

THE **3 SECRETS** OF
HIGHLY SUCCESSFUL
GRADUATES

by Reid Hoffman

Hi!

My name is
Reid Hoffman
and I'm an
entrepreneur
and investor.



I cofounded **LinkedIn** in 2003 with
the mission of connecting the world's
professionals to make them more
PRODUCTIVE and **SUCCESSFUL**.

LinkedIn 

I've heard the **CAREER CONCERNS**
of students around the world...



...from the millions of **STUDENTS** on LinkedIn...



A close-up portrait of Brian Chesky, co-founder of Airbnb. He is a man with short, dark hair, smiling warmly at the camera. He is wearing a dark blue jacket over a grey t-shirt. The background is a dark, out-of-focus grey.

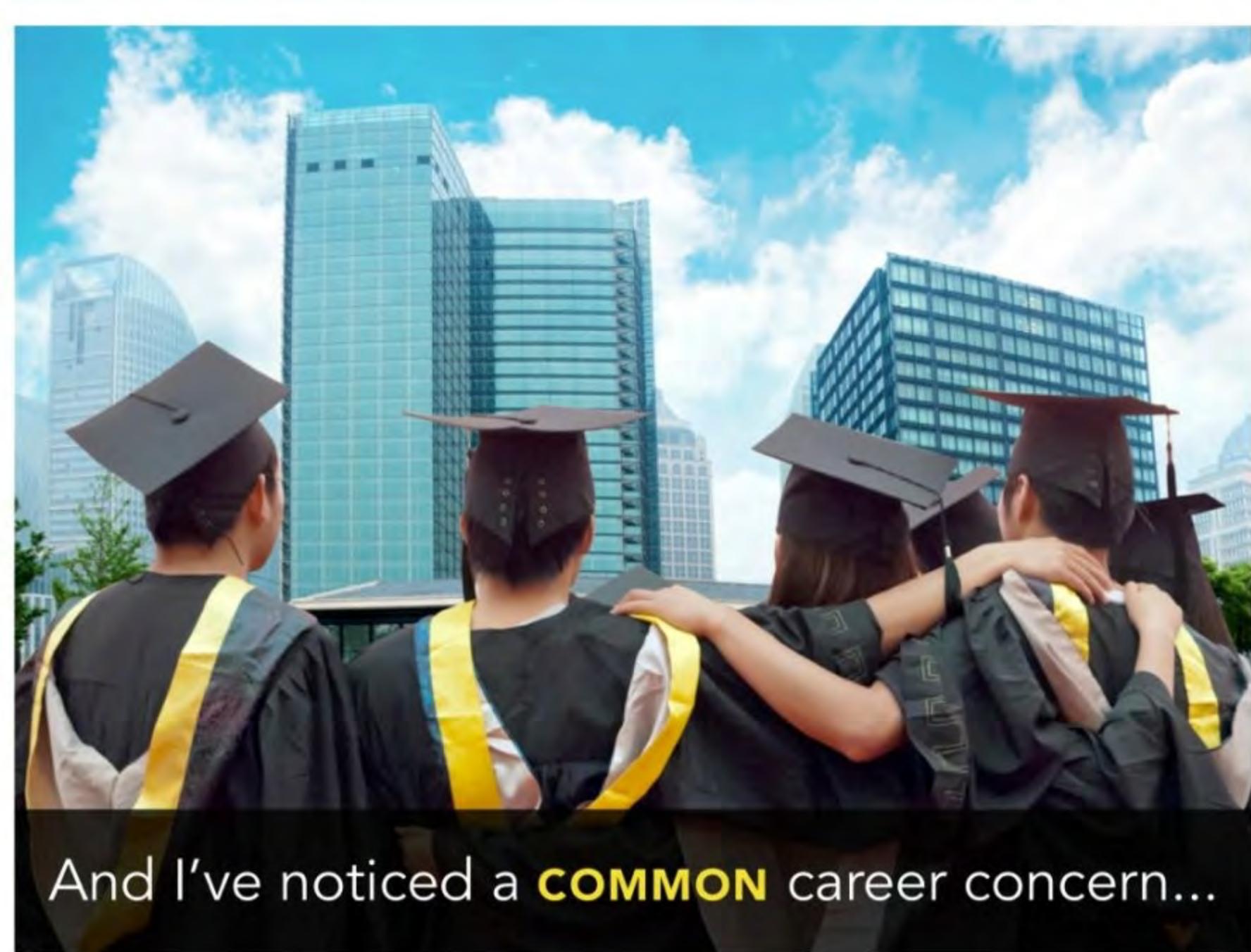
...to the super young
ENTREPRENEURS
I've invested in...

