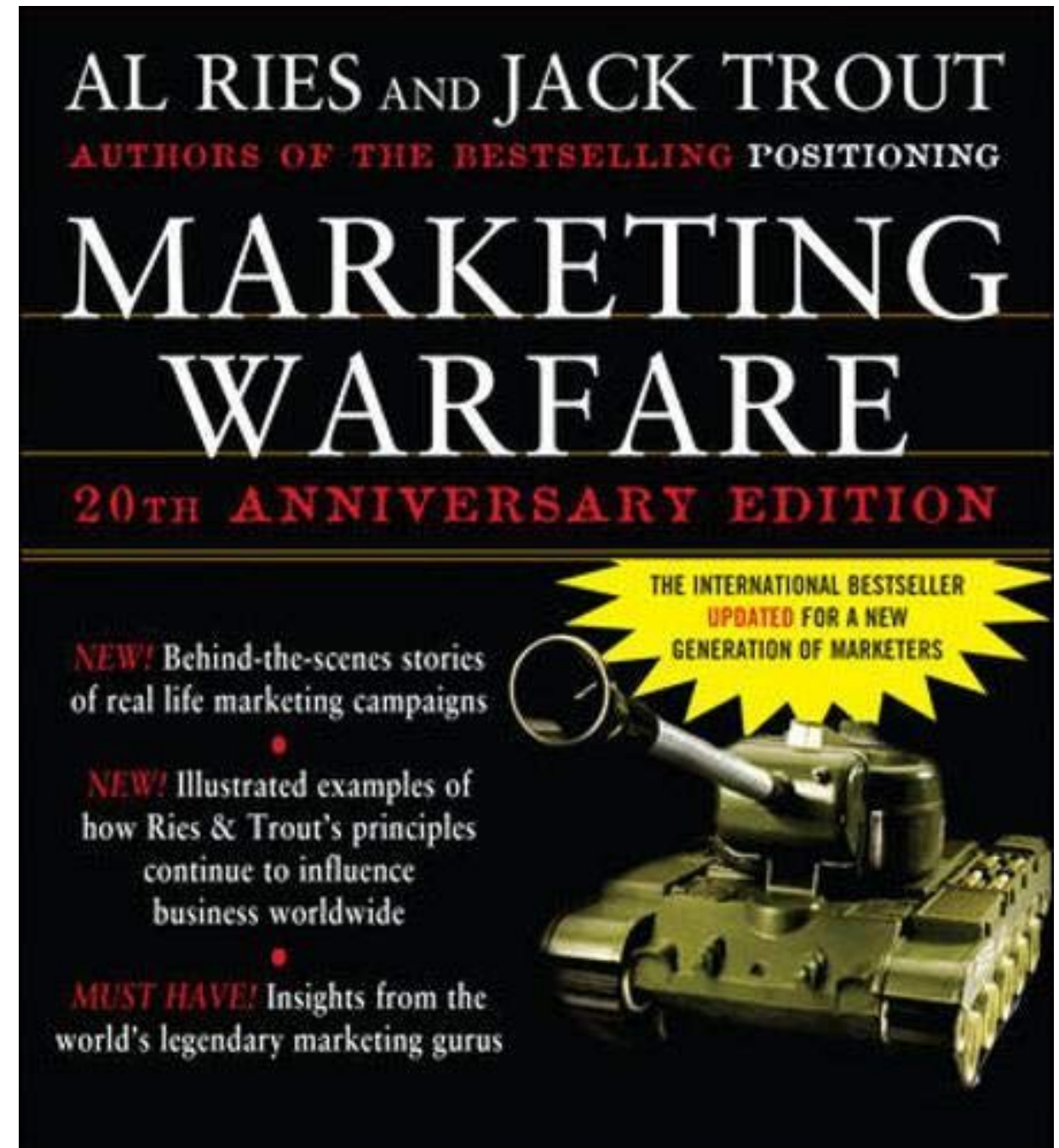
