



With Hasan Kubba

Learn The Secrets To
**Finding The Right
Mentor & Avoid
Countless
Mismatches**



Employee 2013



Lifestyle Startup Founder 2016

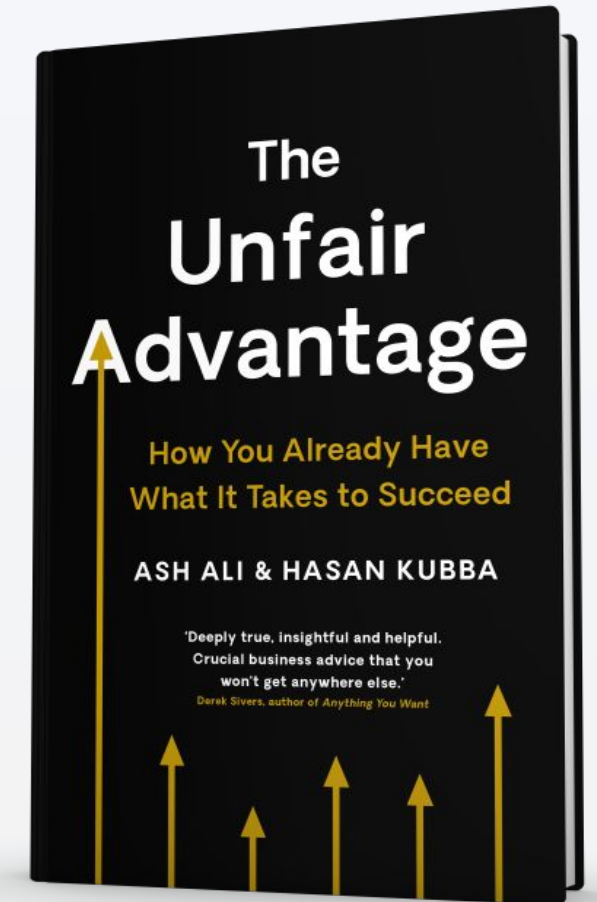


Signing book deal 2018



Giving TED Talk 2019

Hasan Kubba



Jan 2020

amazon

#1 Best Seller

MarketingWeek

Recommended Reading



Deeply true, insightful, and helpful.
Crucial business advice that you won't
get anywhere else.

Derek Sivers, entrepreneur, author
Anything You Want

BBC RADIO

*Top 10 books to
change your life
during 2020*

B Imperial College
Business School

UCL
SCHOOL OF
MANAGEMENT

WHSmith

Business Book of the Month



 **NatWest**

TEDx


EY


salesforce


SOAS
University of London

Tell me about You...

1

Where are you
livestreaming
from?



2

What do you want to get a
mentor for?



3

What do you
want to get
from me
today?

What to expect from today!

1

Why get a mentor? (Meta Skills!)

2

The Social Success Formula

3

How to get connected and maybe even mentored by top individuals

01

Why get a mentor? (Understanding Meta Skills)