BRIAN CHESKY



...to the student leaders who read
my book **THE START-UP OF YOU.**

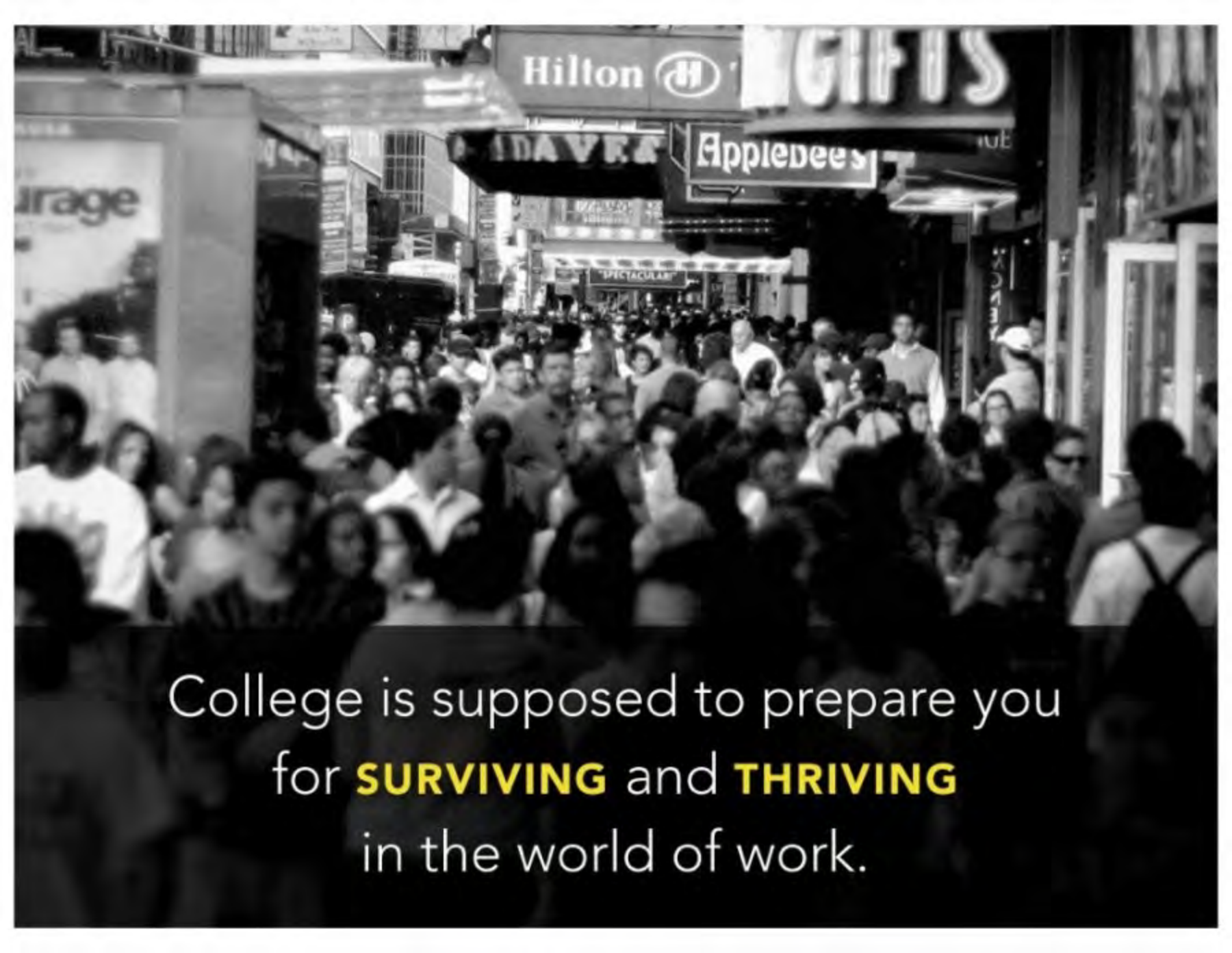




And I've noticed a **COMMON** career concern...



THEY DON'T FEEL READY.

A black and white photograph of a crowded city street, likely Times Square, with many people walking and various commercial signs visible in the background. The signs include "Hilton", "GIFTS", "Applebee's", and "SPECTACULAR".