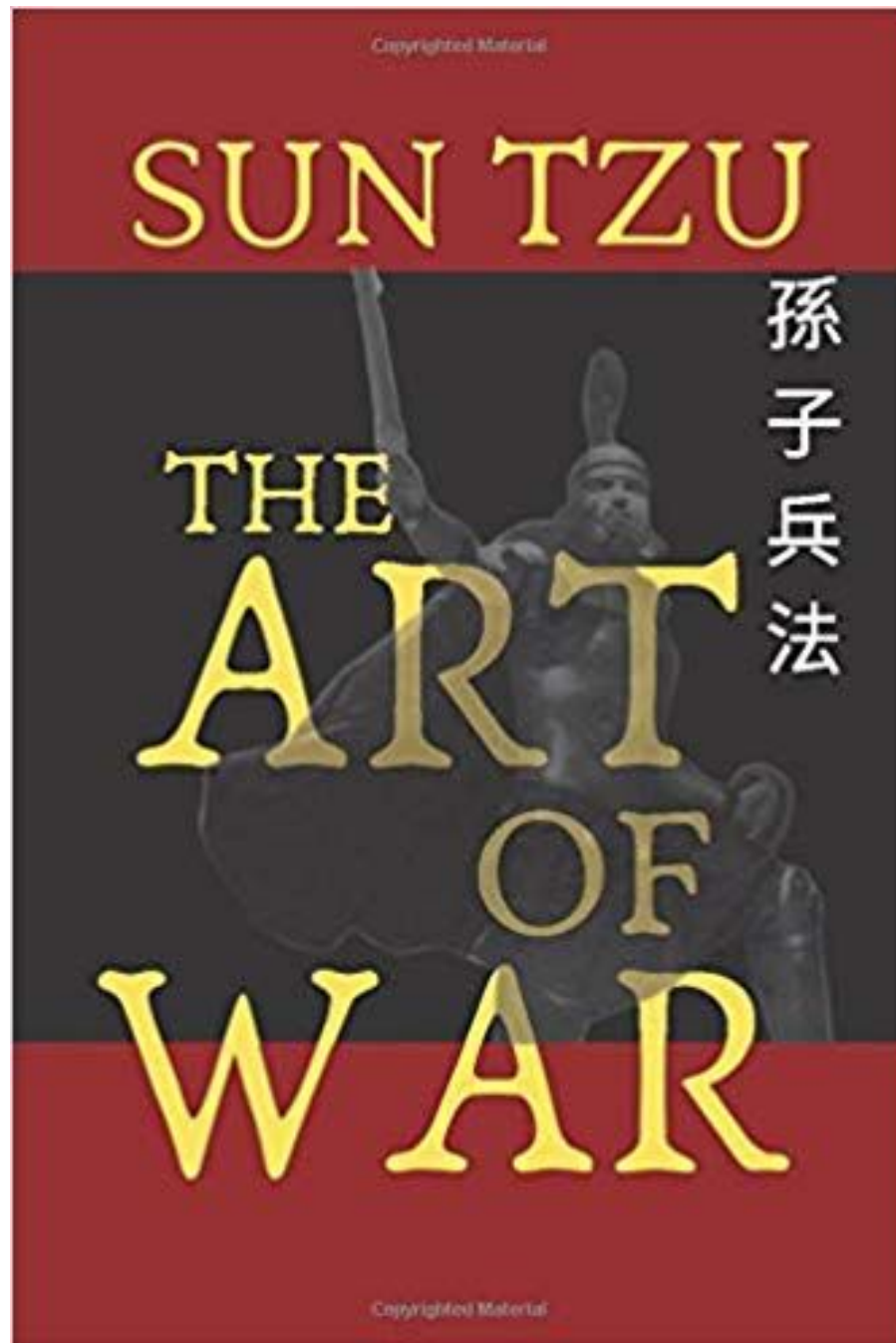