**Success Is Not Just
About Working
Harder.**

**Success Is About
Working Smarter.**

Success is all about
UNFAIR ADVANTAGES

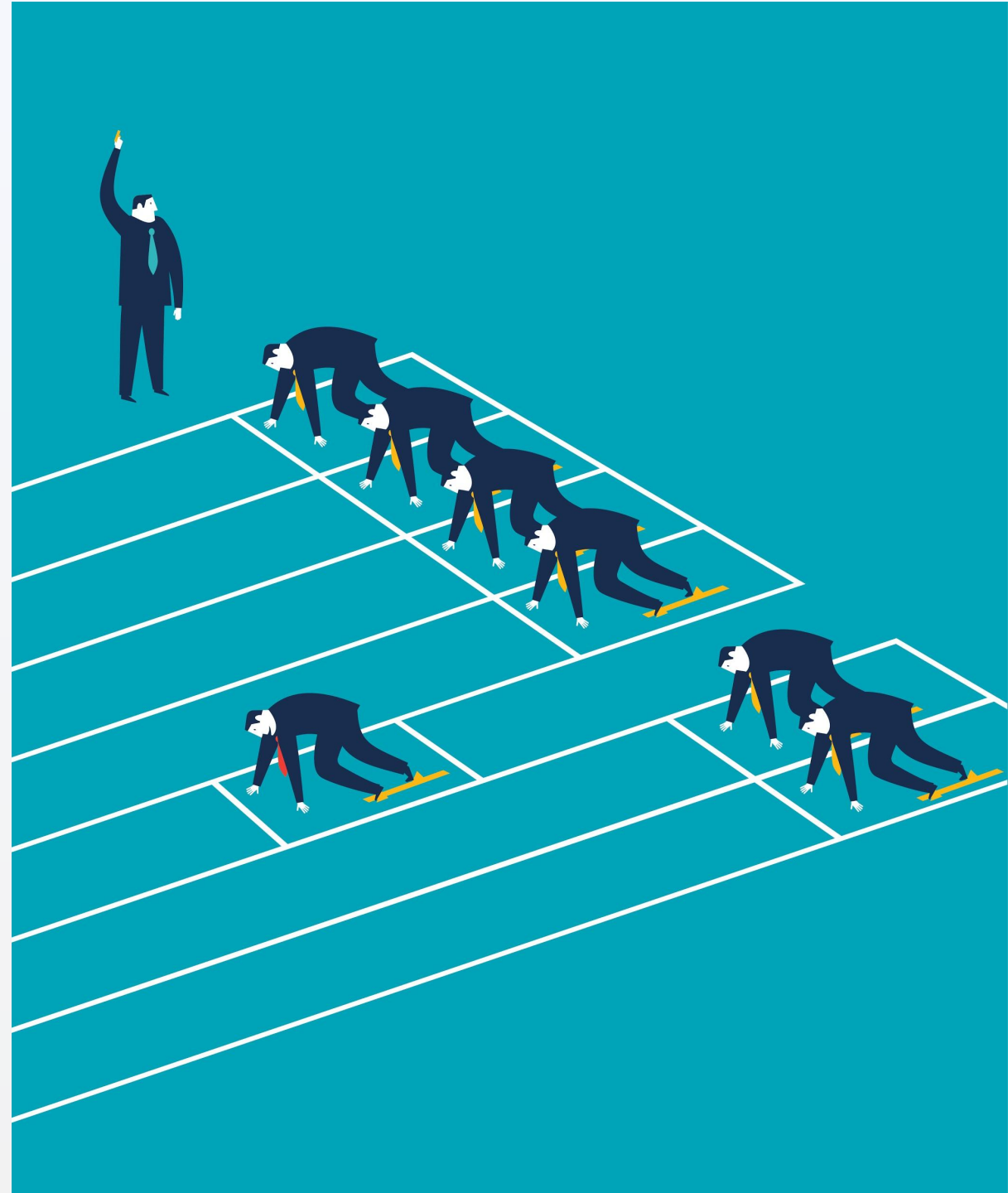


**“It’s not about
working harder,
it’s about
working the
system”**

Evan Spiegel
Co-founder of Snapchat

What is an **UNFAIR ADVANTAGE?**

An Unfair Advantage is a condition or circumstance that gives you a competitive upper-hand.



**Unfair Advantages can't be
easily copied or bought by a
competitor**

It is NOT the same as a USP

**Your Unfair Advantages
Are NOT Just Your
Strengths.**

**They're Also Your
CIRCUMSTANCES**

Non-Business Example:

Being tall in professional
basketball.



LIVE

NBC/"THE TODAY SHOW"

Business Example:

