



You Are a Mogul

How to Do the Impossible, Do It Yourself and Do It Now

THE SUMMARY IN BRIEF

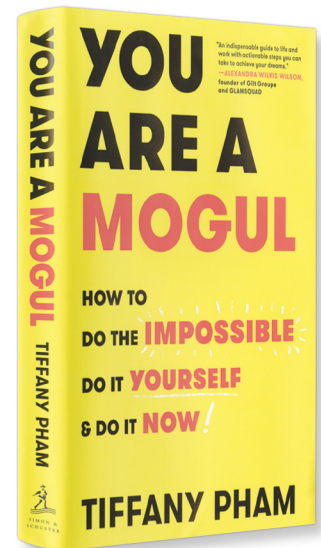
Traditionally, the word “mogul” has been attributed to men. But Tiffany Pham has redefined it — now, when you Google the word, the top search result is the company she founded: Mogul. The platform enables millions of women to connect, share information and access knowledge.

How did a young woman — who arrived in the United States without speaking a word of English — turn a dream of connecting women into a fulfilling career and highly profitable company that has changed so many lives? Pham chronicles her path to becoming one of the most successful entrepreneurs of her generation, and offers advice on everything from overcoming self-doubt, to pursuing side hustles, to crushing it at work by over-delivering, all while remaining your authentic self.

You Are A Mogul addresses the new reality that few of us will work for one company for our entire career and that there is no one straightforward formula for a “good life.” To succeed, we have to be agile, flexible and strategic. *You Are A Mogul* is an indispensable road map to a life and career that are demanding and challenging — but also exciting and full of opportunities, if you know where to look.

IN THIS SUMMARY, YOU WILL LEARN:

- Why learning to value your voice is not optional — and how to do it.
- To be flexible while staying focused on your end goals.
- Tips for pitching yourself and your big idea.
- To stay motivated and inspired by keeping your “why” front and center.



by Tiffany Pham

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THE COMPLETE SUMMARY: YOU ARE A MOGUL

by Tiffany Pham

The author: Tiffany Pham is the founder & CEO of Mogul, one of the largest platforms for women worldwide, enabling them to connect, share information and access knowledge from each other. A coder, she developed the first version of Mogul, reaching millions of women per week across 196 countries and 30,470 cities. She was named one of *Forbes's* "30 Under 30" in media, *Business Insider's* "30 Most Important Women Under 30" in technology, *ELLE Magazine's* "30 Women Under 30 Who Are Changing the World" and many other awards.

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Introduction

Four years ago, I sat in my bedroom and began creating a digital platform for women across the world. I wasn't outrageously ambitious about the numbers of women I would initially reach. I was a 27-year-old business school grad, working three jobs at once.

But I decided to try to build this idea I had on my own, in the hours I had to myself after my jobs were finished each night. Over a period of months, I taught myself how to code, showing my fledgling site to a few people for feedback.

And then, I sent it out into the world, unsure of what its impact and reach might be. But I was hopeful it could become a vehicle to show women exactly how much we are capable of — that when we come together, we can rise faster, go farther and truly change the world.

That platform ended up becoming Mogul, the company that I now run today, with offices in New York City, San Francisco and Paris. One of the largest platforms for women worldwide, Mogul reaches millions of people across 196 countries through its mobile app, the web, email, social media, books, TV, films and events.

Thousands of jobs are posted on Mogul each day. It offers award-winning Unconscious Bias, Inclusive Leadership and Gender Equity trainings. It addresses safety at work through cutting-edge harassment reporting tools. For every dollar Mogul earns, the company provides free educational resources to women in need through international partners such as the United Nations.

And though we find ourselves today at the pinnacle of success, it didn't come easy, and it didn't happen overnight. My journey, and the journey of Mogul, was fueled

by unending determination and resilience, no matter how challenging the circumstances; a perpetual desire to learn more, become more; and the knowledge that, step-by-step, you can do anything you want to do and be anything you want to be.

