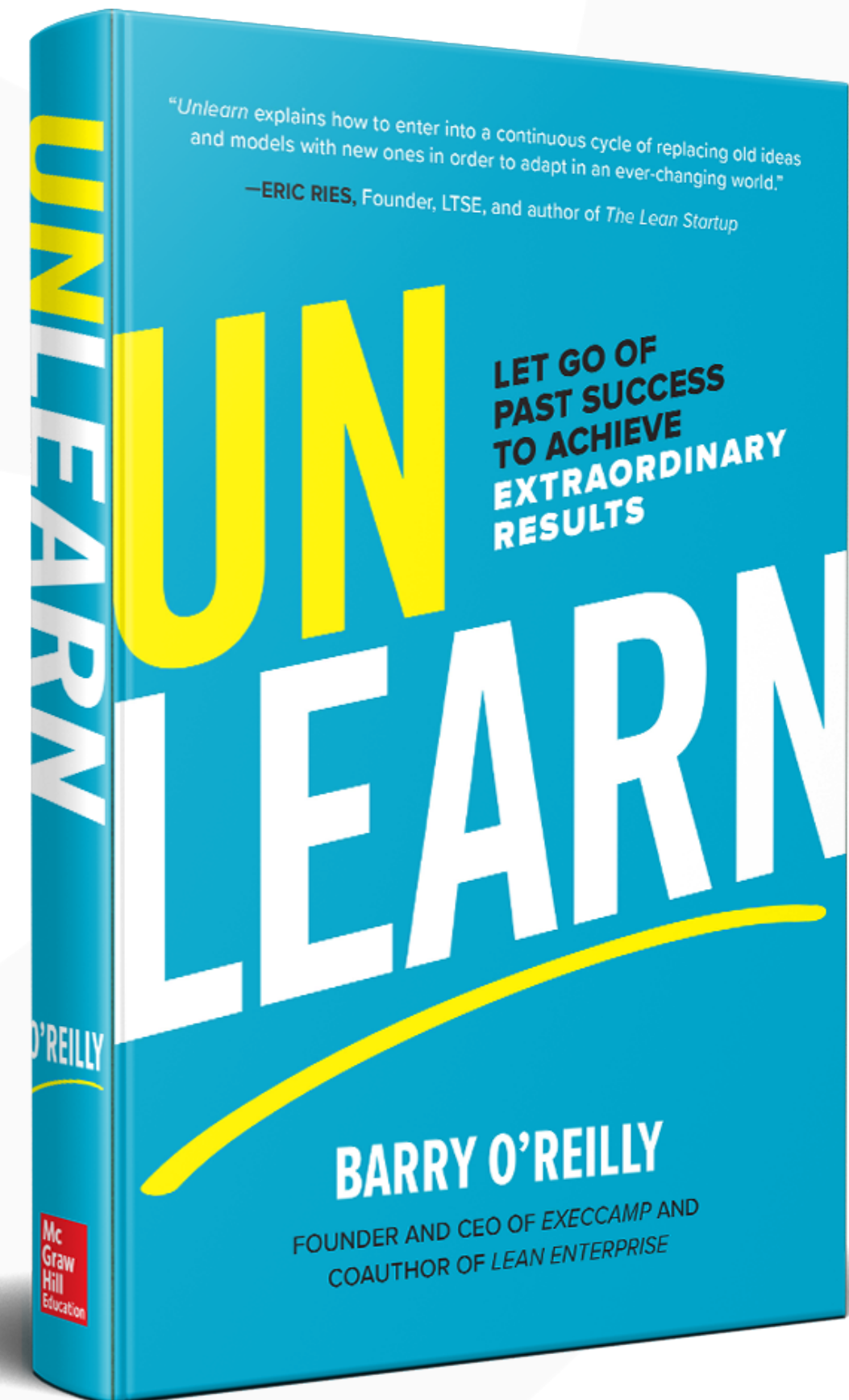


# UNLEARN

Let Go of Past Success to Achieve  
Extraordinary Results

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Barry O'Reilly



“

Unlearning is the process of letting go, reframing, and moving away from once-useful mindsets and acquired behaviors that were effective in the past, but now limit our success.