RACE FOR 2016 ISS & POLITICS ★

TRUMP: DAD GAVE ME "SMALL LOAN" OF \$1 MILLION

Donald Trump | (R) Presidential Candidate

CNN

S&P ▼ -4.05

Made with VIDEORAMA

**However, We ALL Have Unfair
Advantages**

**YOUR SET OF
UNFAIR ADVANTAGES
ARE UNIQUE TO YOU**

**How do you find your own
Unfair Advantages?**

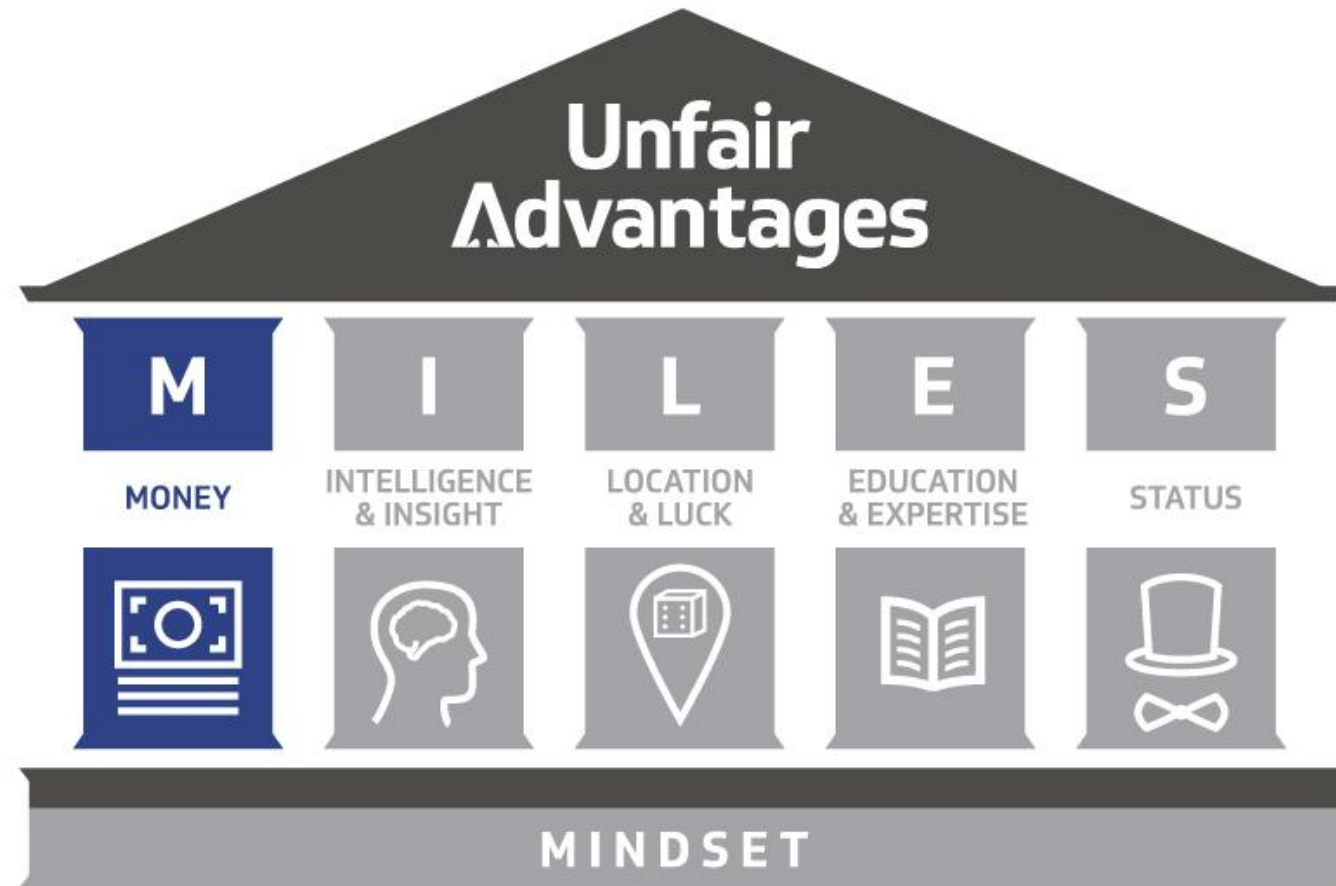
The MILES Framework



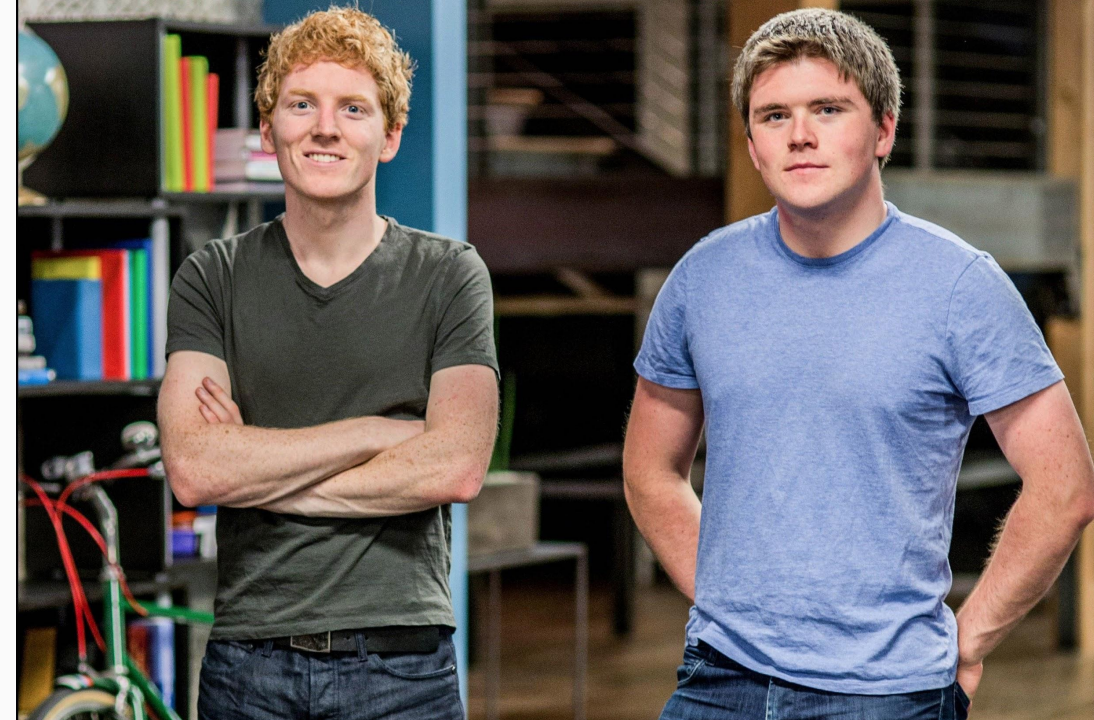
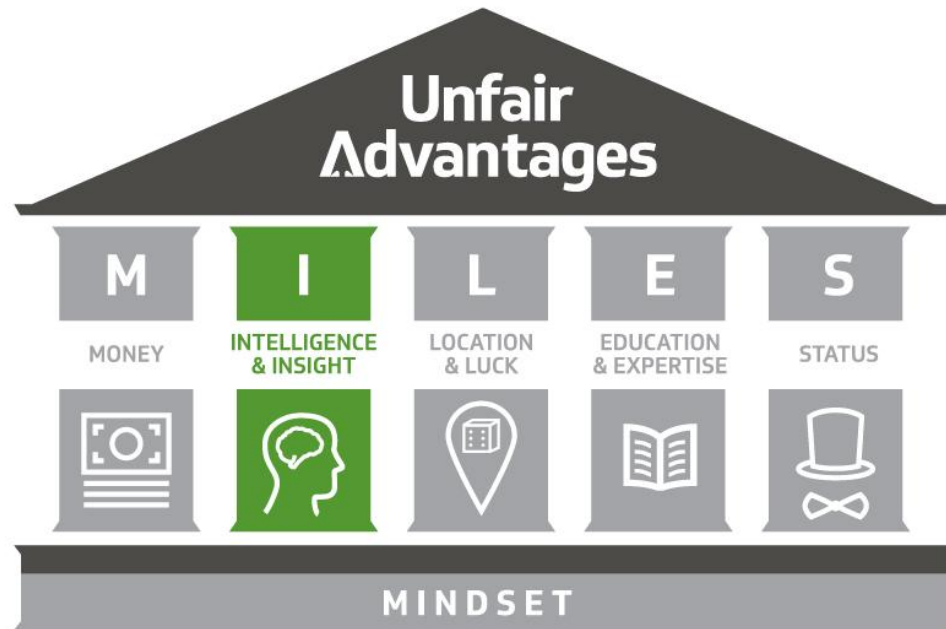
Mindset = the Foundation