Becoming a mogul isn't about becoming rich, although that is a pleasant side effect. It's about thinking for yourself, identifying and embracing your unique strengths and passions, and using those to make the world a better place.

So if you've ever been laid off, shut down, told no, doubted yourself or been doubted, then look no further. It doesn't matter how old you are or where you are starting from — anyone can become a mogul. Especially you. When we fully step into our power, there is no predicting the heights we can reach. ●

Pinpoint Your Passions

How did I get to be so driven? I had powerful influences throughout my life that shaped me to dream big, learn everything I could and strive for excellence.

I was born in Paris, France, to Vietnamese and Chinese parents, and thus grew up speaking a combination of languages, including French and Vietnamese. Then, when I was 10, my family moved to Plano, Texas, and suddenly, my life transformed from a scene from *Amélie* to an episode of *Friday Night Lights*. It was a land of pickup trucks, McDonald's and American football. And we loved it, too, despite the differences.

I was extremely quiet in school. Not just because of my innate shyness but because I did not speak English well. I didn't know how to communicate with my teachers, let alone my classmates.



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I'm thankful now for how those early years of having to adjust to a new language and a new culture allowed me to learn how to belong anywhere, to be curious about new places and new ideas, and to be ready and willing to incorporate new perspectives into my growing worldview. Because to be a mogul, you have to see outside your current situation, and be willing to engage with the world, arms wide open to accept its lessons, its differing beliefs and its varied paths to influence and impact. The world is the greatest school there is, if you are open to its education.

My father and mother were exemplary role models in this regard. With each new city I moved to and each new job I took on, whenever I would face challenges, my father would remind me, "There is no such thing as failure as long as you are moving forward. As long as you're learning, in the end, you're succeeding. True failure is not doing, not trying. So fail forward, and you'll always find yourself where you are supposed to be."

Look back on your life, at moments where you felt like you failed. Now think about what lessons you took away and what doors were opened because of that failure. You tried; you learned. And odds are, you became that much better because of it.

A Force of Nature

I had another such role model for excellence in my grandmother. She was a force of nature, a bold pioneer. She was among the first women to drive a car in Vietnam. She didn't let restrictions hold her back. At a time when other young women around the world suffered from lack of opportunities, she owned businesses across industries and would provide jobs to others in need. She was beloved by all and committed to helping the masses. She was a maverick of her time and an inspiration to me. She was a mogul in every sense of the word.

When my grandmother passed away, I remember vividly the moment when my father let me know. After initial moments of silence in our house, I went into a small closet and curled up on the floor in the darkness. And as sadness washed over me, I remember saying, "I promise I will make you proud. I promise I will make my parents proud. I promise."

In that moment, I vowed that I would do everything I could to follow in my grandmother's footsteps. I, too, wanted to be a pioneer, shattering people's expectations and being a role model to others. I, too, wanted to provide opportunities to those who needed them, and break down barriers. I would dedicate every waking moment to this goal. No matter how challenging.

I was still a teenager — braces, glasses, bowl cut and all. I didn't know exactly how I would accomplish that goal or what it might look like once I did. But from that moment forward, my mission was set, and the course of my life was changed.

I was lucky enough to determine a storyline for myself at an early age, but it is never too late to stop and think about the story you want to tell.

What problem is it that you are trying to solve? What is the one passion that drives all the various jobs that you've embarked upon thus far? Find a way to describe your career path — even if it has been nontraditional — as part of a storyline that has an interesting and purposeful narrative. It will not only help you on applications and job interviews but also might help you as you try to make decisions about what steps to take next. Where are you trying to end up? What is the ending of your story? And what could you do next to get you there faster? ●

Value Your Voice

No matter what you hope to accomplish with your life, whether you want to create your own company, rise to the ranks of CEO, solve a problem in the world that is begging for a solution, or just live a life of purpose and meaning, to get there you've got to learn to speak up. You've got to recognize the power of your voice, the value of your ideas and that your perspective is urgently needed.

