



1. Competition

2. Networks

3. Risk

In college, you had dorms,
student organizations,
classes...

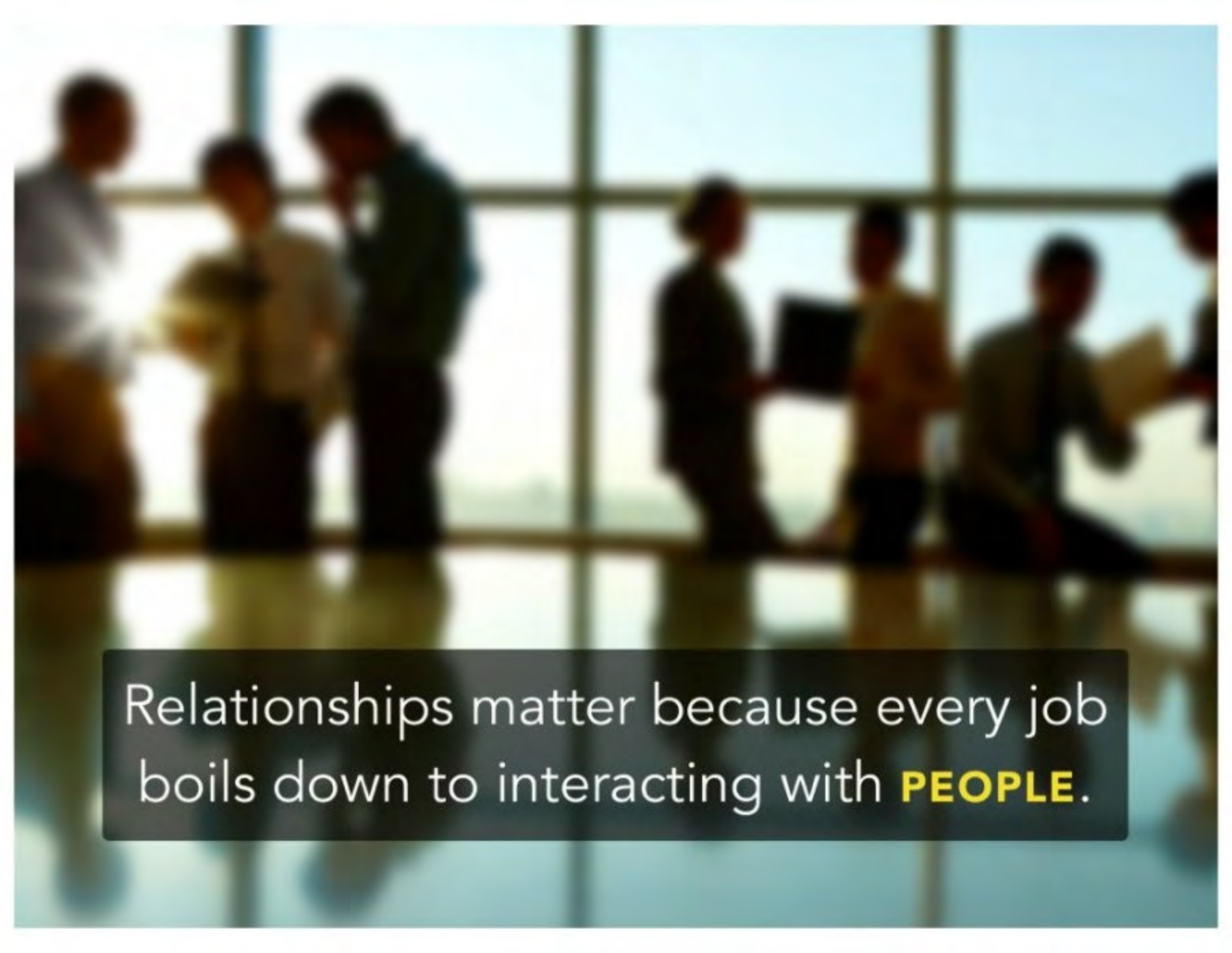


Building relationships was **EASY**.



But in the real world, you have to learn
to **PROACTIVELY** build your network.



A blurred photograph of an office interior. Several people are visible, some standing and talking, others sitting at desks. The background features large windows with a grid pattern, letting in bright light. The overall scene is out of focus, emphasizing the human element of the workplace.

