

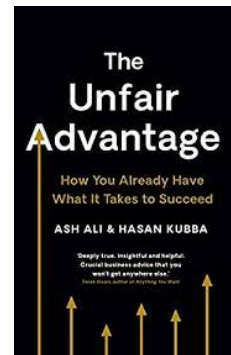
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The Unfair Advantage by Ash Ali and Hasan Kubba

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Category: Value-Delivery

(94 von 100)



Why: I have not leveraged enough from my unique circumstance.

Goal: Learn about my own unfair advantages for building a lifestyle start-up.

Action: **Stack the Cards for Yourself.**

3 Key Concepts

1. **Work smart, because success is both hardwork and luck.**
2. **YET: Develop growth mindset intentionally.**
3. **Work your unfair advantages with MILES framework.**

Summary

Pre-reading material: What Makes People Successful? https://youtu.be/RGbCR_pq4_A

How to stack the cards in your favor?



Obviously enough, we need to know what cards are good for you that you have!

This book suggests using the MILES framework to find out our own advantageous cards and use them efficiently.

Not only Hardwork

Hard work is the bottom line of **succeeding** in anything you do. Meaning that working hard alone is not enough. You will also need **luck**, and it comes only when you **work smart**.

Serenity Prayer

GOD,
grant me the
Serenity
to accept the things
I cannot CHANGE;
Courage
to CHANGE
the things I can;
and
Wisdom
to know the DIFFERENCE.

Accept things you **cannot change**, and challenge yourself to make a **change where possible**. But, most of all, **learn** enough to spot the difference between **changeable** and **unchangeable**.

Resourcefulness

The danger can never be 100% mitigated because, at some point, you need to journey to the place nobody has been to achieve your goal.

Give it a go, knowing that you will screw it up. But, then, trust yourself to find a way out during the way.

An entrepreneur is someone who will jump off a cliff and assemble an airplane on the way down.

Reid Hoffman

NOT YET

The key is to add the word “yet” at the end of everything you want to do but have no ability at the moment. This is called a **growth mindset**, the opposite of a **fixed mindset**.

I cannot do that YET. But I will, and here is my plan.

“

Admit reality, and then train your mind to go on and ask, “How will I do it despite all the challenges?”

MILES Framework

Being at the right time in the right place with the right occasion (TPO) considerably helps with the **luck factor**. **MILES framework** illustrates these unfair advantages. **Consider your position** and intentionally use each of these advantages.

Unfair Advantages: the MILES framework

| | Unfair advantage | Elements | Examples |
|----------|---------------------------------|---|--|
| M | Money | Minimise expenses, learn core skills, fundraise, side projects | Zoopla, Just East (SEO), White Hat (parents' support), WhatsApp (Brian Acton) |
| I | Intelligence and insight | Book smarts, street smarts, people skills, creativity | Stripe (joy of studying), Deliveroo (delivery insights), Melanie Perkins (Canva), Steve Jobs (calligraphy) |
| L | Location and luck | Clusters, online communities, timing, trends, serendipity | Silicon Valley (startups, VCs), Cambridge (Silicon Fen), Huda Kattan (LA, Dubai), Basecamp |
| E | Education and expertise | Knowledge, networks, credentials, application, experimentation, mentors | Google (Stanford University), DeepMind (London) |
| S | Status | Cultural, social. Outer (influence, power), Inner (self-esteem, confidence) | James Caan (Mayfair address), Sara Blakely (female founder status), Tristan Walker (minority status) |

image credit: YourStory

To sum up



Knowing your unfair advantages comes from knowing yourself really well. Analyze with MILES framework to quickly see the way you can gain a winning edge. Then, start stacking those cards in your favor.



Goal check: I learned where my unfair advantage lies.

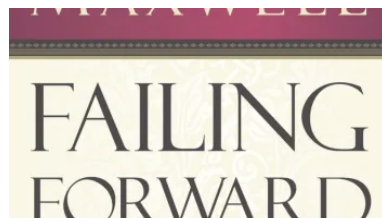
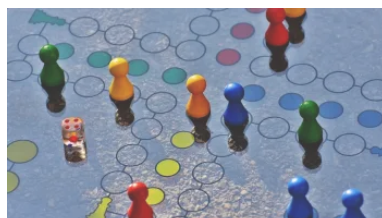
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