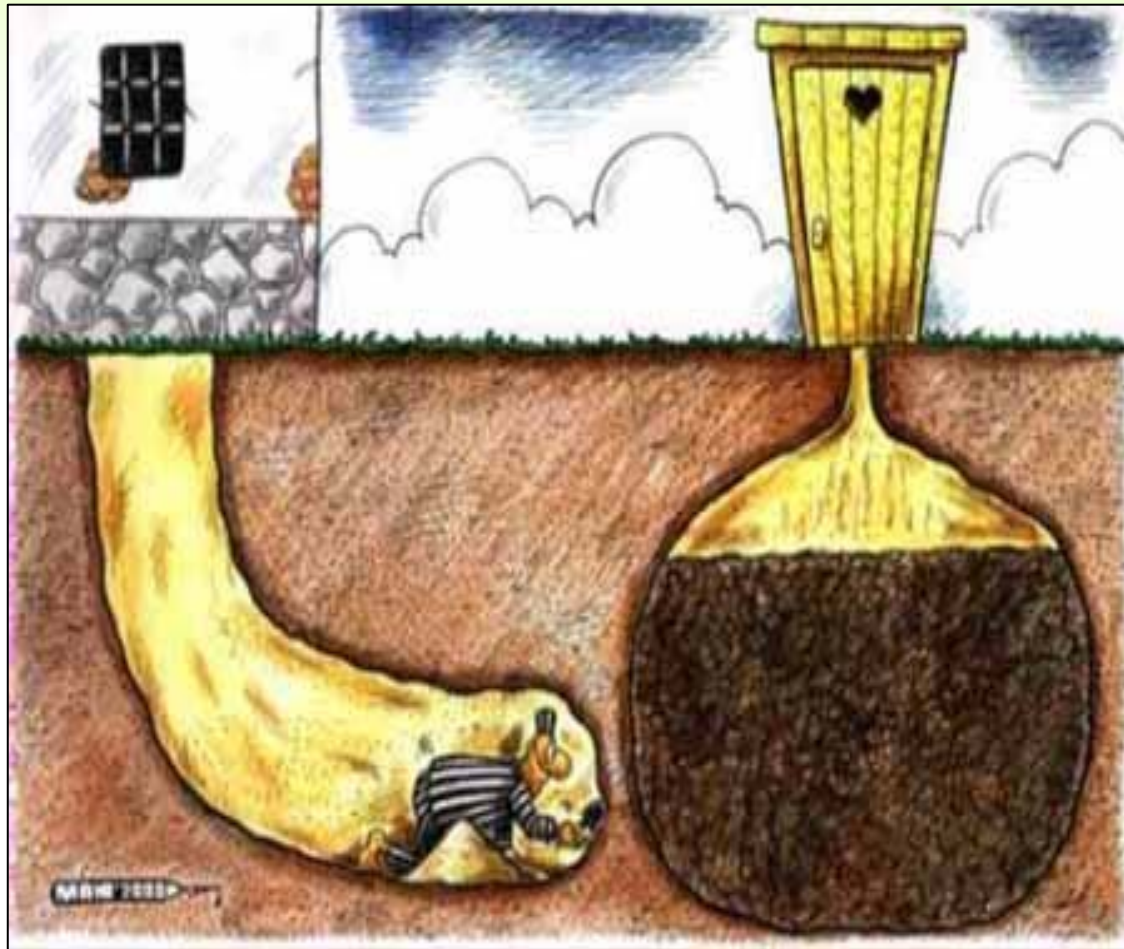


Bad theory sucks ...



But good theory isn't always enough



After fifty years of careful research and planning, Ernest, Leonard, and Victor were ecstatic about finishing their strategy for winning triathlon competitions.

It's about being (more) honest & clear(er)

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And not setting oneself up to fail