It's not forgetting, removing, or discarding knowledge or experience;

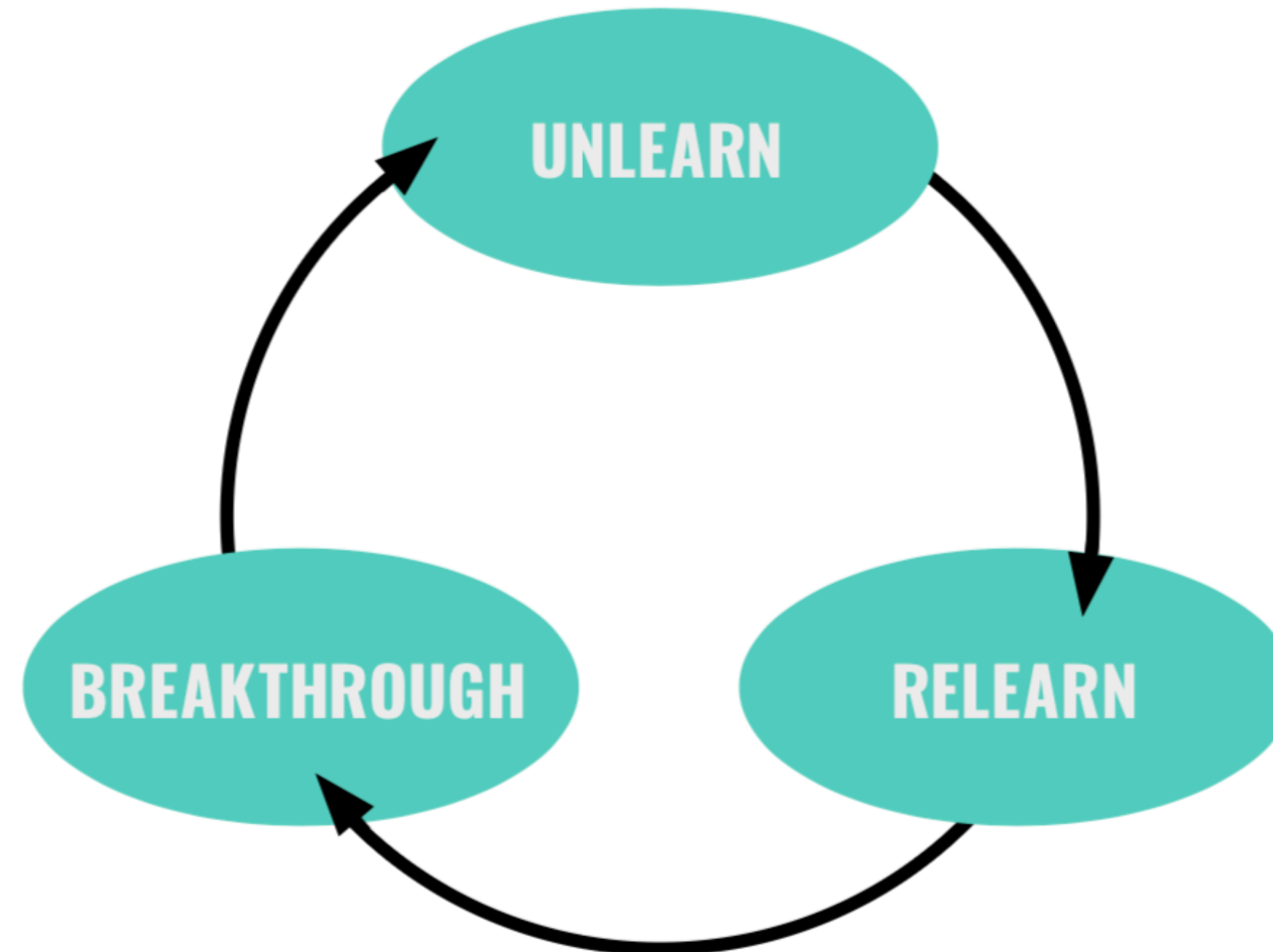
It's the conscious act of letting go of outdated information and actively engaging in taking in new information to inform effective decision making and action

