

# HOW TO BE MORE LIKE ELON MUSK

AND LESS LIKE A BORING WIMP WHO'S NOT CHANGING THE WORLD



## 5 SKILLS

Elon Musk, founder of 4 Multi-Billion Dollar businesses, has mastered 5 key skills that make him one of the best entrepreneurs on (and off) the planet

### SKILL 1 PITCHING THE IMPOSSIBLE

Elon has mastered the ability to pitch astronomical ideas with grounded enthusiasm. He makes audacious visions seem plausible, well timed and even inevitable.

He talks about rockets that land themselves back on aircraft carriers at sea and somehow makes you think "Of course! Why didn't I come up with that?"



**HINT:** Have you structured your pitch around clarity, credibility and thoughtful design? Can you pitch a big idea with grounded enthusiasm?

KEY PERSON *OF Influence*

### SKILL 2 FAST, SHAREABLE PUBLISHED CONTENT.



Elon writes short, fast blogs and tweets to keep people updated. He values speed and consistency over grammar and flair and is open about both successes and failures, having even published his patents in an effort to improve his industry.

**HINT:** Have you written a blog that shares your successes/failures? Are you willing to publish your best ideas to improve your industry?

### SKILL 3 TOTAL DEDICATION TO IMPROVING THE PRODUCT

“Great companies revolve around great products”

Elon Musk

At his heart Elon is a product engineer who obsesses over every detail of his product. He intimately understands the problems he's trying to solve and gets hands on with his team.



**HINT:** Have you done a deep-dive into the problems your company is trying to solve? Are your products and services solving these problems in a remarkable way?

KEY PERSON *OF Influence*

### SKILL 4 BUILDING AN INFLUENTIAL PROFILE



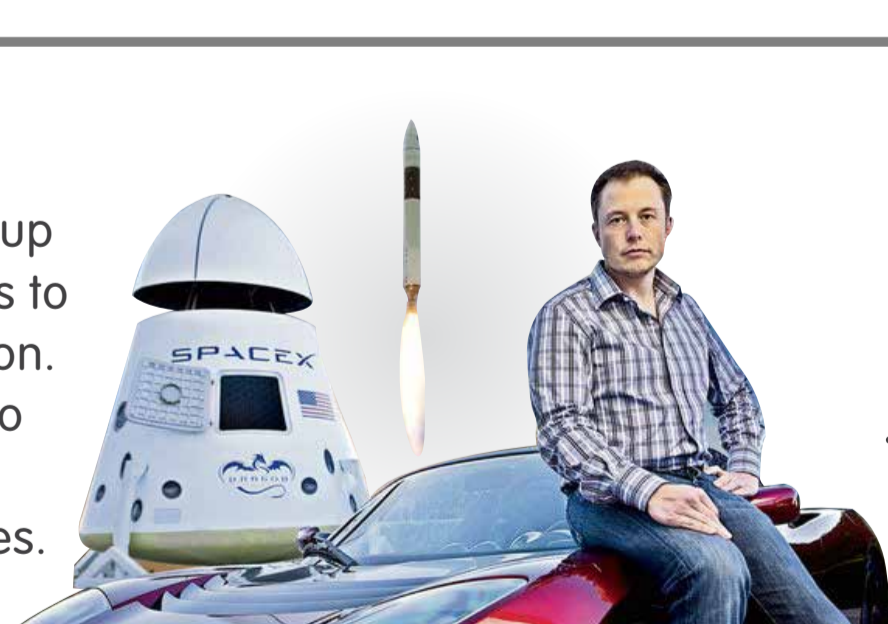
Although naturally shy, Elon recognizes the power of media engagement. He's built a personal brand that allows him to speak directly with the most influential people on the planet. Elon is a master of social media, traditional media, public appearances and winning awards.

**HINT:** Do you pass the Google Test - If someone influential Googled your name would they be impressed enough to clear time in their diary to meet you?



### SKILL 5 FOSTERING A SPIRIT OF PARTNERSHIP.

In a bold move, Elon opened up his patents with to competitors to foster a new era of car creation. He's partnering with NASA to improve space travel and Governments to build factories.



Elon creates partnerships at all levels to fund, build and distribute his ideas.

**HINT:** Have you got a partner who makes your product better? Do you have distribution partners? Do your key employees feel like partners?

KEY PERSON *OF Influence*

## NEVER GIVE UP!

Elon Musk sees every failure as an opportunity to innovate. He believes that people who don't fail often aren't trying hard enough. He's committed to keep on going until he dies - preferably on Mars (just not on impact)!



“The best advice I can give is to constantly think about how you could be doing things better and question yourself often.”

Elon Musk

HAVE YOU MASTERED THESE 5 SKILLS?

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KEY PERSON *OF Influence*