Relationships matter because every job
boils down to interacting with **PEOPLE**.



PEOPLE control
resources, opportunities, and information.



Opportunities do **DO NOT FLOAT** like clouds in the sky.



They're attached to **PEOPLE**.



If you're looking for an
OPPORTUNITY, you're really
looking for a **PERSON**.



The people you spend time with shape
WHO YOU ARE and **WHO YOU BECOME.**



The fastest way to change yourself
is to hang out with people who are
ALREADY THE WAY YOU WANT TO BE.



The best way to meet new people is
via **THE PEOPLE YOU ALREADY KNOW.**



You may not think you know **THE RIGHT PEOPLE.**



Your existing network is

BIGGER

than you think.

If you're connected to a couple
hundred people on LinkedIn,
you're actually at the center of a network
MORE THAN 2 MILLION PEOPLE STRONG.



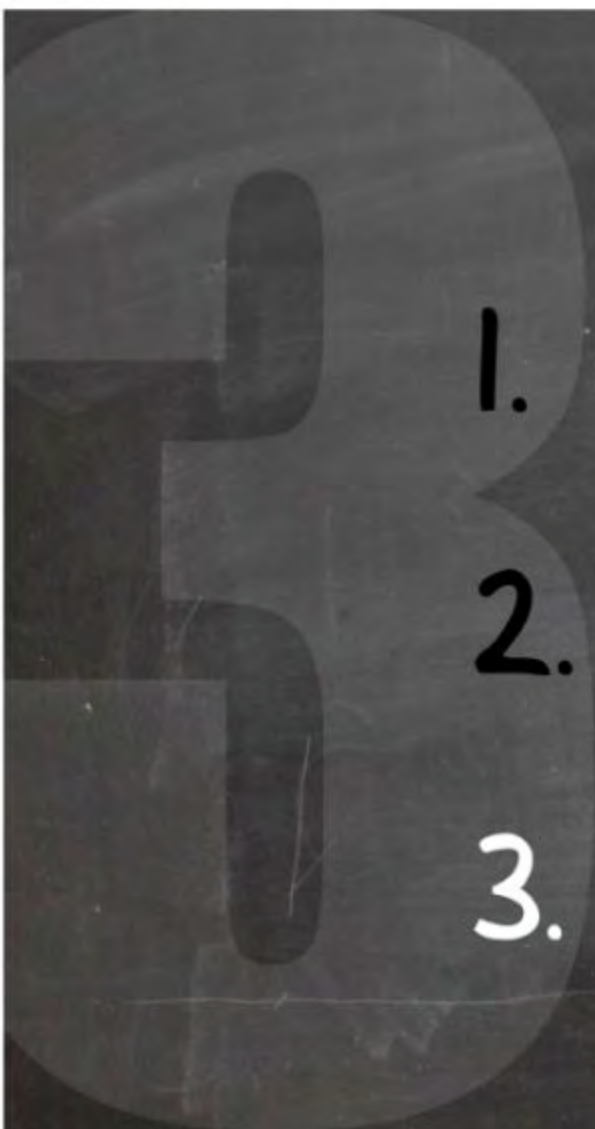


In other words,
it's likely that
**SOMEONE YOU
ALREADY KNOW**
knows someone
who could help you.



A dramatic, low-key photograph featuring two hands reaching towards each other against a dark, textured background. The hands are illuminated with a cool, blue light, and a bright, crackling blue energy spark is visible between the tips of the fingers. The overall mood is mysterious and powerful.

This is the
POWER
of the extended network.



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A blurred image of a document, possibly a test or exam, with a large red 'X' mark drawn over it. The text on the document is illegible due to the blur. The red 'X' is prominent and centered in the upper half of the image.

Our education system penalizes
students for **MAKING MISTAKES**.

But in the real world, you don't know
what the best plan is until you



A close-up, low-key photograph of a boxer. The boxer is wearing a red robe and white boxing gloves. They are looking down, and their face is partially obscured by shadow. The background is dark, and the lighting highlights the texture of the gloves and the fabric of the robe.