—Barry O'Reilly

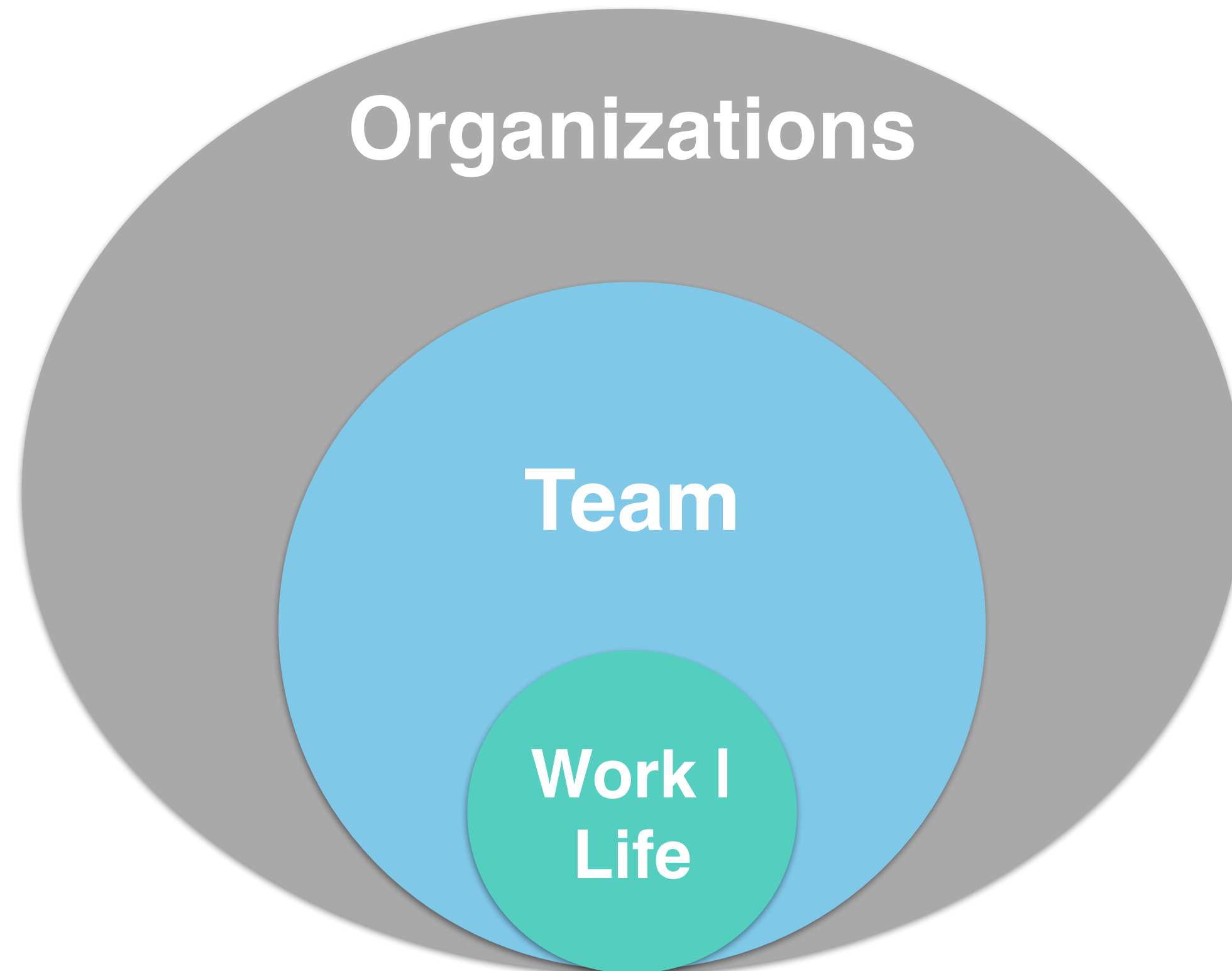
Unlearn: Let Go of Past Success to Achieve Extraordinary Results



