



10 Lessons on Art and Strategy

Jessica Hagy

War is just a metaphor for every problem you've ever had in your life.

Without problems, you've got no plot, and without a plot, your character can't develop.

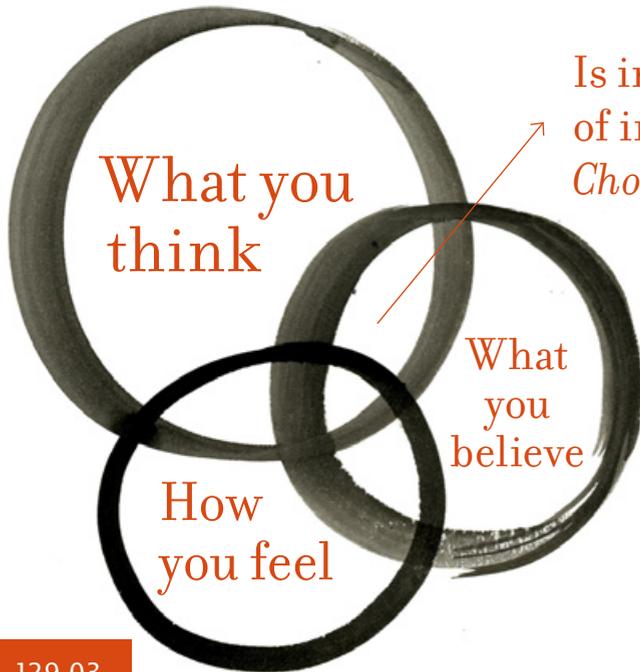
So don't just choose your battles. Embrace them. Here's how...

Lesson 1

Ideas are always subjective.

The thoughts you have are the culmination of everything you have ever noticed.

And so: no two people will see the same information exactly the same way.



Is influenced by each new piece of information you encounter.
Choose what you binge—watch wisely.

Lesson 2

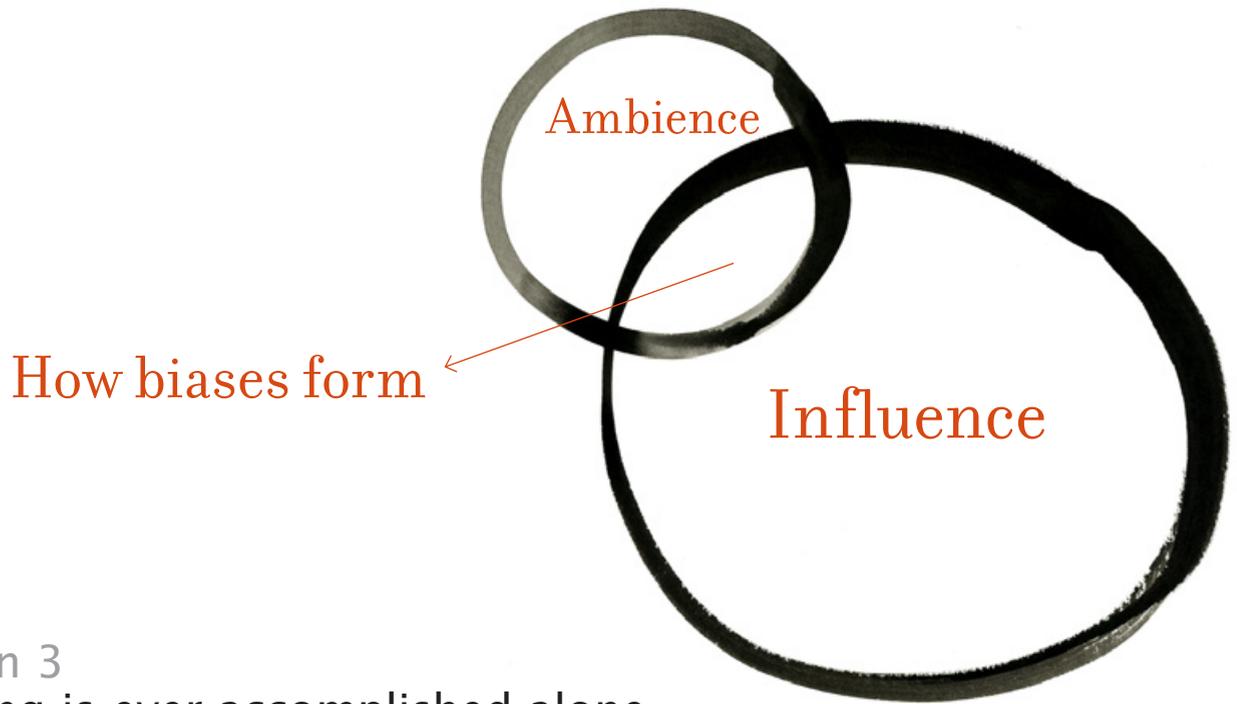
Plans should not be firm.*

Because situations are constantly changing, plans must shift as well.

