

PLAYER	BATTING AVERAGE	AT BATS	HITS	QUALITY OF BASEBALL PLAYER	QUALITY OF HUSTLE
Luke Skywalker	.300	1,000	300	Great	Average
Rocky Balboa	.200	1,000	200	Below Average	Average

PLAYER	BATTING AVERAGE	AT BATS	HITS	QUALITY OF BASEBALL PLAYER	QUALITY OF HUSTLE
Luke Skywalker	.300	1,000	300	Who cares?	Average
Rocky Balboa	.200	2,000	400	Who cares?	Great

BUILD ON YOUR POTENTIAL

- Experiments
- Storytelling
- Pitching
- Growth
- Innovation

BUILD ON YOUR PEOPLE

- Help & Serve
 - Networks
 - Honeypots
- People Leverage
 - ABCs

POTENTIAL =
the opportunity
of capability

PEOPLE =
the opportunity
of community

BUILD ON YOUR PROOF

- Discoverability
- Reputation
- Track Record of Success
- Differentiator
- Quirks & Luck

BUILD ON YOUR PROJECTS

- Day Job
- Side Gig
- Value Add
- Productivity
- Teamwork

PROOF =
the opportunity
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PROJECTS =
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PROOF**LACK OF PROOF**

Iceberg

Ice floe

(most of it below the surface)

(nothing below the surface)

Alchemy

Ordinary

$$2 + 2 = 5$$

$$2 + 2 = 4$$

Others experience directly

Others read or hear about

Strong signal

Weak signal

Hustle habit

Conventional thinking

Self-directed

Needs direction

Active

Passive

3-D

2-D