Money

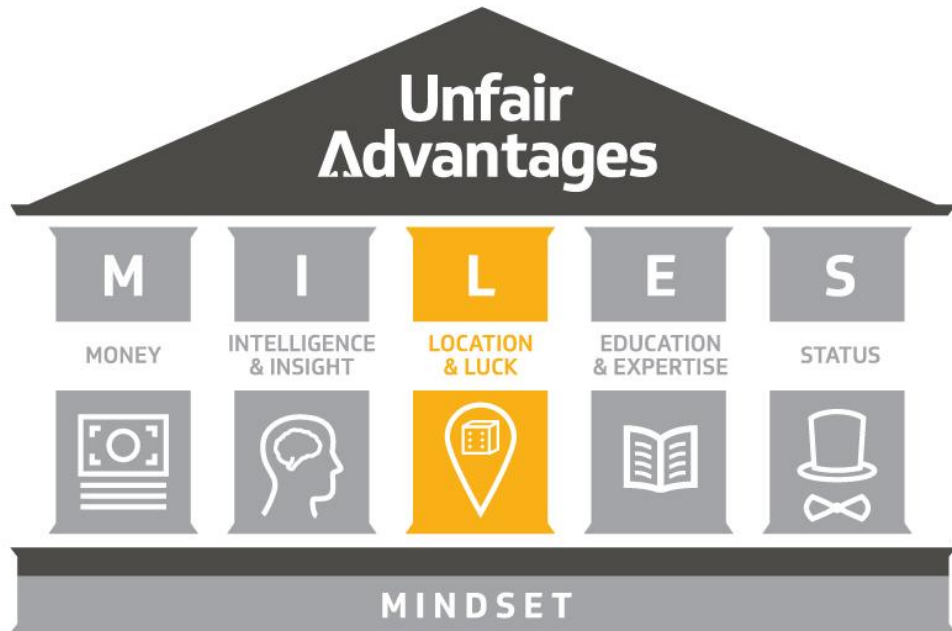


Intelligence & Insight

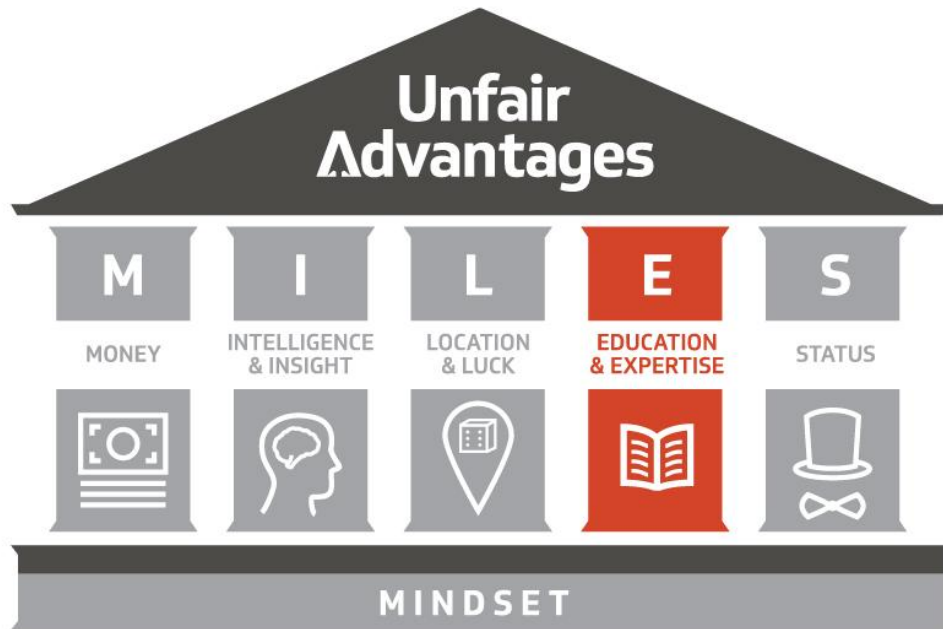


Location & Luck

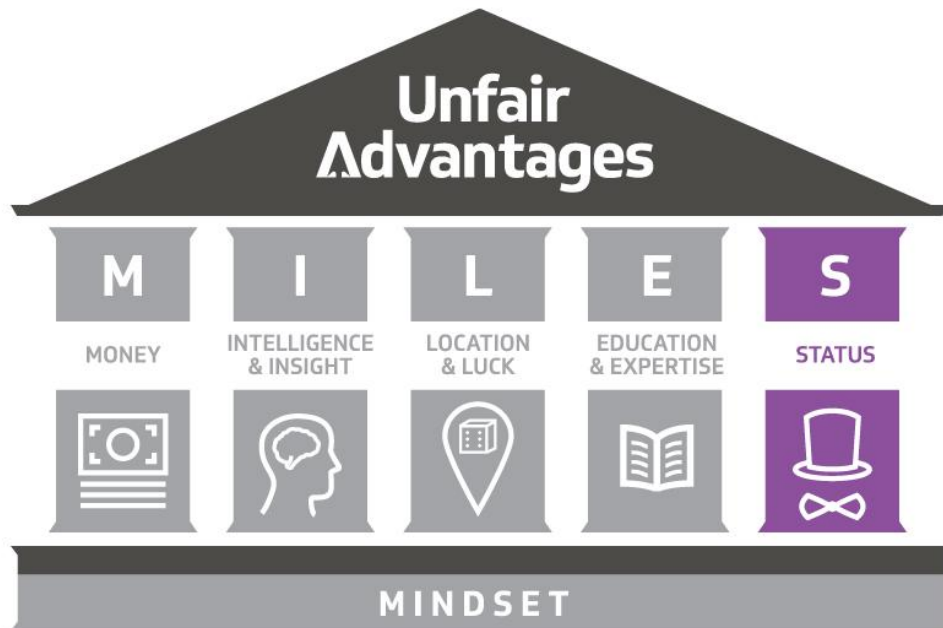
(Right place, Right time)