College is supposed to prepare you
for **SURVIVING** and **THRIVING**
in the world of work.



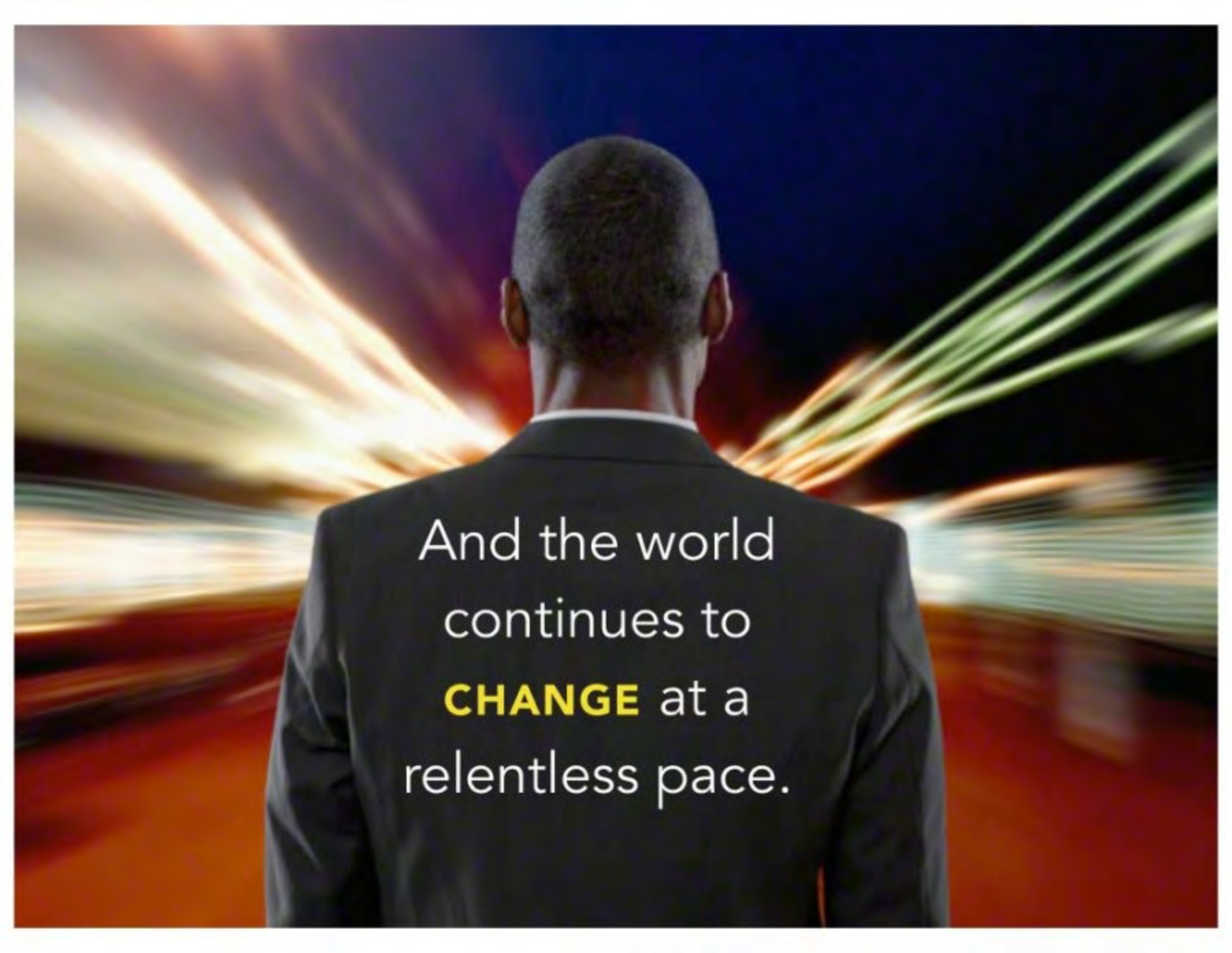
But the world of work has **CHANGED**.

