SESSION THREE · EMBRACE, THE DESCENT

Prototype: Design & Deliver.

Today the idea meets the world, and evidence, not assumption, begins to decide.

Where We Are.

Week 0	Week 1	Week 2	Week 3	Week 4
Settle	Identify	Accept	◆ **Embrace**	Let Go

Week Three. We bring the idea into contact with real people, and let what we learn shape what we build.

What This Movement Asks.

- **Embrace means full contact.** You bring the idea down out of your head and into the hands of real people.
- **Evidence over assumption.** The strongest pull is to 'basically know' how it would go and skip real delivery. That is exactly what we do not do.
- **The unfinished is the point.** An imperfect prototype delivered teaches more than a perfect one imagined.

A Prototype Is How You Learn.

A prototype is not the finished thing. It is the smallest real version that teaches you what thinking alone never could. You put it in front of real people, and the evidence, not your assumptions, tells you what to build.

Design	Deliver	Learn
the smallest real test	to one to three real people	let the evidence speak

Then adjust, and go again. 'Not yet' is not failure, it is the next loop. This is the growth mindset in motion.

The Inner Stance for This Week.

This is the week you will most want to protect yourself from being wrong. These two talks are the antidote.

- **Grit carries it.** Angela Duckworth, watched before this session: the venture is carried through by follow-through, not by excitement.
- **A growth mindset frees you.** Carol Dweck, the talk you watched before the journey began: ability grows with effort, and 'not yet' beats 'failed.'
- **Failure becomes data.** When the prototype surprises you, that is not a verdict on you. It is the next thing to learn.

Design the Minimum Prototype.

- **The smallest real test.** What is the least you can put in front of one real person this week?
- **What you want to learn.** One or two honest questions, not a sales target.
- **Small enough to actually happen.** If it takes a month to build, it is too big. Shrink it to one testable slice.

Plan the Delivery.

- **Name the people.** One to three real people, by name, from your first ten.
- **Name the channel and the day.** How you reach them, and the actual day it happens this week.
- **A dated plan happens.** 'Someday soon' becomes never. 'Thursday, by text, to Maria' becomes real.

Between Now and Session Four.

- **Deliver your prototype.** To one to three real people. This is the heart of the whole journey.
- **Capture three honest learnings.** What actually happened, not what you hoped, and one change you are making.
- **Watch Amy Cuddy, then Chris Voss.** Body language, and tactical empathy, before Session Four.

CLOSING

You Brought It Into the World.

The evidence is yours now. Let it teach you.