Education & Expertise

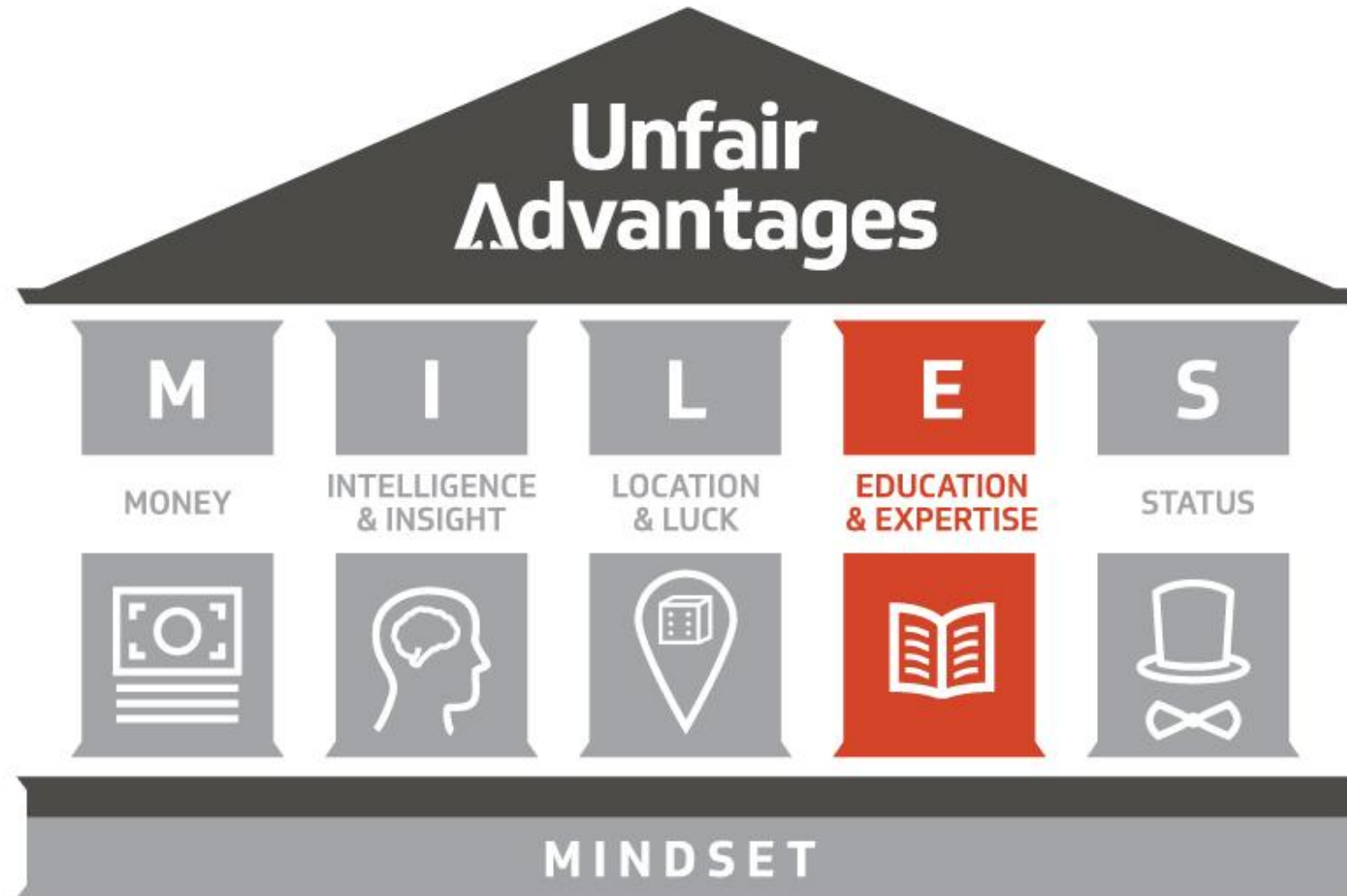


Status

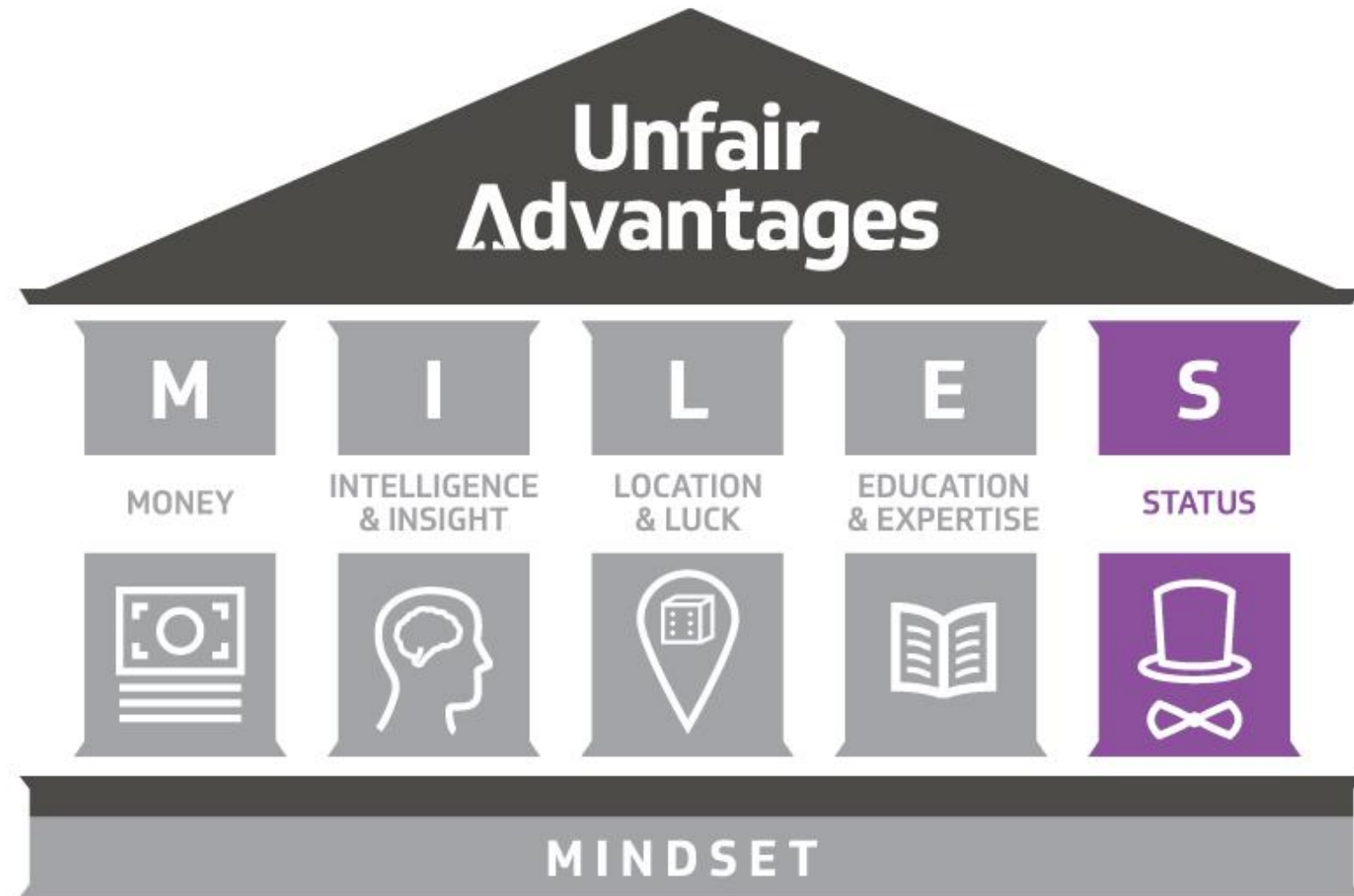


How do you DEVELOP your
Unfair Advantages?

Develop Your Education & Expertise



Develop Your STATUS—Your Social Connections



The background of the slide features a dark blue field filled with numerous light gray person icons. These icons are interconnected by a network of thin, light blue lines, creating a complex web that symbolizes social connections or a digital network.

SOCIAL CONNECTIONS

These are Meta Skills.

Meta Skills Supercharge Every Aspect of Your Life

Meta Skills are Powerful Leverage



LEVERAGE INCREASES THE POWER OF OUR ACTIONS

3 Powerful Meta Skills:

- Learning how to learn
- Self-Awareness
- Relationship/Network Building

**What Other Meta Skills
Can You Think Of?**

- Learning how to learn
- Self-Awareness
- Relationship/Network Building
- Communication
- Leadership
- Coaching
- Critical thinking
- Systems thinking
- Persuasion/sales skills
- Emotional regulation
- Health/fitness
- Meditation/presence

Why Get a Mentor?

- Learn from their **wisdom** and **life lessons**
- **Shortcut** your journey
- Be held **accountable**
- Have someone to **impress**
- **Emotional** support
- Encouragement—to give you **courage**.