Suggested readings:

“Food for thoughts”



*How to Win
Friends &
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Enchantment

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Minds, and Actions

PRINCIPLES

RAY DALIO

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—BILL GATES

"I found it to be truly extraordinary. Every page is full of so many principles of distinction and insights—and I love how Ray incorporates his history and his life in such an elegant way."

—TONY ROBBINS

READ BY THE AUTHOR AND JEREMY BOBB

THE DAILY STOIC

366 MEDITATIONS
ON WISDOM,
PERSEVERANCE, AND
THE ART OF LIVING

FEATURING NEW TRANSLATIONS OF
SENECA, EPICTETUS AND MARCUS AURELIUS

RYAN HOLIDAY

Bestselling Author of *THE OBSTACLE IS THE WAY*

and STEPHEN HANSELMAN

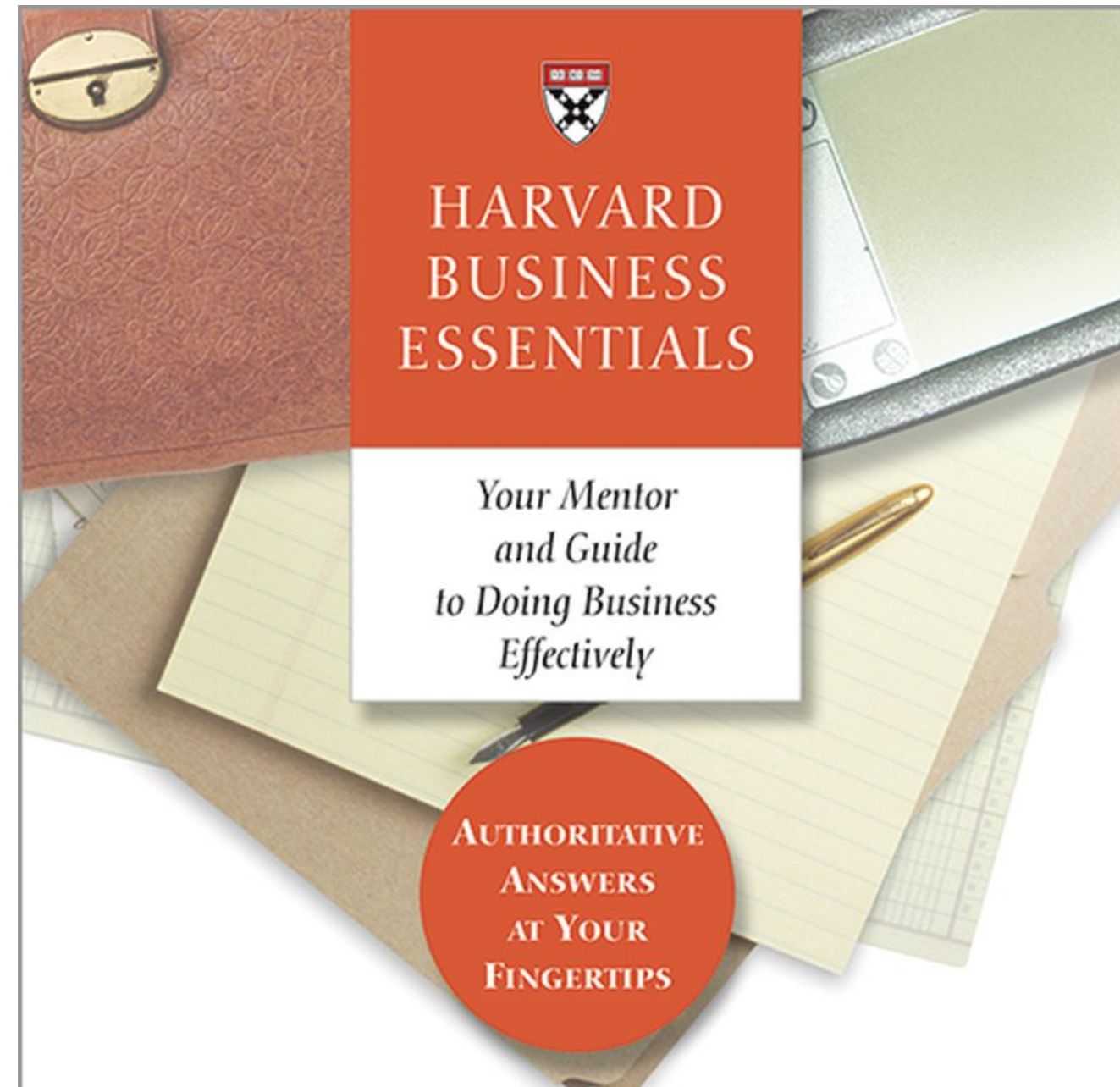
THE ART OF THE START 2.0

The Time-Tested, Battle-Hardened Guide
for Anyone Starting Anything

Guy Kawasaki

Author of *The Art of Social Media* and *Enchantment*

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*Tools and Techniques to
Launch and Grow Your
New Business*

**FREE ACCESS TO
ONLINE TOOLS**

12 insights for young marketers

By Prof. Antonio González Ph.D

Castellanza, 16th of December, 2019

#1

**Be humble, anybody can
teach you something**

Umberto Eco

#2

Failure is part of the
training

Java del Olmo

#3

**The more we train,
the luckier we get**

Gary Player

#4

Being prepared is half of the
victory

Miguel de Cervantes

#5

Defeat prepares for Victory

Java del Olmo

#6

Weak or unskilled maybe,
coward never

Antonio González

#7

Be aware of success: success
leads to arrogance

And -very often- arrogance leads
to failure

Ries & Trout

#8

Strategy without tactics is the
slowest road to victory, tactics
without strategy is the noise
before defeat

Sun Tzu

#9

If you don't know where are
you going, then it doesn't
matter the road you take

The Cat of "Alice in Wonderland"

#10