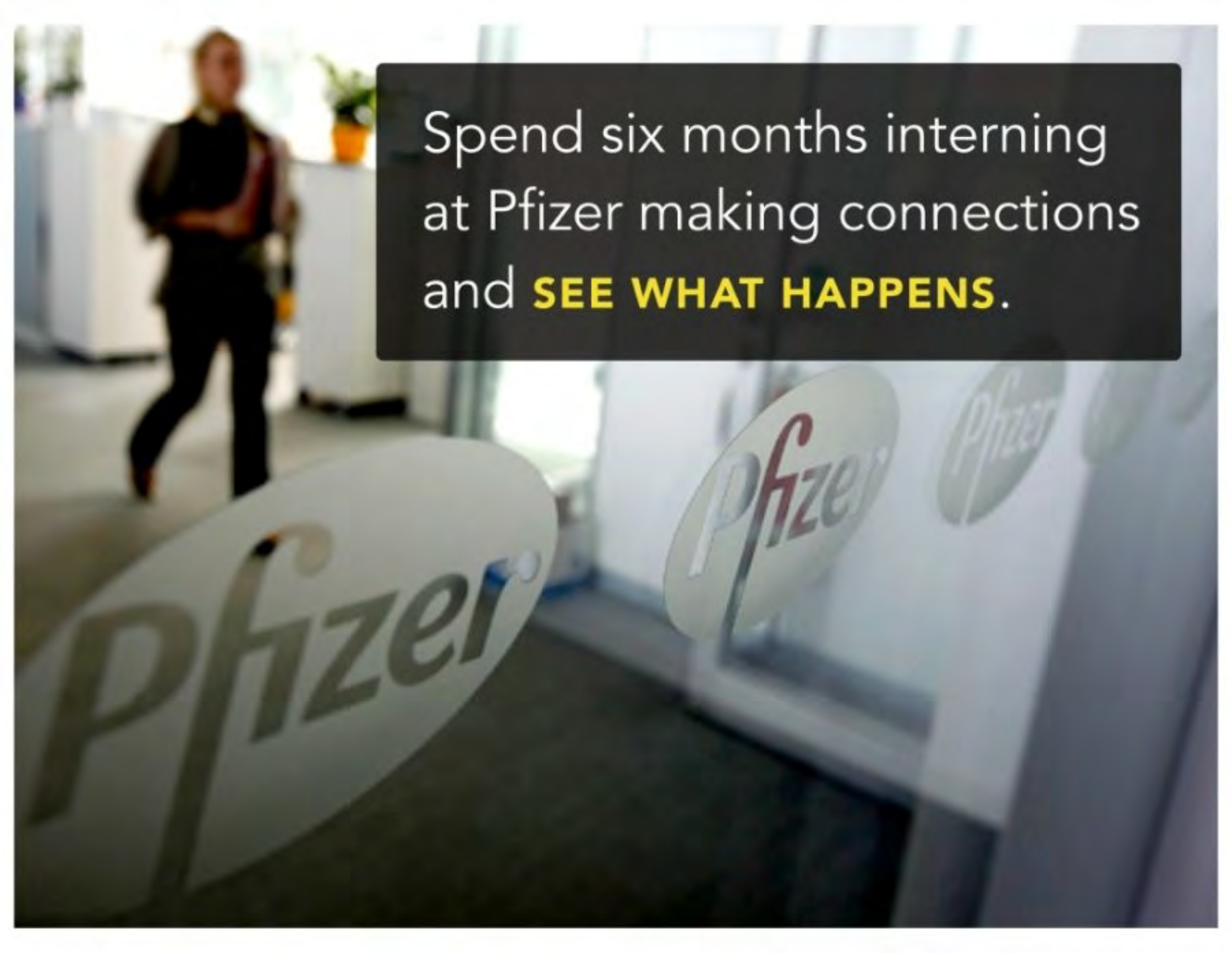
And making mistakes
is part of that

LEARNING PROCESS.

Learn by **DOING.**



Not sure if you can break into the
pharmaceutical industry?



Spend six months interning
at Pfizer making connections
and **SEE WHAT HAPPENS.**

Curious whether
MARKETING or **PRODUCT DEVELOPMENT**
is a better fit than
what you currently do?