Famous People and their Mentors

- **Evan Spiegel**—Scott Cook
- **Oprah**—Maya Angelou
- **Bill Gates**—Paul Allen + Warren Buffett
- **Warren Buffett**—Ben Graham
- **Mark Zuckerberg**—Sean Parker
- **Sara Blakely**—Richard Branson
- **Elon Musk**—Greg Khourey

**Make a list of two to five
potential mentors**

02

Social Dynamics and Value



Social Skills (Relationship Building) comes from understanding:

- Social dynamics
- Emotional Intelligence
- **VALUE**

The Social Success Formula

**Relationship
building = Outreach + Empathy**

Relationship Building

How you grow and strengthen your network.

Outreach

- Proactive
- Taking initiative
- Following-up
- Persistence

Used Car Salesman (Yuck!)



Empathy

- All about taking their perspective
- Putting yourself in their shoes
- How does it feel to be them?
- What do they value?



What we've covered up till now

- Success is about **Unfair Advantages**
- **Status**
- You can **develop** Unfair Advantages
- **Meta skills**
- Social Success Formula
- Outreach + **Empathy**



Quick Q & A

03

How To Get a Mentor



Step #1: Identify potential mentors

**Step #2: Get their
attention, or get
proximity**

Step #3: Seek to add value

**If you want value, you
have to offer value.**

Law of Reciprocity

But what is value?

But what is value?