My decision to go to business school was a key part of my journey that gave me the confidence to speak up in a room full of people unlike me, to find my voice, and to figure out how to stay authentically true to myself even when I looked and acted different than most of the people in my industry.

But you should know that going to business school is not essential to becoming a mogul. However, I do encourage any woman who so desires to pursue a business degree. Experts say that more women getting MBAs is key to both closing the CEO gender disparity and addressing persistent systemic issues — most important, the gender pay gap.

Caucasian women earn 80 percent on the dollar compared with Caucasian men for doing the same job. And for women of color, the statistics are even more dire: 63 percent on the dollar for African-American women and 54 percent on the dollar for Hispanic women. Over the course of your career, that can add up to half a million dollars or more.

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Harvard Business School (HBS) was a place where I was confronted with these realities head-on. There was no way around it: The majority of my classmates were Caucasian men, much older than me. The average age of our class was about 27, but my specific section was composed of some of the most experienced in our class, people who had spent up to a decade in various industries, with families at home. This degree would enable them to reach the C-suite at their companies once they graduated.

I immediately felt like an outsider. Not just an outsider but also an imposter. What did I have to contribute to the conversation? What did I know about running a business? I frequently felt like I had nothing to say.

But I soon learned that I could allow my age to limit me, or I could nonetheless bring my perspective and remember that it, too, had value.

Address the Elephant in the Room with Humor

When I was generally the youngest person in the room and knew that age bias might work against me, I figured out a way to handle it when someone would ask my age. I would say, “I’m 40” with a smile, and they would laugh, because I did not look 40; if anything, I still looked 18.

Then, I would follow it up with a joke, “You just can’t tell because I’m Asian!” Now I had put to bed two things that might have been elephants in the room, my age and my race. Let me tell you, people left me alone after that.

Gloria Steinem once said, “The truth will set you free, but first it will piss you off.” Once I faced the truth of my situation head-on, I was set free and used humor to defuse a challenging situation. Humor is a great defuser. Let them realize through your humor how irrelevant it is for them to even ask your age.

The truth is, I didn’t have time to be shy and hold back at Harvard. I had to learn how to speak up, and I had to learn fast, because at HBS, up to 50 percent of your grade can depend on class participation. I struggled with this new way of having to prove myself. But I know now that it was the most important lesson I learned at Harvard, and it has served me every single day in the years since I graduated.

Secrets to Speaking in Front of Others with Confidence

To overcome my fear of public speaking, I developed key steps to help boost my confidence when sharing my voice. If this is a challenge you face as well, follow these key steps to master speaking in front of others:

- Write down the central ideas or thoughts that you wish to share. Practice reciting them over and over, until the words roll off your tongue. Then, for the meeting or speech, simply write down several key words that remind you of each main idea, in order to jog your memory, worrying less about the exact words to use and more about the message you’re trying to communicate.
- Focus on looking the audience in the eye, instead of staying focused on your notes. I would locate one person (someone kind-looking or smiling) in each part of the room, with whom I would subsequently make regular eye contact. This would, in turn, make me more at ease.
- Take your time speaking, pausing as necessary. I had a tendency to speak quickly initially, in a rush to get over the pain. I realized that enunciating and speaking with intent made me appear more certain of what I had to say and, thus, made the audience feel more certain of what I had to say, too.
- Learn to add gestures that match your words. I would count off with my fingers if I was making points, “one,” “two” and “three,” which added energy and displayed further confidence. ●

Crush It In Corporate Life

Despite the fact that I always knew I wanted to create my own company, I also knew I had a lot to learn before I was ready to do so. Therefore, I always approached every job I took on as an opportunity to learn a skill set that would help me down the road.

Too often, we look for opportunities that will enhance our résumés, instead of staying focused on “what could I learn here? And will this be an opportunity to experience something new?”