Adaptation is survival.

**Exception: brunch*





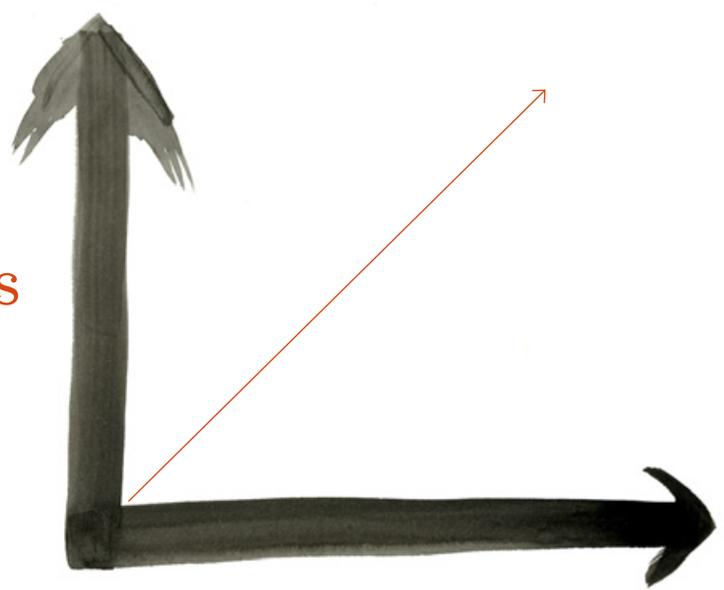
Lesson 3

Nothing is ever accomplished alone.

Who you are working with, against, for, or near can make or break your efforts.

This is true for both successes and failures.

Advantages



Preparation

Lesson 4

Research saves lives (and dollars).

The more you know, the more you can do. The less you know, the more you are doomed.

So choose your parents wisely.

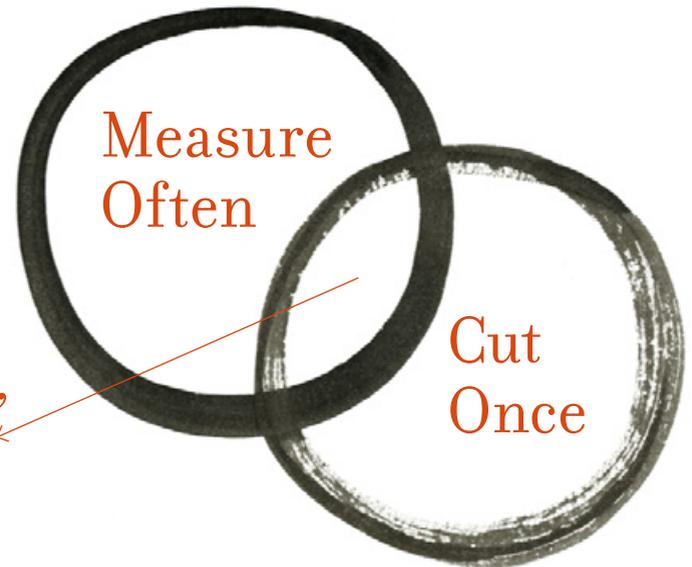
Lesson 5

Calculated risk is the only kind of risk you should *ever* take.

And when in doubt, err on the side on not harming anyone.

Gambling = not doing any math or Google-stalking beforehand.

Solid advice for carpenters,
bookkeepers & mohels



Lesson 6

Character is revealed by challenges.

Winners practice and then take to the field. Losers may be unprepared, but they still play.

The cowards just sit on the sidelines and yell.

Every protagonist's plot



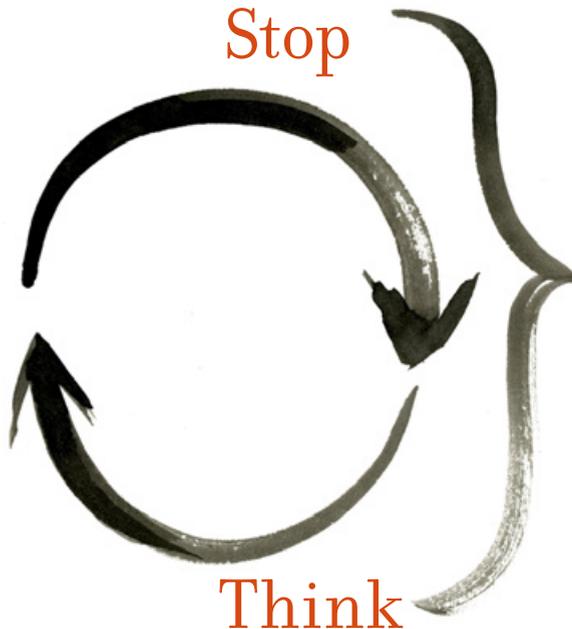
Opportunity

Adversity

Lesson 7

Always choose strategic over busy.