**What do your mentors
value?**

Step #4: Act Normal

Step #5: Implement QUICKLY

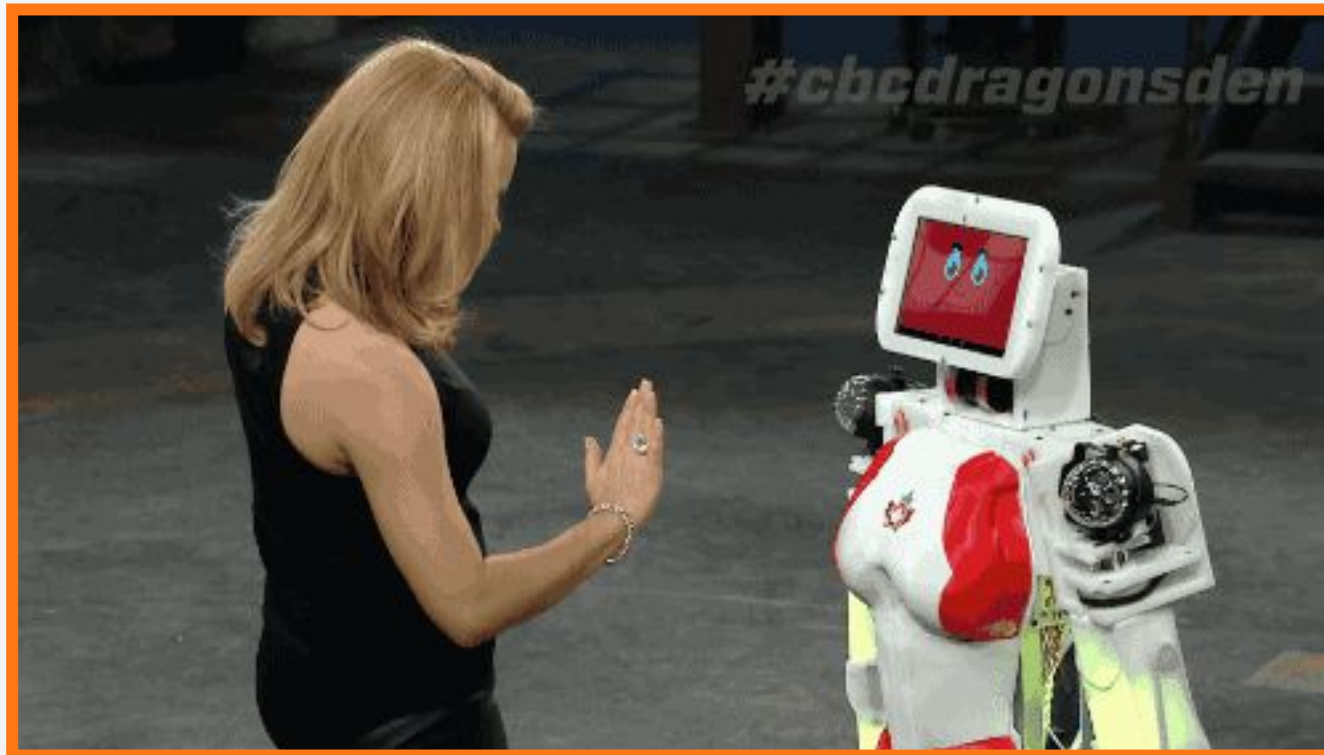
Be Coachable.

**Feed back to your mentor
the results you got.**

Summary

- Success is about **Unfair Advantages**
- **Status**
- You can **develop** Unfair Advantages
- **Meta skills**
- Social Success Formula
- Outreach + **Empathy**
- Law of **Reciprocity**
- **Implement FAST** and feed it back.

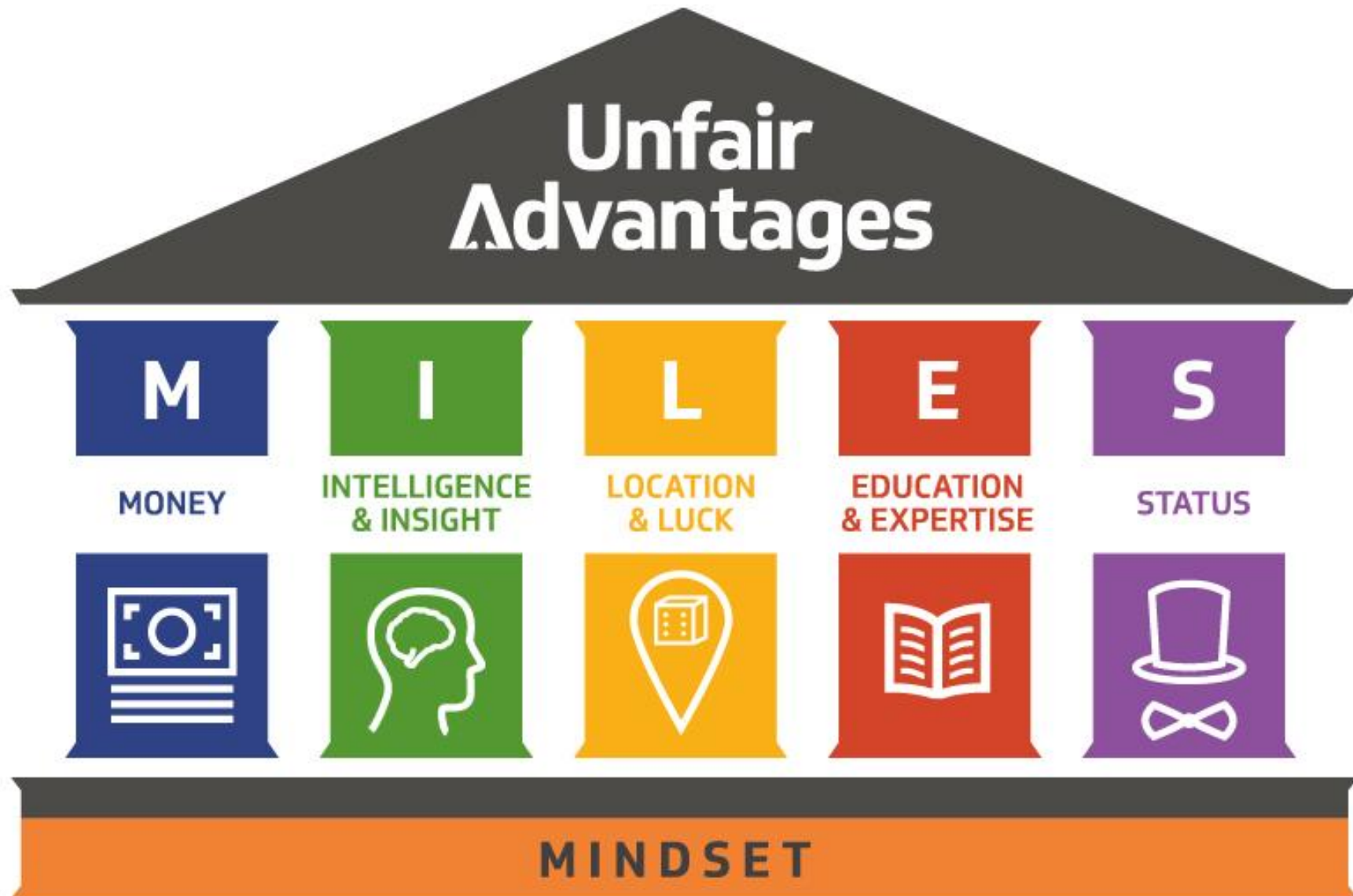
Congratulations!