In planning for battle I have found that plans are useless, but planning is indispensable

General Dwight. D. Eisenhower

#11

Don't get involved in
business you don't
understand

Jerónimo Gracián

#12

There are no right or wrong things in business and marketing, there are only things that work and others that don't

Antonio González

*How to decipher the next
step in your career?*

Easy 3 steps methodology:

1st:

Where do you want to be
in 3 or 5 years from now
on?

Be ambitious:

separate what you wish
from what you can
potentially do

2nd:

What feasible alternatives
can you build to achieve
your long term goals?

Craft different alternatives
that support your long
term goals

3rd:

How are these actions and
tasks supporting my
objectives?

Align your actions with
your strategic goals

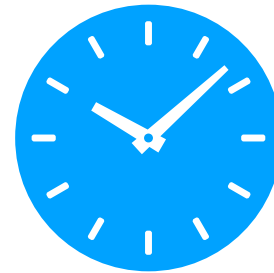
**#1 Strategic level:
Envision your future**



**Where do I want
to be in
3 or 5 years?**

Strategic goal:
*I want to be economically
independent at 30 years
old*

**#2 Tactic level:
From now to next 2 or 3 years**



**What feasible
alternatives do I have or
can build to achieve my
long term goals?**

Tactic alternatives:

1. Work hard in an emerging industry
2. Get myself a mentor
3. Start my own business

**#3 Operative:
Where you are now**



**How is this action or
tasks supporting my
midterm objectives?**

**Wise decision making process and
measurable objectives aligned with
strategic goals:**

1. Save 25 k€/year
2. What are the industries of my job applications belonging?
3. Do I have a boss that supports my personal and professional development?

Defined strategic goals at
4 levels:

- 1) *Personal*
- 2) *Family*
- 3) *Social*
- 4) *Professional*

Build SMART objectives in
a year timeline to check
your progress and adjust if
required

Specific
|
S M A R T
Achievable
|
Timely
|
Measurable
|
realistic

Check your progress at
least quarterly



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your attention**