Develop your skills. Not all jobs are equal training grounds, however. So I advise you to think carefully about what jobs you take on. Dream big. And then make choices that will allow you to develop the skill sets to get you there one day.

Stay focused on the end goal. By the time I graduated from HBS, I had an offer to work full time at HBO within their Distribution and Marketing division, where I had interned the summer between business school years. But I was ready to expand my skill sets further. My finance skill set was on point. I had developed significant insight on distribution. I therefore accepted a job offer from CBS, where I would help lead strategic initiatives

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and partnerships for the organization's growth, learning extensively as well as building relationships across the intersection of TV, radio, web and mobile. That would enable me to develop expertise in operations, strategy and business development. All that remained were content, marketing, branding, product and technology. Still a lot to tackle, but I would be well on my way to feeling competent and confident to start my own endeavor.

Kill it by over-delivering. There is one skill that I believe will be an accelerator for you no matter what job you find yourself in. You've got to kill it and over-deliver on every task you are given. And I mean every task. Your tasks may be as mundane as making coffee, scheduling appointments or answering the phone.

But those tasks can be performed impeccably well. Make the best cup of coffee you can, exactly how your manager likes it. Set up a scheduling system that never fails. Answer the phone promptly and kindly and as if a *New York Times* reporter were watching you and going to write a front-page article about how you answered that phone. You see, the key is not just doing those tasks well but to go above and beyond what is asked of you.

Discover your differentiator. During my tenure at CBS, I quickly developed a specialty in an area that comparatively few else within the industry had expertise in at the time: digital distribution. This was a new trend in the marketplace. Because of the insights I had gained while at HBO, and because there was no veteran at CBS dedicated to this continually evolving realm, it soon became my domain, despite my age and lack of tenure.

Find your differentiator, or a skill set that you develop that few others have. This allows you to rise quicker because you are the only one people can turn to. Being different is good; use it to your advantage.

Become an "intrapreneur." An "intrapreneur" is someone who takes the mindset of an entrepreneur and applies it to the company that they work for. This is an extremely valuable skill set in any job. Don't be afraid to show this side of you in the workplace. When there is a new project being discussed or you see an opportunity forming where no one else is paying attention, speak up and offer to spearhead that initiative. Pay attention to what your manager's highest priority is or what they feel is lacking, and then deliver a solution.

Ask for what you want (because no one else will ask for you). In a 2015 PayScale survey, 57 percent of people don't ask for raises, and women are less likely to ask for raises than men. So we have to learn to ask. But this

is so much bigger than asking for a raise or a promotion. Speaking up is a global issue that women face. When you don't ask for what you want, you don't give yourself the chance to receive it. Voice your hopes and opinions. ●

Collaborate to Find Your Side Hustles

"You have the same number of hours in the day as Beyoncé."

Whether you love or hate this quote, there is some truth to it. We all get 1,440 minutes a day, and while eight to 10 hours may be dedicated to your job, you also have another 14 hours that are all your own. Hours where you can be pursuing opportunities that are related to your dream job, expanding your network, and strengthening your résumé and skill sets apart from what you do during business hours.

I know you may feel tired at the thought of devoting your "free time" to more "work." But the work that I have done in my side hustles was not only the most exciting but the most energizing as well. It was these different roles outside my corporate job that led me to be one of *Forbes* magazine's "30 Under 30," unintentionally leading to the creation of Mogul. Because I took on multiple side hustles, I had established a deep portfolio of work and friendships, as well as opportunities that begot more opportunities.

Reach out to your role models. The starting point for finding work to do in your after-hours is to think about people you know — people who are doing what you want to be doing, or working in the industry you aspire to join. Then reach out to see if there is a way for you to get involved in what they are doing. You aren't looking for a job. You will most likely not get paid. You aren't looking to take something from them. Instead, you are investigating ways that you can continue learning outside regular business hours by helping *them*.