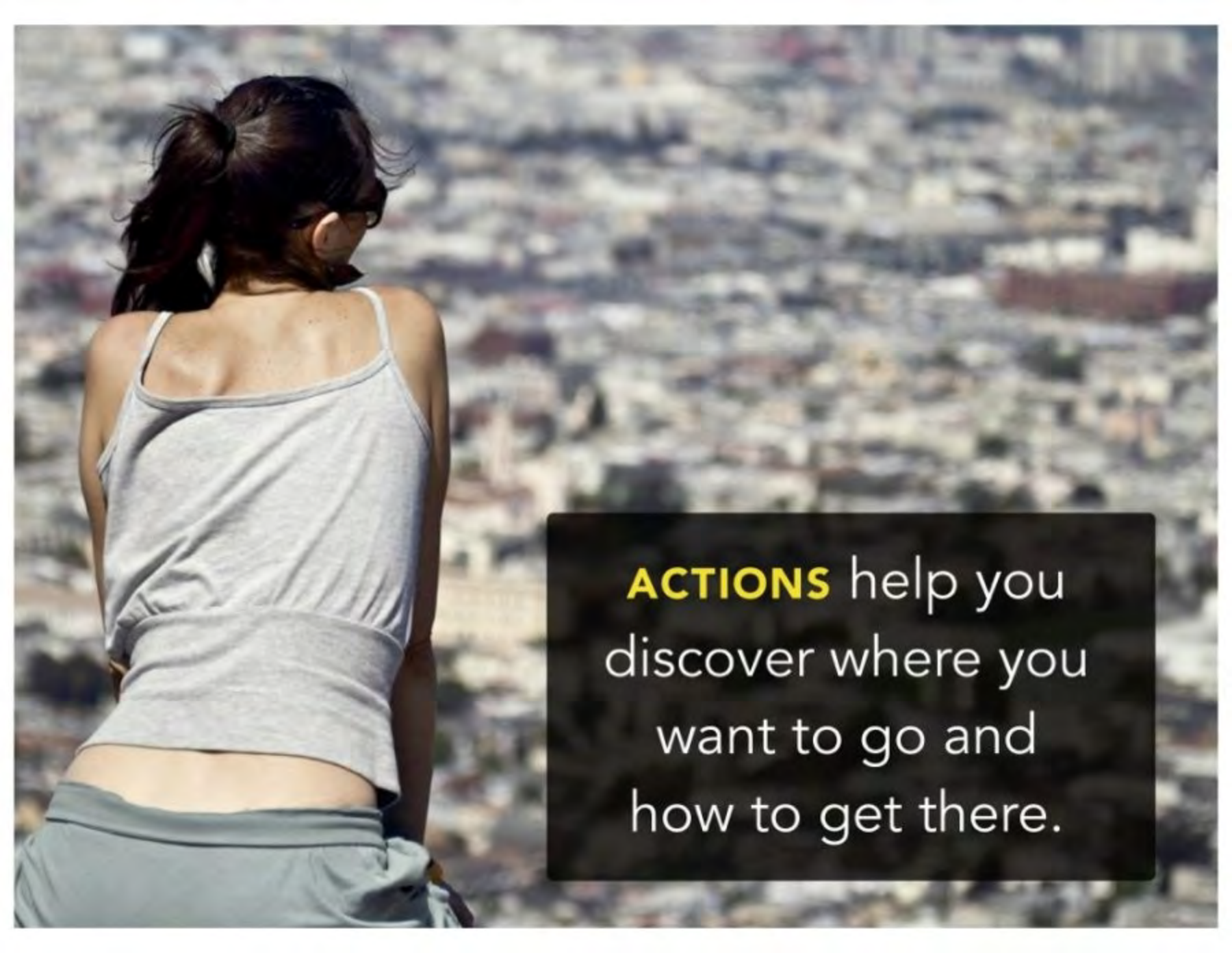
If you work in a company where those functions exist, offer to **HELP OUT** for free.



That's exactly **WHAT I DID** at Apple,
my first job after grad school.

Whatever the situation,
ACTIONS, NOT PLANS,
generate useful lessons.



A woman with dark hair in a ponytail, wearing a grey tank top and grey pants, is seen from behind, looking out over a vast, hilly cityscape under a clear sky. The city is densely packed with buildings and greenery, stretching out to the horizon.

ACTIONS help you
discover where you
want to go and
how to get there.

In college, the **MOST SUCCESSFUL STUDENTS**
make the **FEWEST MISTAKES.**





But the **MOST SUCCESSFUL PROFESSIONALS**
learn to take **INTELLIGENT RISKS.**