

# GREATER THAN — Cheat Sheet

#	Equation	Default (90%)	Antithesis Trigger (10%)
1	Consistency > Intensity	Compounding beats spikes; never miss twice.	Crisis/launch/state change
2	Habits > Motivation	Design beats willpower; make it easy, visible, repeatable.	Kickoff/creative ignition
3	Sleep > Grind	Energy multiplies hours; repay sprint debt.	True emergency (repay sleep debt)
4	Clarity > Cleverness	If it's clear, it's usable.	Hook the reader
5	Learning > Knowing	Update often; test small.	Settled domain/safety rules
6	Listening > Talking	Questions create progress.	Emergency/teaching
7	Depth > Breadth	Nail it before you scale it.	Exploration/generalist needs
8	Reflection > Consumption	Synthesize; don't hoard.	On ramp/fast moving risk
9	Focus > Hustle	Top 1 before everything.	Prospecting/calibration reps
10	One Thing > Many Things	Throughput beats activity.	Independent tasks waiting
11	Systems > Goals	Build the machine that builds results.	Short sprint
12	Process > Outcome	Own inputs; respect luck.	Hard deadline/PMF window
13	Convergence > Divergence	Diverge to learn; converge to earn.	Early discovery/novel domain
14	Quality > Speed	Go as fast as trust allows.	Reversible change
15	Margin > Maximum	Buffers beat brinkmanship.	Short, predictable burst
16	Mechanisms > Facts	Understand the cause, not the case.	Compliance/checklist/novice mode
17	Signal > Noise	Fewer, better inputs.	Exploration/creativity
18	Simplicity > Features	People buy clarity, not checklists.	Table stakes/power users
19	Leverage > Effort	Multiply; don't just add.	Skill building/high touch
20	Prevention > Cure	The cheapest incident is the one that never happens.	Unknown unknowns/low impact fix
21	Candor > Comfort	Kind truth, early and specific.	Acute distress/timing
22	Relationships > Networking	Trust compounds.	Cold start/reach
23	Autonomy > Control	Freedom with accountability.	Regulated/onboarding
24	Long Term > Short Term	Build what compounds.	Survival/time sensitive window
25	Compounding > Occasional Wins	Win small, win often, win forever.	Category entry/inspiration
26	Calibration > Confidence	Right beats loud.	Morale or cheap error
27	Reuse > Reinvent	Stand on shoulders.	Differentiation/learn by building

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28	Stewardship > Ownership	Leave assets better than you found them.	Founding energy/turnaround
29	Wisdom > Intelligence	Let intelligence predict; wisdom govern.	Cheap, reversible bet/clear feedback
30	You > You	Win today's race against yesterday.	Benchmark to learn