

MAKE YOUR OWN LUCK

12 Practical Steps To Taking Smarter Risks In Business

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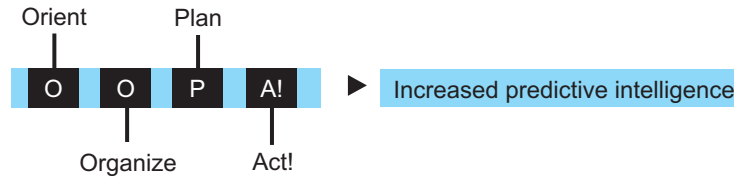
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MAIN IDEA

To make your own luck and thereby have better control of your destiny, focus on increasing your “predictive intelligence” – your ability to act in the face of uncertainty to create the future you desire. Predictive intelligence grows when the four-step process is followed:



Orienting and organizing are important because until you’ve figured out where you want to go and why, it’s just not possible for you to get lucky. Until you organize and orient yourself, you won’t be able to recognize a lucky break when you see one or make adjustments to your plans to take advantage of things that come up unexpectedly. At the same time, you won’t ever get lucky unless you move forward and act. You need to generate alternatives, figure out which have the best probability of success and then actually place your bet to move forward. You can’t create a noteworthy batting average if you fail to do the right thing, regardless of how much you know.

Predictive intelligence is not something you’re either born with or you’re not. Rather, predictive intelligence is generated by a set of twelve orient-organize-plan-act! skills which can be improved and enhanced, just like any other business skills.

“All our work is based on the premise that every purposive action is a bet; one acts now on the expectation or hope, but not the certainty, of the results that will be achieved in the future. Humans are gambling animals. We all gamble all the time. Every time we act, we invest time, or reputation, or effort, or money with no guarantee that the results we seek, no matter how likely they may seem, will occur as we have planned – or as we will desire when the results occur. Once we’ve placed any of our assets at risk, we’ve placed a bet. No matter what our preferences, none of us can avoid gambling as we live our lives. What we can do is use our Predictive Intelligence to up the odds that over time, the portfolio of bets we place will lead to the kind of future or futures we envision or desire. Then we can go from depending on dumb luck to making our own luck and taking more control over our destinies. The higher your Predictive Intelligence, the more agile and fast you will be at making your own luck by identifying the best bets and then taking action when and while opportunities are available. This is more than being lucky; people with high PIs consistently make their own luck; they take whatever circumstances they are in and create bets with the best odds for getting them closer to the outcomes they seek. You can think of Predictive Intelligence as a kind of consistent street smarts applied to a series of goals.”

– Eileen Shapiro and Howard Stevenson

The twelve skills for enhancing your predictive intelligence

The six orient and organize skills Pages 2 - 4

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- ▶ 1 Have big, impressive and vivid goals for your future.
 - ▶ 2 Make certain the game is actually worth playing.
 - ▶ 3 Look for the possibility of quantum leaps forward.
 - ▶ 4 Understand what’s required and how to get it.
 - ▶ 5 Know how much magic will be required to pull this off.
 - ▶ 6 Always have a viable backup plan standing by.

The six plan and act! skills Pages 5 - 8

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- ▶ 7 Forecast the consequences of emerging patterns.
 - ▶ 8 Leverage all your low uncertainty bets to the hilt.
 - ▶ 9 Find ways to reduce or redistribute risk.
 - ▶ 10 Be crystal clear about what it is you’re betting on.
 - ▶ 11 Understand all the follow-on bets you’re locked into.
 - ▶ 12 Know when to call it quits and move on.

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