Discover through doing. If your day job isn't your passion, use those extra hours to discover what it is you truly love to do. Leaders in any industry often have side projects that they barely have time for, and if you can become their go-to person to support them in these endeavors (for free), you learn a ton and continue to get more opportunities to serve, support and learn.

Create the opportunity yourself. Another way to find projects for your after-hours is to make sure that you are staying engaged in the industry you want to work in.

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Attend events, dinners and conferences where you might have a chance to connect with people who could offer you rewarding opportunities to step in and help.

Collaborate as friends, then partners. One thing that has always served me well is that when I attend industry events, I don't think of it as networking but as an opportunity to build relationships and make friends. Networking can be perceived as cold, transactional and short term. Collaboration is warm, focused on friendship and support, and can last for a lifetime.

How to get it done. So let's get down to the nitty-gritty. How do you find the time to do all of this while you have a full-time job? I won't lie to you: It takes a lot of discipline.

If you are someone with a lot of energy and a love of learning, you may embrace having a lot going on. It is good for your soul. It means that you consciously choose not to spend your evenings binge-watching television shows, nor spend endless hours on social media. You will stay connected to what is going on in the world and in your networks every day, but won't allow it to consume hours that you know could be productive.

Once you hit the spot where you are finally working in the job of your dreams, your after-hours can be less focused on side hustles. Or if you aim to be an entrepreneur, you'll want to pour everything into your company if you've finally launched it. But for those years when you are still trying to discover what you are meant to be doing with your life, or when you know what you want to do but still feel so far from accomplishing your goal, that's when these side projects are essential. ●

Become a Mogul From Your Bedroom

At some point, you are going to be faced with a choice: "Can I commit to making these side hustles my full-time job? Am I ready to realize that I have learned enough, interned enough, shadowed enough, and now it is time to step into the arena?"

It happened for me when I was 27 years old. Throughout the previous year, while I had been working feverishly at CBS, I had been dedicating my nights to the Beijing International Screenwriting Competition. As the global head of marketing, I'd been executing on our strategies, coordinating with schools, collaborating with talent agencies and speaking with the press *a lot*. In addition, I'd taken on two more film producing roles during this time.

And then one morning, in January 2014, I woke up later than usual. I leaned over to grab my phone and put on my glasses. As the screen came into focus, I saw a text from a former colleague named Scott: "Congratulations Tiffany!"

My heart started racing. I sat up and clicked on my email. I had hundreds of new messages. One was from a former HBS classmate: "Tiffany! So excited that you made this list!"

I was listed in *Forbes* magazine's "30 Under 30," alongside Pete Cashmore of Mashable, David Karp of Tumblr and Tavi Gevinson of Rookie. I had no idea I was being considered. As you can imagine, I was floored.

The news spread like wildfire. It was a whirlwind of a day, with more texts, emails and calls from friends and family, thrilled for me and excited to celebrate. But what I didn't expect was the outpouring of support I received from people I didn't know, who were curious about how I had found these various opportunities.

The email onslaught didn't stop after that first day. I would come home from a full day at CBS to an inbox teeming with emails from people I didn't know, many of them from young women around the world. They wanted to know what articles I was reading, how I'd gotten the three different jobs featured in the *Forbes* article, what resources I was accessing for opportunities.

Some wrote long emails from Asia, detailing the struggles they were facing living in cultures that didn't necessarily support the advancement of women. I learned about the term "leftover women," referring to any woman who was unmarried after the age of 25. I was also receiving notes from women from Chicago to Dallas, who wished, too, to strive for significance and success on their own terms.

From the very first message I received, I vowed to answer each and every single one. I had always hoped to create a company to empower women. This was my small way of beginning to fulfill that mission, even if it was just from my bedroom in the middle of the night.