Stable career paths are **DISAPPEARING.**

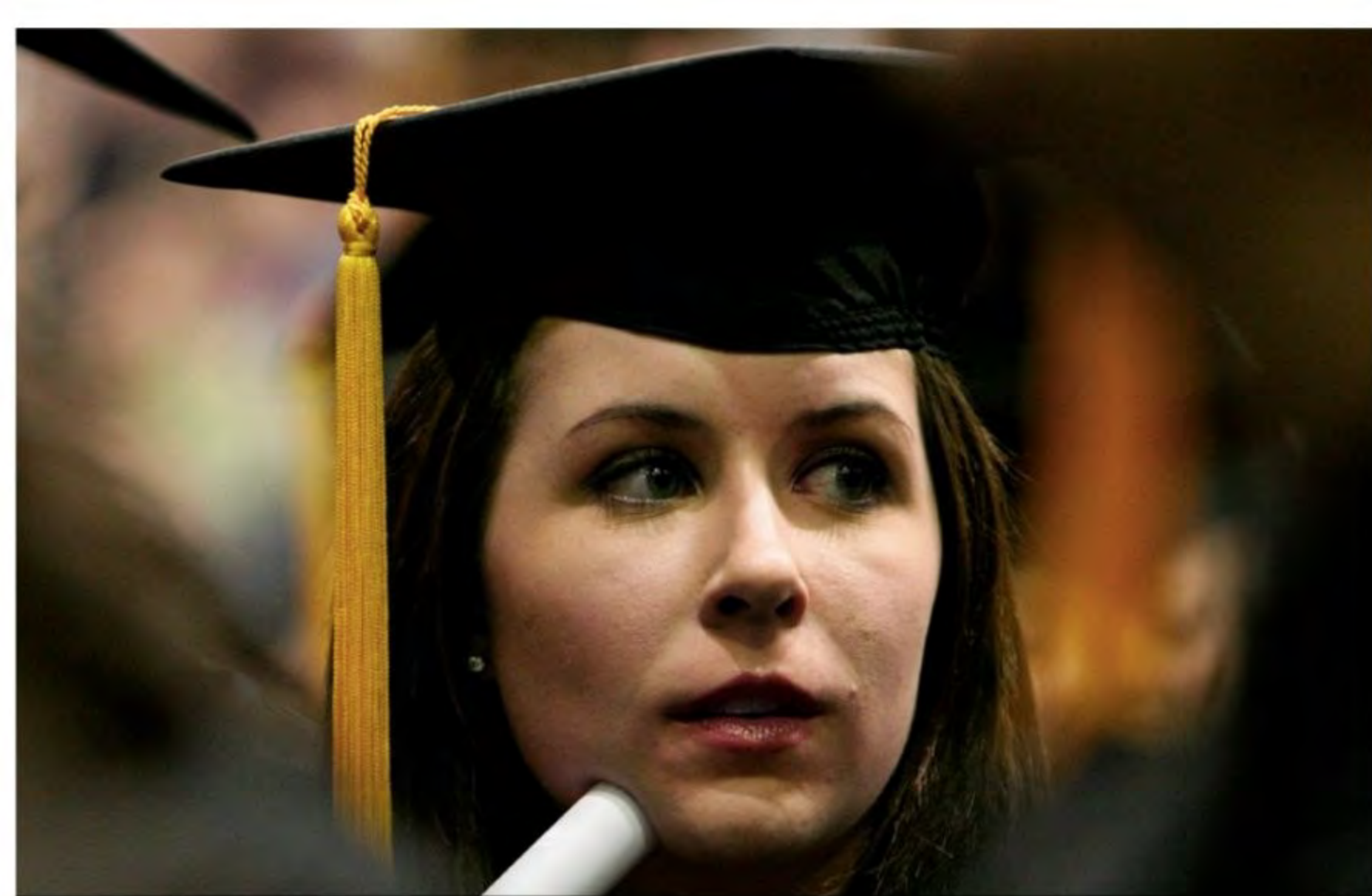


COMPETITION can come from anywhere.



A man in a dark suit is seen from behind, looking towards a bright, streaky light background. The light streaks are in shades of yellow, orange, and green, creating a sense of motion and energy. The background is dark, making the light streaks stand out.

