The 8 assets advocated by Robert Kiyosaki

Robert Kiyosaki is undoubtedly an amazing storyteller. His famous Rich Dad, Poor Dad theory has been a complete success in imparting financial education. His quadrant theory is used throughout Rich Dad series books. What makes this book even special is that he left no stone unturned in conveying his readers that network marketing is the business of the hour. After reading his books, his readers felt one thing. It is that how they can come out of E and S quadrants. Robert made sure that his readers are eager to join the B and I quadrants. In his book, The Business of the 21st Century he talks about building eight important assets for the same.

In the first part of the book, Robert mentions how jobs are no more the secured way of living life. This book was published in 2012. So, it includes instances from 2008 financial crisis. Not just America, but the whole world was affected from the crisis and the recession that followed. This was the first time in a while when the truth started dawning upon people that the fantasy of a safe and stable job is no more true. He included statistics and figures to make sure that his point was valid- people now know a financial crisis will be a part of our future. We have to be prepared for the same. Our 9-5 job will no more provide us the security in those times.

This prediction by Robert holds true in current times. Financial crisis and instability of jobs, a situation which is relevant right now, is now a frequent part of the future. We cannot turn a blind eye to it anymore. Robert stated that one can shift from the left part to the right part only with the right attitude. These assets are really helpful in developing that mindset.

So, without any further ado let us talk about those 8 important assets.

## Asset 1: Business education

The reason why most people are stuck in the left side of the quadrant is because they do not possess this asset. This is important because without the right mindset, you are least likely to succeed in any form of business. Robert explains the three types of education. Scholastic education teaches us how to read, write and calculate. Professional education is that of the doctors, accountants, and lawyers. Financial education is what matters the most as nit teaches you how not to work for money and how let money work for you. This is the education which the people in the right quadrant impart their children.

## Asset 2: Personal development

As rightly mentioned by the rich dad, money makes one arrogant and after we fail once we were arrogant, that is when we become a student once again. If you want to excel in the path of self development, then you have to wake up the winner in you. The loser will try to take over but we should never let it succeed. Robert explains why his flight school help him in becoming a winner. It is because they taught him to defeat his fears and bring out the winner. In order to face fears, you have to keep trying. It will not be a success in the first attempt itself. He gave an instance from his life, when his wife kept saying no to his proposals but he never stopped trying. She agreed only after six continuous months of efforts.

## Asset 3: Choosing the right people to surround yourself with

The friends we have in school must have excelled in their lives. Some might have become doctor, some engineers or accountants or lawyers. However, they still are in the left side of the quadrant. Here comes the types people in your lives you should surround yourself with according to your quadrant. If you are happy in the left one, make friends there. If you want to make yourself a part of the right quadrant, then make friends with people who do not compete with you for promotion but wants you to succeed as it will be a mutual benefit.