

Master Knowing Yourself

KNOW WHAT YOU WANT

"You need to identify what matters the most to you to put a strategy together that fits your level of commitment and vision."

Making a plan and committing to it will unleash all the energy and discipline you'll ever need.

But to develop a worthwhile plan, you need to answer the question: "Who do you want to be?"

"If you're looking to disrupt an industry, you'd better be armed with the right story, right team, right data, and right strategies."

When you're working on something you deeply care about, you will find the enthusiasm to make life a great adventure.

You can break down Drive into four categories:

Advancement.

Wanting to reach the next goal (promotion, deadline, or task)

Individuality.

Having the lifestyle you desire and the security to do so

Madness.

Competing against others and proving you are the best at what you do

Purpose.

Self-actualization and having a positive impact on others

You can have more than one type driving you. However, a driver can stop to work in your favor.

For example: People often feel lost after a big deadline because their driver is suddenly gone.

To solve this, dig deeper into your purpose.

01 *How do you want to be remembered?*

02 *How do you want to make an impact on other people's lives?*

03 *What does the greatest version of yourself look like?*

FIND YOUR "BLUE OCEAN"

Rather than competing in games where you're an underdog, find unexplored new markets in which you can win.

Examine both your unique skill set and the competitive landscape to find your "Blue Ocean".

Process the competitive landscape by asking:

01

Is this a place where you believe you can do well, given who your competition is?

02

Do you possess the necessary resources to compete?

03

Do you need to acquire specific resources before you can compete?

04

Have you educated yourself about the competition?

05

Is there some additional benefit your competitor has that you can't beat, no matter what you do?

06

Don't complain that the game is rigged. Instead, find a game in which you have a differential advantage.

Once you find a market where you can win, you need to transform your potential into results. How? By embodying who you want to be right now.

For example:

If you want to become a great company, you have to work like you are a great company right now.

You will never reach your goals unless you act like the person you want to be from the very beginning.

Master The Ability To Reason

THE INCREDIBLE POWER OF PROCESSING ISSUES

THE EIGHT TRAITS OF A GREAT PROCESSOR:

- 01** *Ask lots of questions. Having more data leads to making better assumptions.*
- 02** *Don't care about being right or wrong. Be only interested only in the truth.*
- 03** *Don't make excuses. Wasting time and effort on why things went wrong is not productive.*
- 04** *Embrace challenges.*
- 05** *Be curious. You can't solve problems without knowledge.*
- 06** *Prevent more problems than you solve. Spot yellow flags before they turn red.*
- 07** *Learn to negotiate.*
- 08** *Focus on permanently solving a problem. Don't put band-aids on problems.*

EMBRACE MATH AND USE INVESTMENT TIME RETURN (ITR)

Investment Time Return formula: **Investment.** How much will it cost or save
Time. How much time will it take or save
Return. Return on the money and time involved in the decision

Make a list of the blind spots or things that could go wrong with each decision.

If you only think about what could go right, you will overlook the downside.

SOLVE FOR X

The ability to solve problems well is the ability to take a complex issue you're facing and break it down into a step-by-step formula that helps you identify the root of the problem.

<i>Investigate</i>	<i>Solve</i>	<i>Implement</i>
URGENCY 0-10	WHO IS NEEDED	WHOSE BUY-IN IS NEEDED?
TOTAL IMPACT POTENTIAL GAIN POTENTIAL LOSS	LIST OF SOLUTIONS	ASSIGNED RESPONSIBILITIES
REAL CAUSE(S) OF ISSUES	POTENTIAL NEGATIVE CONSEQUENCES	NEW PROTOCOLS