Soon I began to receive responses to my emails, young women telling me that my letter had changed their lives. They told me they had received that interview, that promotion or discovered a new opportunity due to the encouragement and advice I had provided. Every single time I read these notes, I would get goose bumps. This was the power of the Internet, that I could connect with these women who lived across the globe from me, that I could provide vital feedback that wasn't available to them where they lived, and that their lives would be changed for the better. I couldn't get enough of it.

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It was then that I began to wonder: What if there was a site where millions of us all could share our learning among each other? A place for real discussions, real advice?

What if instead of sharing all of this information one-on-one behind the scenes, there was a platform for all of us to exchange our various advice and insights and ideas, from the ground level? What if we created an online community where everyone was — or could become — a mogul?

Just Get Started

I felt like I knew that there was an opportunity brewing and, if I worked hard enough, I could create the exact platform I was envisioning. The only problem was that I didn't know how to build a platform. And I certainly didn't have the funds to hire a team of engineers.

I thought to myself, "If I was willing to take the time to learn how to code, I could build this platform myself." Deep down, I felt like this was probably the next step for me. The moment that I had been preparing for all my life when I would finally be ready to create something on my own.

I'm not going to lie; those initial first steps were painful. And they may be for you, too. Don't get discouraged. Page by page, I built a very basic website, which was initially a simple grid of pictures. Despite its simplicity, it had all the functionalities that I thought could help women from around the world connect and share what was most important to them, their real lives, their real selves.

Melinda Gates recently tweeted, "Take it from Tiffany Pham: If you want to build a perfect business, start with an imperfect idea." I'm so honored by those words. But it has been true for me, and I share this with you in the hopes it will be true for you. I was willing to put something out there that was still essentially being developed, and Mogul's interactions with its users and the world allowed it to evolve into the Mogul it is today. ●

Pitch Yourself and Your Big Dream

The weeks and months that came after the initial launch of Mogul were critical to making sure that Mogul thrived on a solid foundation, rather than becoming yet another new media company that bursts onto the scene, only to fade away soon after. I was aware of the bleak statistics: 90 percent of startups fail.

I had a long road ahead of me. I would need to bring on investors in order to keep our momentum going and to ensure that our rapid growth did not lessen.

This can be the scariest part for some people: when you have to trust your idea, get up in front of people and pitch who you are and what you are doing; when you have to let go of controlling every aspect of your concept and bring on partners to further your growth and expansion. But understanding that you can't go it alone is a key moment in every dreamer's growth.

Always reciprocate. I've learned time and time again that opportunities often come down to the people you know and how much they are willing to put their necks out for you. You never know how the next person you meet might be able to open doors for you. So always be kind, be generous and be willing to go the extra mile. When they do that in return, it could be the very opportunity you've been looking for.

Fostering FOMO (fear of missing out). Creating FOMO in an investor means they are more likely to invest because they don't want this potential unicorn to pass them by. You make them want to be the one who saw the seeds of greatness early on and didn't miss the boat. It is a powerful tool to use. It requires a delicate balance. You don't want to oversell what you are doing, but you want to approach people with the sense that you are going to be hugely successful with or without them.

Make the professional more personal. Venture capitalists don't invest in products; they invest in stories and people. It's important to give them a reason to care. Mogul was not a company that was solely focused on a business plan but on a mission, and a mission is always personal. It is always about people. Yes, my goal was to make money for investors, but my personal goal was to take the profits that Mogul generated and use them for further social impact. The end goal was not money. It was impact. ●

Ride the Rocket Ship

Mogul is frequently portrayed in the media as a rocket ship. We are often asked, "How did you rise so far so fast?" I believe it has been thanks to a commitment to stay true to ourselves, remain focused on our vision and, ultimately, to always circle back to our mission, or why we built Mogul in the first place. These are some of the guidelines I used for growth, trusting my gut and always knowing we were heading in the right direction:

The Three Cs: Communication. We believe in absolute transparency and real-time feedback in our offices. My door is always open, and I encourage our team members to come to me about anything. Throughout the day, I'm constantly walking around the offices talking to

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people. “What more can I do to support you today? How are things going?”

