are.**



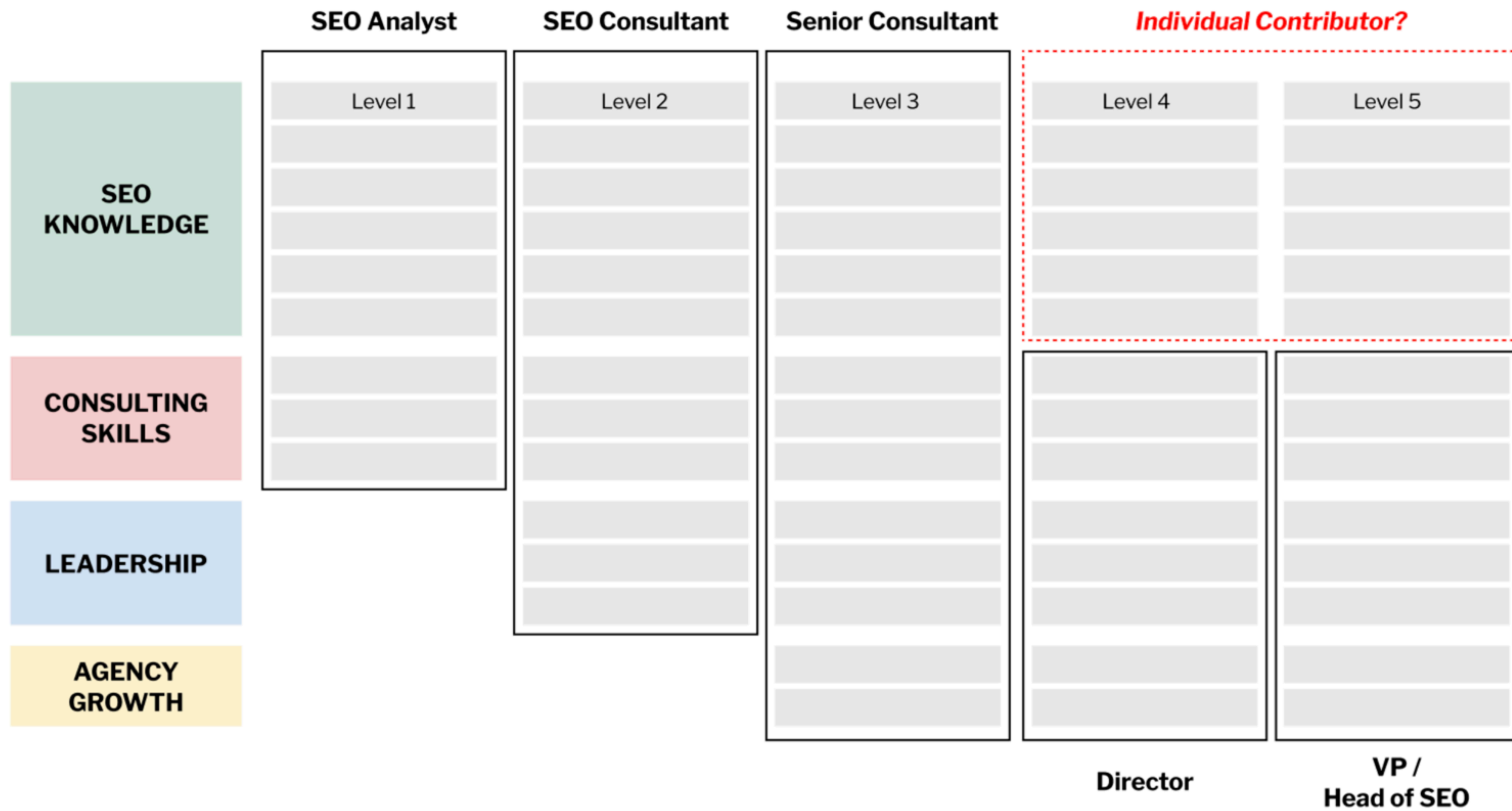
**Brenden
Kumarasamy
MasterTalk**

- **It will make you a better thinker**

- 
- **It will make you a better thinker**
 - **It will open many professional doors**

- 
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 - **It will open many professional doors**
 - **You'll make friends all over**

- **It will make you a better thinker**
- **It will open many professional doors**
- **You'll make friends all over**
- **You'll learn the communication skills necessary to work at the highest levels**



Tom Critchlow's Skills Maturity matrix

Storytelling – I think now more than ever before we have to know how to take insight and communicate it to clients in a commercial way.



Carrie Rose

Be bold.

Jennifer Cohen Ted Talk

<https://youtu.be/wM82hE6oimw>

Bigger Better Bolder



**You need to ask for what you
want. Period.**

**Chase what you want and
don't settle for what you get.**

• **The 10% target.**

- **The 10% target.**
- **Anything you want, you should try for at least 10 times.**

- **The 10% target.**
- **Anything you want, you should try for at least 10 times.**
- **You'll get comfy failing 90% of the time.**



**Inertia / status quo
bias.**



Uncertainty.

Loss aversion.

**Pain of losing is 2X the
pleasure of winning.**

**Kahneman, D., & Tversky, A. (1977). Prospect
Theory. An Analysis of Decision Making Under Risk**



Imposter syndrome.



Noah Learner (thekraken on bluesky & clubhouse)

@noahlearner



#SEO peeps. More questions for my MozCon Deck.

Have you ever been impacted by imposter syndrome?

Yes

89.5%

No

10.5%

152 votes · Final results

Remember your dream?

It is worth it.

Therapy

We're SEOs, we optimize things.

**Why wouldn't you want to
optimize your life too with
therapy?**



**Petra
Kis-Herczegh**

Box breathing



**Remember your
ditches.**



**Record your wins
and revisit often.**

1.

**Go
wide**

2.

**Go
deep**

3.

**Go
big**

4.

**Give
back**

Hamlet Batista





Be vulnerable.



Mentor.



A woman with long brown hair and a slight smile stands in the center, flanked by two young boys. The boy on the left is looking towards the camera with a neutral expression, wearing a white and dark blue jacket. The boy on the right is making a playful, slightly pouting face, wearing a dark blue jacket with green accents. They are outdoors in a park-like setting with trees showing autumn foliage in shades of yellow and orange. The background is softly blurred.

**Lori,
Calvin,
and Dylan**



Max and Shadow



Our humble abode.

Resources



<https://bit.ly/mozcon23>

Thank you

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 @noahlearner