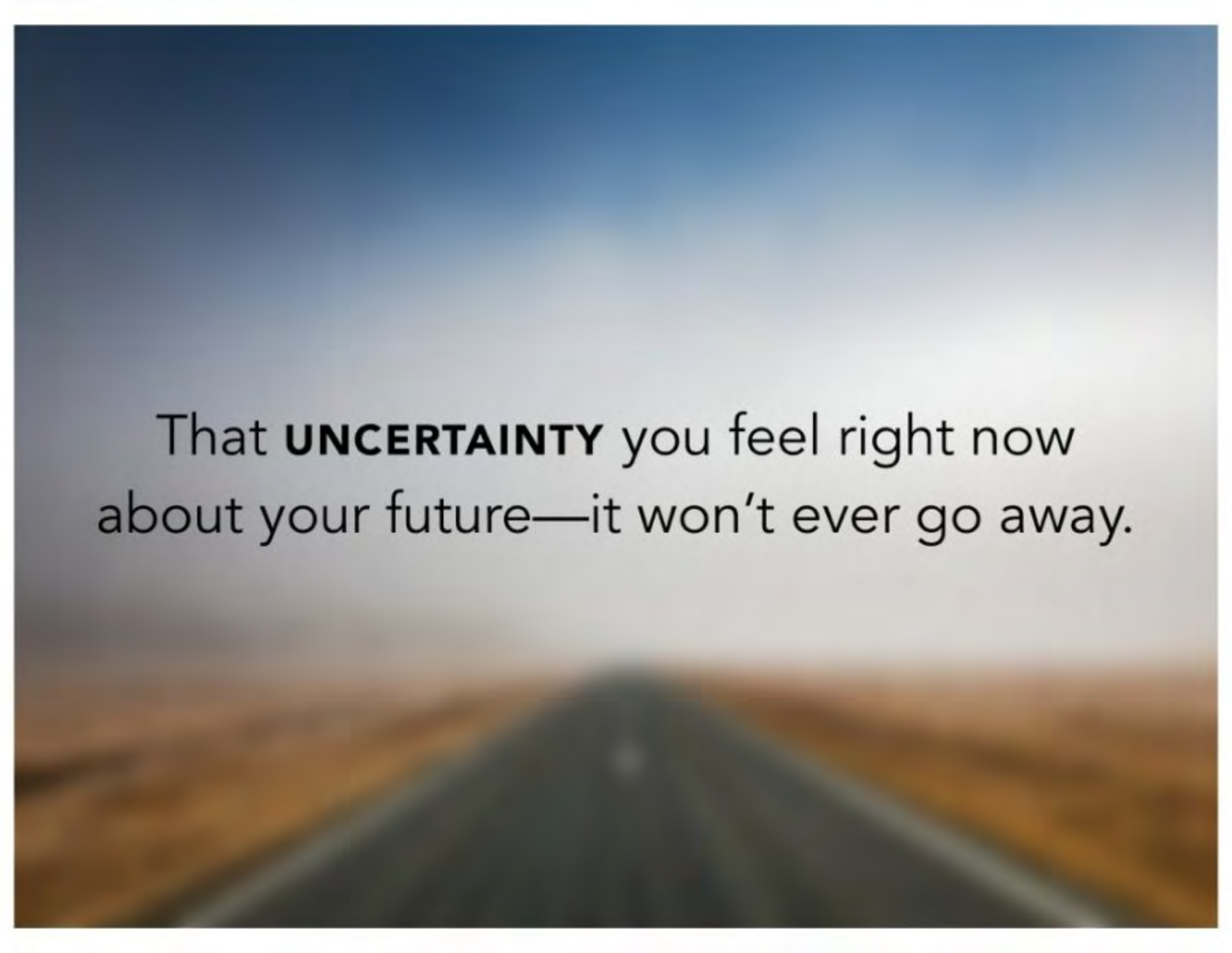
And the world
continues to
CHANGE at a
relentless pace.



If you are graduating, you may feel **ANXIOUS**.

A photograph of a long, straight asphalt road stretching towards the horizon. The road has a dashed white line down the center and solid white lines on the sides. The landscape on either side is flat and covered in dry, yellowish-brown grass. The sky is a clear, pale blue. The text "I want you to know **THAT'S OKAY.**" is centered over the middle of the image.

I want you to know **THAT'S OKAY.**



That **UNCERTAINTY** you feel right now
about your future—it won't ever go away.

In an ever-changing world, managing
your career is a **LIFELONG PROCESS.**



↑
ME

When I graduated from undergrad...



I thought I knew what I wanted to do.



I was **WRONG.**

A man in a dark brown pinstripe suit, white shirt, and patterned tie is shown from the chest up. He is holding a large, glowing white sphere with both hands. The sphere contains the text "I could **NOT** have predicted my career path." The background is dark and out of focus.

I could **NOT**
have predicted
my career path.

It even took me **15 YEARS** to realize
what I was doing had a name...