Collaboration. At Mogul, whether you are a senior leader or a direct report, everyone collaborates as equals, as partners. On Mondays, I meet with our executive team. On Wednesdays, I meet with every department, back to back, in 45-minute time slots. This midweek check-in allows us to refocus on goals, any new opportunities and our mission. Once a month, we have a Monday town hall when everyone in the company gets together to collaborate on our most challenging initiatives.

Celebration. At Mogul, we work hard and we celebrate when things go well. We therefore share wins in real time across the company, via an internal Mogul channel called #wins. Anyone who has a win can post an announcement that allows the rest of the company to cheer along with that person. This creates ongoing minute-by-minute momentum and high morale throughout the day and week.

Discover what traits breed success. One way to know whether someone or someplace is a cultural fit for you is to determine what traits you value the most in an employer or team member. Do you value ambition and the hustler mentality? Do you value a collaborative spirit or creative thinking? You want to make sure that you select the right people. Take time to figure out a process that is right for you, and stick to it. Trust your gut. If there are any red flags, heed them, and wait for the right person to come along to fill the role.

Keep your eyes open for what might come next. It is important to always be open to where your company might be wanting to grow. Look for signs that it is the right time for expansion. Sometimes we have set ideas for what we want to accomplish, but we don't know the exact timing. By being flexible yet strategic, you stay focused on what you want to eventually accomplish but allow the correct timing to reveal itself. ●

“why.” The “why” behind Mogul is what keeps me going. No matter how long the days get, when I remember my “why,” I'm always reenergized, refocused and ready to see what other problems Mogul might be able to solve.

It does not matter where you are on your journey. Right now, figure out “why” you are going after what you want. Keep that “why” in front of you every step of the way. It will never lead you astray.

Even if you've never considered your “why,” I invite you to move beyond individual motives. How could you, and only you, help us create the changes we need in this world? To be mission-oriented is to be focused on accomplishing something outside of rising in the ranks or pulling in more cash for yourself. It means impacting change in some way, creating hope or opportunity in areas that desperately need it.

It can be a global need, like addressing rights for immigrants, or a personal issue, like helping to put your niece through college. But either way, when your “why” involves giving back to others, it pushes you forward and allows you to work harder and longer, because you know your end goal is bigger than yourself.

Why are you sacrificing so much sleep in your side hustles? Because you remember your “why”: you want to develop a skill set to be able to achieve your goal. Why are you dealing with so many “nos”? Because you know you will one day get a “yes” that could change your life.

Being a mogul means knowing that with your hard work, dedication and passion, you have what it takes to make the impossible possible. So don't let anyone convince you to give up on your dreams, or let anything stand in your way. Let this story serve as proof that there's no limit to what you can do.

You are the Mogul the world needs. ●

Rely On Your Why

I didn't create Mogul to make money. I created Mogul to offer opportunities to women: opportunities for connecting, sharing, learning and growing. I did it to amplify women's voices around the world, so they could express their unfiltered opinions without fear, find community and inspiration, and learn new skills. I did it to honor my family, my parents, for all the sacrifices they made for my siblings and me.

To me, an empire is not created to amass dollars in the bank but to create lasting and global impact. This is my

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Summary: *Crushing It!* by Gary Vaynerchuk. *Crushing It!* is a state-of-the-art guide to building your own path to professional and financial success, but it's not about getting rich. It's a blueprint for living life on your own terms. Gary Vaynerchuk offers advice on how to follow the Crush It! principles and become a success on several emerging platforms.

Webinar: *The Freaks Shall Inherit the Earth* by Chris Brogan. Dare to do something that “everyone else” doesn't. In this *Soundview Live* webinar, successful entrepreneur Chris Brogan explains step-by-step how to build your business from the ground up, all without compromising your unique mindset and personal values.