# Cycle of Unlearning



# Where To Start?



# Characteristics You Must Cultivate To Unlearn

Curiosity

Ownership

Commitment

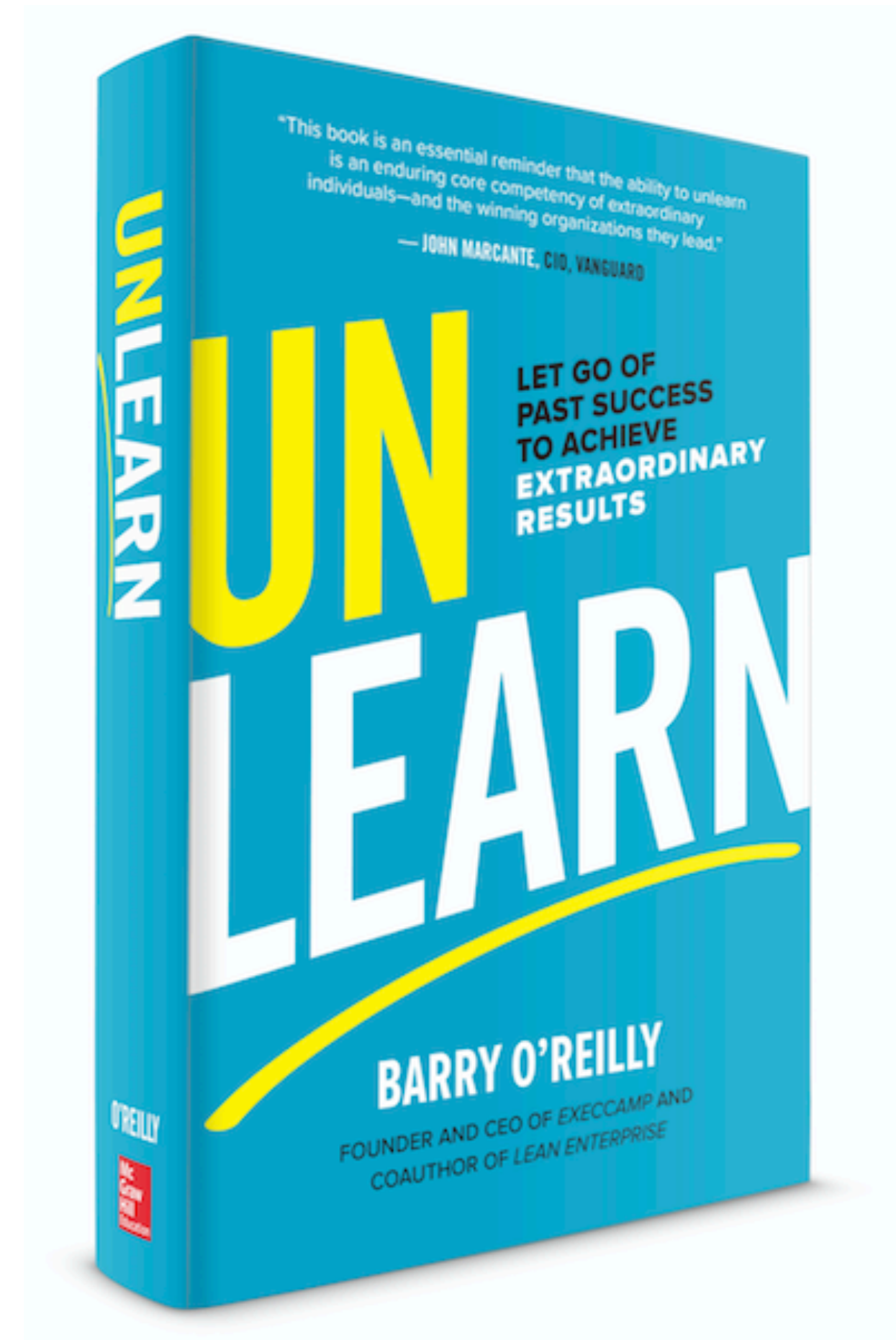
Comfort with being uncomfortable

Create safety to succeed



# Unlearn Mantra

**THINK BIG**  
Start small  
*Learn Fast*



*Unlearn: Let Go of Past Success to Achieve Extraordinary Results*



The  
Economist



Google



ATLASSIAN



Walmart



WELLS  
FARGO



# Unlearn

I USED TO THINK \_\_\_\_\_

NOW I THINK \_\_\_\_\_





# How You Can Think Big AND start small to Unlearn Today

You can't go back and change the beginning, but you can start where you are and change the ending.