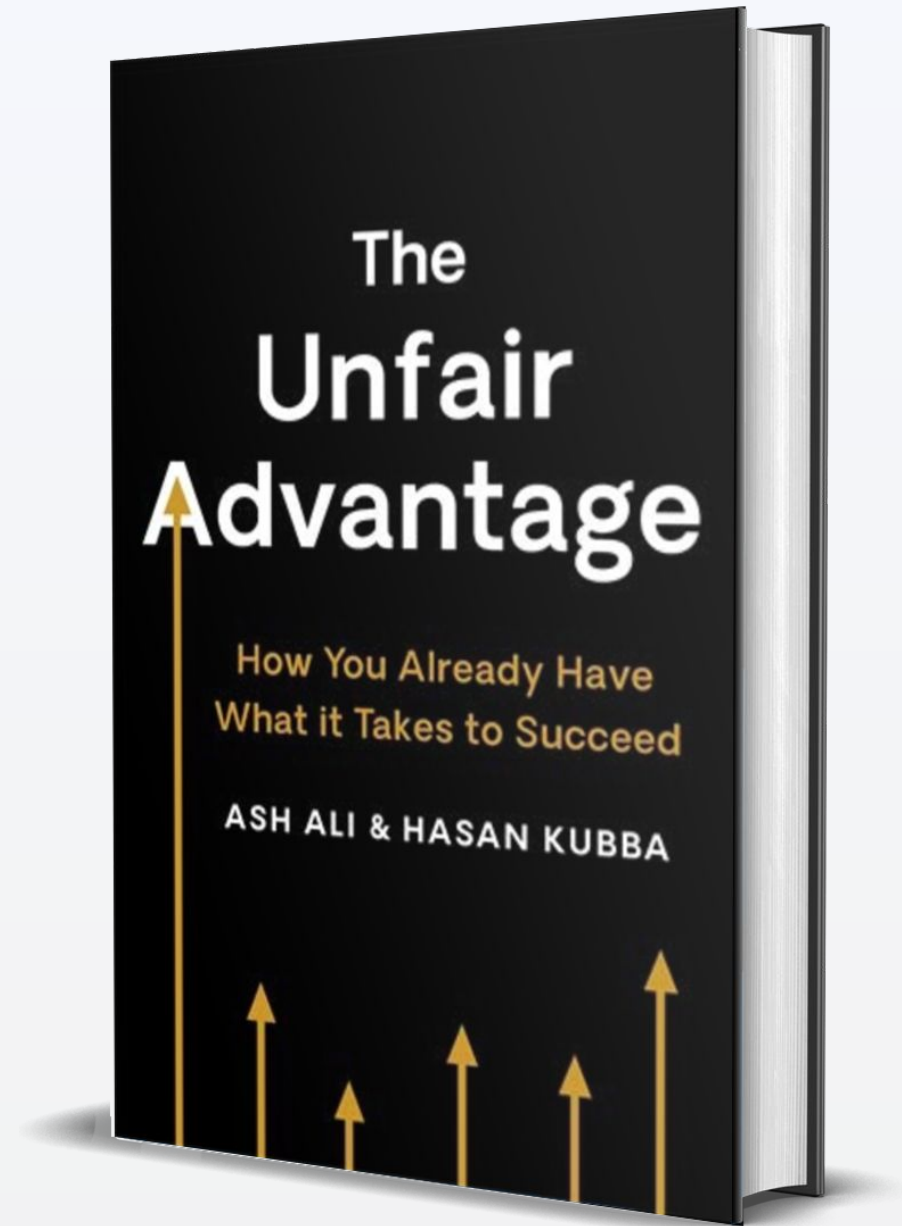


Final Q & A

The MILES Framework



What's YOUR Unfair Advantage?



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And in all good bookstores.

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