

The **3** Keys for Being a a **SUCCESSFUL LEADER**

Different fields require different amounts of deliberate practice to become world class.

Despite their busy schedules, most leaders devote at least an hour each day (or five hours per week) to deliberate practice or learning throughout their careers. This could be

Reading, Reflection, or Experimentation.



Dr. Ali Hammoud
CEO of Midas group of companies

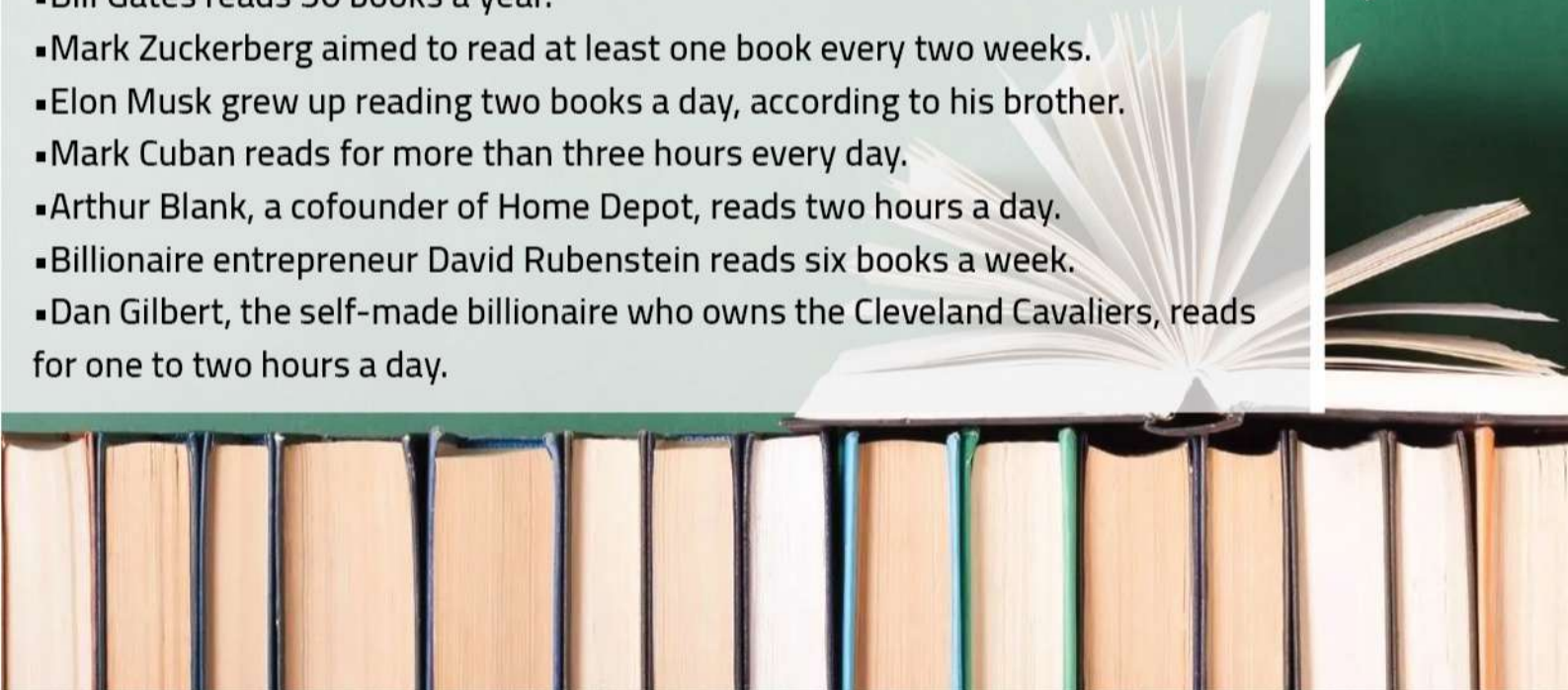
According to an HBR article, "Nike founder Phil Knight so reveres his library that in it you have to take off your shoes and bow."

Oprah Winfrey credits books with much of her success: "Books were my path to personal freedom". She has shared her reading habit with the world via her book club.

These two are not alone. Consider the extreme reading habits of other billionaire entrepreneurs:

- Warren Buffett spends five to six hours a day reading five newspapers and 500 pages of corporate reports.
- Bill Gates reads 50 books a year.
- Mark Zuckerberg aimed to read at least one book every two weeks.
- Elon Musk grew up reading two books a day, according to his brother.
- Mark Cuban reads for more than three hours every day.
- Arthur Blank, a cofounder of Home Depot, reads two hours a day.
- Billionaire entrepreneur David Rubenstein reads six books a week.
- Dan Gilbert, the self-made billionaire who owns the Cleveland Cavaliers, reads for one to two hours a day.

1. Read



Oath CEO Tim Armstrong makes his senior team spend four hours a week just thinking. Jack Dorsey is a serial wanderer. LinkedIn CEO Jeff Weiner schedules two hours of thinking time each day. Brian Scudamore, the founder of the \$250 million company O2E Brands, spends 10 hours a week just thinking.

In 2014, when Reid Hoffman needed help thinking through an idea, he called one of his pals like Max Levchin, Peter Thiel, or Elon Musk. Billionaire entrepreneur Sara Blakely is a long-time journalist. In one interview, she shared that she had more than 20 notebooks where she logged the terrible things that happened to her and the gifts that had unfolded as a result.



3. Experiment

Throughout his life, Ben Franklin set aside time for experimentation, masterminding with like-minded individuals, and tracking his virtues. Google was known to allow employees to experiment with new projects with 20% of their work time. Facebook encourages experimentation through Hack-A-Months.

The largest example of experimentation might be Thomas Edison. Even though he was a genius, Edison approached new inventions with humility. He would identify every possible solution and then systematically test each one of them. According to one of his biographers, "Although he understood the theories of his day, he found them useless in solving unknown problems."

He took the approach to such an extreme that his competitor, Nikola Tesla, had this to say about the trial-and-error approach: "If [Edison] had a needle to find in a haystack, he would not stop to reason where it was most likely to be, he would proceed at once with the feverish diligence of the bee to examine straw after straw until he found the object of his search."