

Week 2 Lecture 4

Business

Getting Ready

- Think on quote: ‘Know Thyself’

What's in this lecture?

- System for evaluating yourself quickly
- Eliminating redundancy and irrelevance
- Establishing baseline of character

Why?

- We will use it to build your elevator pitch, resume, and personal growth.

If nothing else...

- Understand that *your* actions define you.

The Business Pyramid

||Work||
||The Clients||
||Communication||
||You: your character, ethic, and base||

Build a good base

- Know yourself
 - strengths
 - weaknesses
 - blindspots

How?

- It's about unscrupulously tearing yourself down and then building yourself back up a new and better person.
- tear-down
- find metal
- rebuild!

List qualities

- What am I doing right now?
- ‘How do I apply myself to work?’
- ‘What is my greatest strength?’
- How are you typically communicating to others? What are you saying? To whom?

Describe last project:

- What was the project scope?
- Who did it involve?
- What were some of its challenges?
- How was it completed?
- What was the end result?

Merge

- Reappraise list of qualities by prefixing each with “My #{boss || coworker} says that I am... #{quality}”
- Strike any that fail above test
- Strike any that your project contradicts
- Circle intersecting elements

What's Important

- Qualities other people have told you
- Qualities contributing to success of project
- Qualities that were stricken

Baseline

- Organize the top qualities into a sentence describing yourself
- If this feels weird, start over

Growth

- Qualities you need to work on (or wish to expand):
 - List 3 ways your client/project/teammate would want you to change
 - List 3 ways you wish to improve
 - Execute on intersecting elements