

# So Good They Can't Ignore You

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1. Don't follow Your Passion

- It is hard to predict what your passion will be
- Most passions are not lucrative
- Passion grows with skill in a field and needs to be build
- The passion hypothesis is a wrong image of passion

Passion Hypothesis:	The key to happiness is first to figure out, what you are passionate about
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3 Nutrients of what makes passion in work

Autonomy:	Having control over your actions
Competence:	Being good at what you do
Relatedness:	Connectedness to others

2. Be So Good They Can't Ignore You

- Adopt a Craftsman Mindset

Craftsman Mindset:	<ul style="list-style-type: none"><li>Focus on skills to be good</li><li>Providing value for others</li><li>Focus on becoming better</li><li>What you can offer the world</li></ul>
Passion Mindset:	<ul style="list-style-type: none"><li>Focus on how you feel with the work</li><li>What the world can offer you</li></ul>

Career Capital

= Skills that are rare an valuable

- If you want a great job, focus on building career capital

Don't Adopt a Craftsman Mindset, if:

- The job presents little opportunity to distinguish yourself
- The job focusses on something you think is useless
- You work with people you really dislike

Deliberate Practice

= Activity with the focus on becoming better at a specific aspect of one's performance

1. Decide what Market you are in

Winner take all market:	Only one type of Career Capital
Auction market:	Different Types of Capital

2. Decide what type of Career Capital to build

- Look for things you have an advantage in

3. Define "Good"

- Define what it means to be good at it

4. Stretch and Destroy

- Push past what feels comfortable to improve

5. Be Patient

- Building Skill takes time
- Keep practicing

3. Turn Down a Promotion

- Build your Career Capital
- Then invest it to acquire properties in your work, you like

2 Control Traps

1. Trap:	Don't pursue control unless you have enough Career Capital
2. Trap:	The more Career Capital you have, the more people like you to use it. So they are more resistant to give you control.

- Collect evidence if people are willing to pay for your pursuit of control
- If not, move on

4. Think Small, Act Big

- Have a Mission in your working life to connect your pursuits
- Choose your mission only, if you have significant Career Capital
- You have to become cutting edge in a field to define a mission

Missions require Small Bets

- Do small projects to test ideas towards an overarching mission
- Figure out what might be a good direction to go towards

Missions require Remarkability

2 Types of Remarkable

- Being so unique that people have never seen something like it before
- Having projects that support the remarkability of an overarching mission