—C.S. Lewis

# YOUR UNLEARN ROADMAP



# UNLEARN CANVAS

Name / Title:

Date:  
Iteration:

<div><div>Challenge</div><div>UNLEARN</div><div>1</div><div>Write down the challenge you wish to tackle. Where are you...</div><div><ul style="list-style-type: none"><li>Not living up to your expectations</li><li>Struggling to solve a problem but unclear why</li><li>Situation you avoiding or tried everything you know and still falling short</li></ul></div></div>	<div><div>Behavior Design</div><div>RELEARN</div><div>5a</div><div>Write down one outcome from your Unlearn Statement.</div></div>
<div><div>Story of Success</div><div>2</div><div>Write a press release of what would be happening in 2-3 years time if you totally smashed the Challenge out of the park.</div><div><ul style="list-style-type: none"><li>What would be happening?</li><li>What would be different than from today?</li><li>What would you, your customers, collaborators and partners be doing differently?</li></ul></div><div>Think BIG. Be bold and aspirational.</div></div>	<div><div>5b</div><div>List 10 actions you could try to achieve the outcome you selected—try behaviors that might be uncomfortable, uncertain and unknown.</div></div> <div><div>5c</div><div>Select the action you wish to try and aim to start smaller</div><div><ul style="list-style-type: none"><li>What could you do in a month?</li><li>What could you do in a week?</li><li>What could you do in a day?</li></ul></div></div>
<div><div>Key Behaviors</div><div>3</div><div>Identify and highlight the new behaviors that are happening in you Story of Success. Circle them and write the best examples that demonstrate you have Unlearned.</div></div>	<div><div>Reflection</div><div>BREAKTHROUGH</div><div>6a</div><div><ul style="list-style-type: none"><li>When will you review this Challenge?</li><li>What are the assumptions you are making?</li><li>What do you expect to happen when you take your next small step?</li></ul></div></div>
<div><div>Unlearn Statement</div><div>4</div><div>Quantify and constraints the new behaviors to capture them in an Unlearn Statement: I WILL UNLEARN <u>this challenge</u> BEFORE <u>this constraint</u>  I KNOW I HAVE WHEN <u>these outcomes</u> (list what outcomes—preferably in terms of rates or ratios—will occur to demonstrate we have addressed the challenge)</div></div>	<div><div>Results</div><div>6b</div><div><ul style="list-style-type: none"><li>What were your key results?</li><li>How will you feed what you learn forward to your next iteration?</li><li>What corrective actions (if any) will you take?</li></ul></div></div>





# UNLEARN PODCAST

Episode 1. Barry O'Reilly



## Why Unlearn?

Barry talks about the significance of Unlearning, being stuck in patterns of thinking and behaving, and the struggles most growing leaders often face

[barryoreilly.com/podcast](http://barryoreilly.com/podcast)

# Listen to Unlearn?



**UNLEARN PODCAST**  
Episode 3. Melissa Perri



Product Thinking for Product Management

Barry talks with Melissa Perri, Author of Escaping the Build Trap, about Recognizing and Solving Problems, How to Experiment, and Innovating Product Management

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**UNLEARN PODCAST**  
Episode 2. Kent Beck



Exploring Uncertainty

Barry talks with Kent Beck, creator of Extreme Programming, about Helping Geeks Feel Safe In The World, Extreme Programming, and the Truth About Courage and Innovation

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**UNLEARN PODCAST**  
Episode 4. Gibson Biddle