1965 1966 1967 1968 1969

1973 1974 1975 1976 1977

1981 1982 1983 1984 1985

1989 1990 1991 1992 1993

1997 1998 1999 2000 2001

2006 2007 2008 2009

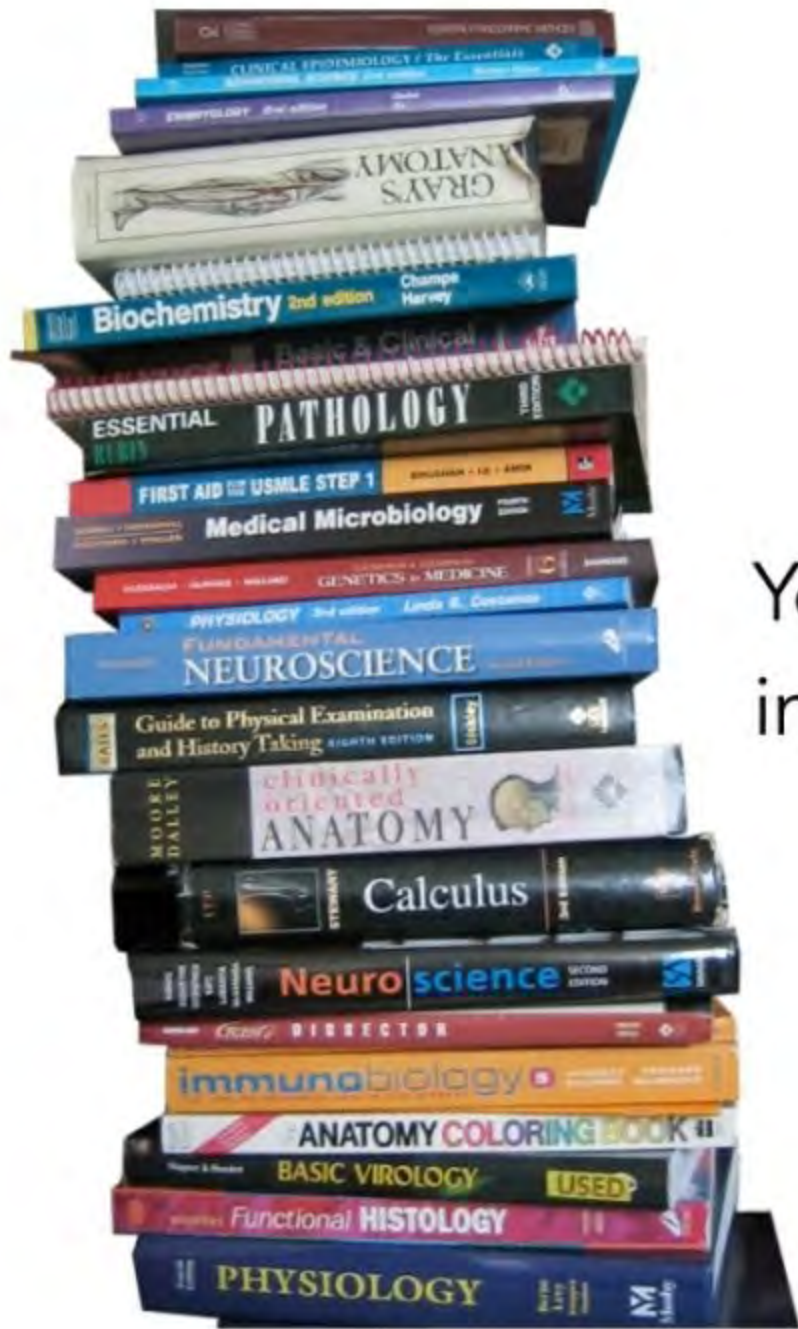
A close-up photograph of a pair of hands, with fingers slightly curled, holding a mound of dark, rich soil. A small, vibrant green seedling with several leaves grows out of the center of the soil. The hands are positioned in a way that suggests care and nurturing. The background is blurred, showing a blue patterned fabric. The word 'ENTREPRENEURSHIP' is written in white, bold, sans-serif capital letters across the middle of the image, superimposed over the soil.

ENTREPRENEURSHIP



Along the way, I've developed an eye
for the patterns of **SUCCESS** and **FAILURE**.

And there are at least **THREE THINGS**
that successful professionals eventually
figure out about their careers.



You **WON'T** find them
in any of your textbooks.

And your school **DOESN'T** teach them.



And I'm sure you'd rather **NOT**
wait 15 years to discover them.

2006 2007 2008 2009

2014 2015 2016 2017

2022 2023 2024 2025

2030 2031 2032 2033

I want to share them with you today.