You'll be more confident, less stressed, and less likely to misplace your sense of purpose.



Avoid train wrecks &
Knee-jerk reactions

Cannot be satisfied

Secret

Known

Desires

Can be fulfilled



Lesson 8

Know *everyone's* motivations.

When negotiating anything, from buying a car to going in for a kiss, knowing what other people want is of the utmost importance.

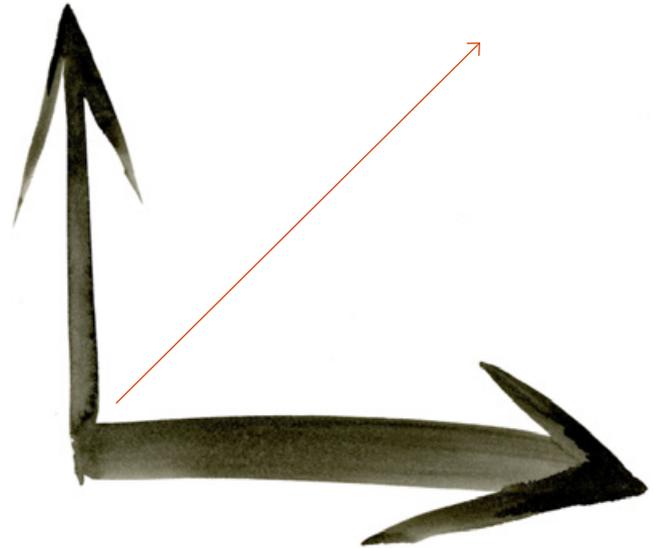
We need think from other people's perspectives in order to further our own causes.

How good a mutiny sounds

Lesson 9 Morale is precious.

No matter how much plunder is aboard, it's completely worthless if the ship sinks.

Take good care of your people, or they will, ahem, take care of you.



Pirates with scurvy

Lesson 10

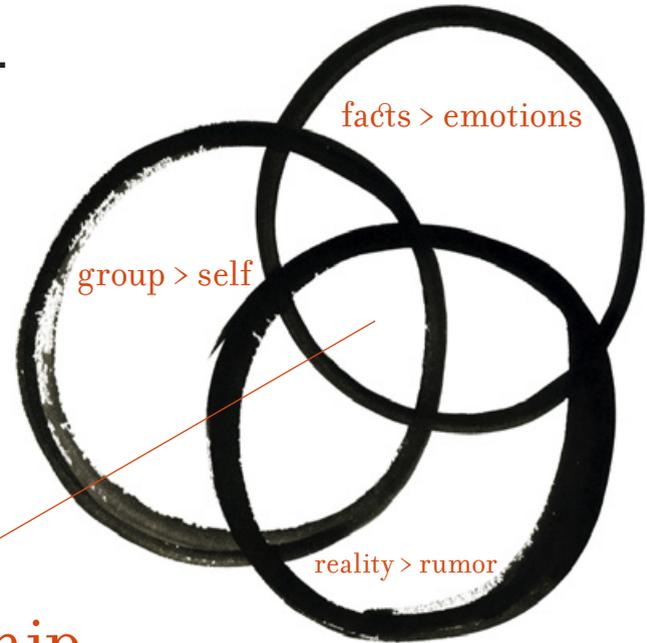
Leadership is about calculation.

It's not emotional.

Not impulsive.

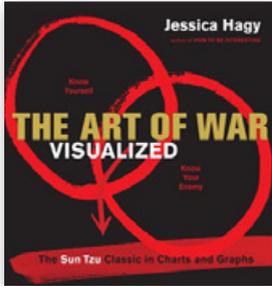
Not accidental.

Bar fights are not strategic.



The logic of leadership

Info



BUY THE BOOK | Get more details or buy a copy of [The Art of War Visualized](#).

ABOUT THE AUTHOR | Jessica Hagy is an artist and writer best known for her Webby award-winning blog, [Indexed](#). Her work has been described as “deceptively simple,” “undeniably brilliant,” and “our favorite reason for the Internet to exist.” Her style of visual storytelling allows readers to draw their own conclusions and to actively participate in each narrative. “Her images don’t always tell us what to think; quite often, they elegantly offer us ideas to think about.”

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