

Blog number 1

Shortcuts lure with the promise to simplify the upfront homework, but force you to skip afterwork to do the rework. (In Sweden, afterwork is an informal social gathering.)

The one-liner highlights the trade-off that often comes with taking shortcuts in product development or innovation. The phrase “lure with the promise to simplify the upfront homework” suggests that shortcuts are often appealing because they seem to make the initial work easier or faster.

However, the phrase “but force you to skip after work to do the rework” reveals the hidden cost of taking shortcuts. In this context, “after work” refers to a social gathering or informal get-together, implying that the rework is not just a necessary evil, but also a disruption to one’s personal life.

The logic behind this one-liner is that shortcuts may seem attractive in the short term, but they often lead to more work and stress in the long term. By forcing you to skip social gatherings or

personal time to do rework, shortcuts can ultimately lead to burnout and decreased productivity.

The one-liner play on words, using the concept of “after work” to highlight the unintended consequences of taking shortcuts. It’s a cautionary tale that encourages readers to think carefully about the trade-offs they make in their work and personal lives.

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