Delighting Customers in Hard-to-copy Margin-enhancing Ways

Barry talks with Gibson Biddle, Vice President of Product Management at Netflix, about Consumer Science, Metrics, and Context not Control

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**UNLEARN PODCAST**  
Episode 65. Jaime Schmidt



Democratizing Entrepreneurship

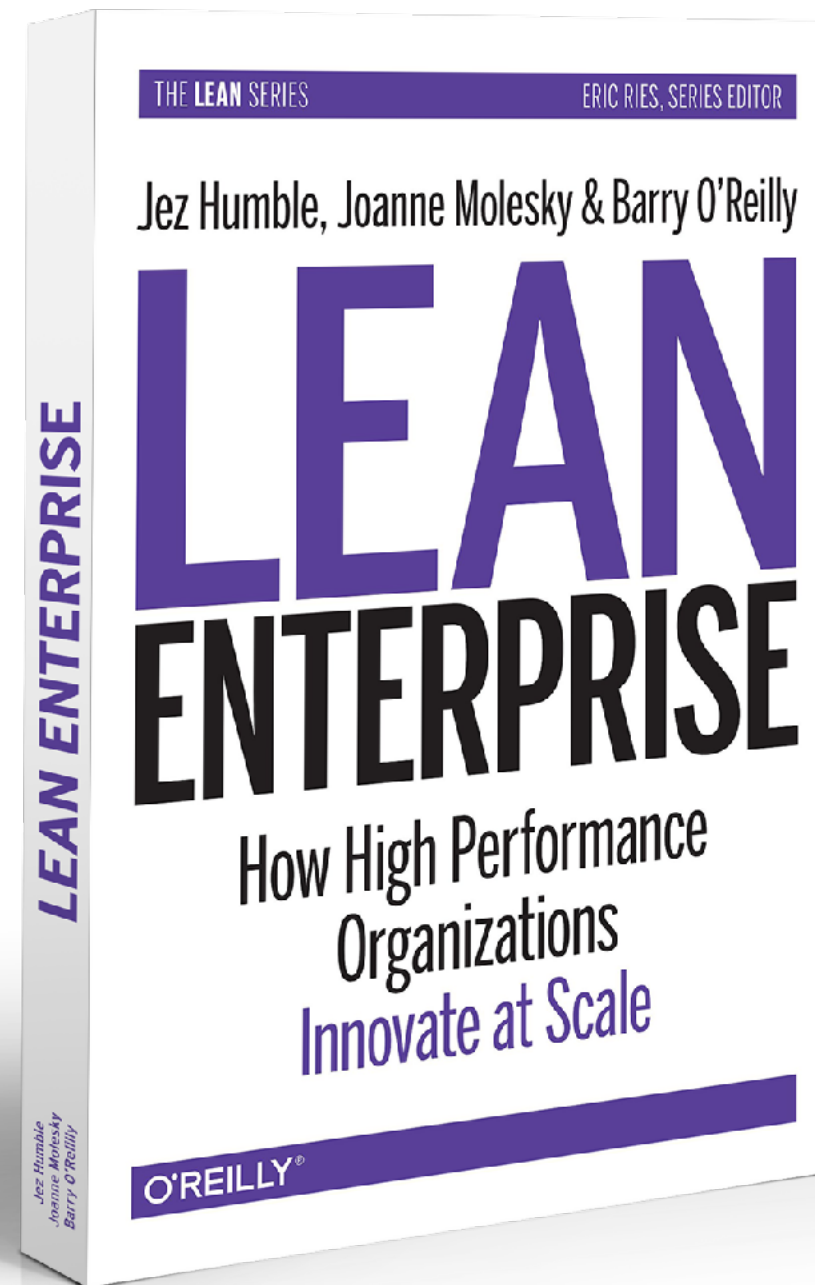
Jaime Schmidt, Founder of Schmidt's Naturals, CEO of Supermaker, Co-Owner of Color., talks about:

- Leadership Lessons
- Investing in People
- and Two-Way Mentorship

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# Thank You!

Business Advisor, Entrepreneur and Cofounder of Nobody Studios, Founder of ExecCamp and Faculty Singularity University

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