



Keynote with Keith Cunningham

Speaker Bio

[Keith Cunningham](#) is regarded as one of the foremost authorities on business mastery. With more than 45 years of business and investing experience, Keith has taught critical business skills to thousands of top executives and entrepreneurs around the world.

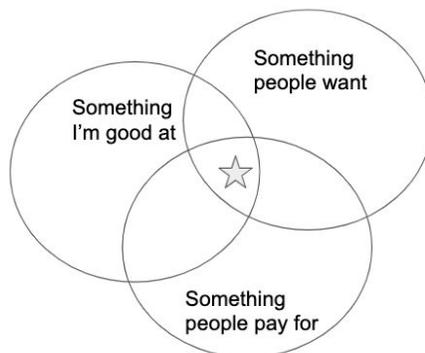
Interview Summary

Business and money are intellectual sports -- long-term pursuits of mastery. In this interview, Keith Cunningham and Gary Keller discuss the fundamentals for business success, the three themes of failure, and how we can adjust our mindset to our new reality and think about the future.

Aha's & Models

The Five Business Fundamentals

Draw three intersecting circles. Label the upper left hand circle "**Something I'm good at.**" The Upper right hand circle "**Something people want.**" And in the middle, write "**Something that people will pay for.**" If you can find where they all intersect that will be a sweet spot. There's also an invisible component called **luck**:



To pull it all off, you'll need **consistent execution**.



The Three Themes of Failure

1. Excessive Optimism

People tend to be more excited than they should be about their idea or opportunity. Don't be a pessimist, but be thoughtful.

2. Unexamined Assumptions

The root of many failures has turned out to be a faulty assumption. This goes with being too optimistic.

3. Ignoring Risk

Choose Your Winter: Opportunities in the Pandemic

We do ourselves a disservice by labeling what we go through as adversity—as Gary says, there's a difference when we change our frame of mind from "This is happening **to** me" to "This is happening **for** me." There's been a shift in our environment and we need to shift with it. Wishing this time away will harm you—you've got to do what you can now more than ever.

Ask yourself, how do I shift my game so that I can:

1. Protect
2. Nurture
3. Grow

There's a question you can ask to get clarity. "What does my product offer?" vs "What does my product do?" The more clarity you can get around what it offers versus what it does, the higher the likelihood that you can sustain that offer.

Ask, "How can I deliver what people want in a different way?" These adaptable people will sustain and thrive.



▶ Quotes

Keith Cunningham: “One of the mistakes people make is that they look for a kind of secret sauce or magic pill...every honest successful person will say that I was good. I had the product that people wanted and would pay for, and I had the right product at the right time. It was luck.”

Keith Cunningham: “Ordinary things consistently done deliver extraordinary results.”

Keith Cunningham: “Most successful people have a long-term perspective. They aren’t about instantaneous results. They are playing an internal game. The game they’re playing is a game of mastery as opposed to a game of winning... They ask ‘How good can I be?’”

Keith Cunningham: “The key to getting rich and successful is to do fewer dumb things.”

Keith Cunningham: “If I label what is happening to me as a catastrophe, then my experience of it will be catastrophic.”

Keith Cunningham: “We’re all in the same storm, but we’re in different boats.”

Keith Cunningham: “The key to any goals and plans is converting those goals and ideas into an executable yellow brick road.”

◀ Resources

[*Thinking in Bets*](#) by Annie Duke