Fostering a Sense of Purpose in Salespeople
Valerie Good, PhD, Douglas E. Hughes, PhD, and Hao Wang, PhD

When “Too Much” is Just Too Much
Lisa Beeler, PhD, Alex R. Zablah, PhD, and Adam Rapp, PhD

From the Outside Looking In: Using Social Media to Improve Well-Being
James A. Roberts, PhD and Meredith E. David, PhD

Calibrating Emotions to Increase Sales
Blair Kidwell, PhD, Jonathan Hasford, PhD, Broderick Turner, PhD, David M. Hardesty, PhD, and Alex R. Zablah, PhD

INSIDER: Culture Built My Brand: The Secret to Winning More Customers through Company Culture
Alexa Mathias, MBA

INSIDER: Your Next Five Moves: Master the Art of Business Strategy
Carson Solley, MBA Candidate
INSIDER: Your Next Five Moves: Master the Art of Business Strategy

Carson Solley, MBA Candidate

What if I told you there is a road map on how to be successful? Would you read it? Your Next Five Moves: Master the Art of Business Strategy is precisely that. In his latest book, Patrick Bet-David takes a deep dive into a practical methodology that can be applied to all areas of life, especially business. In just five simple moves, Bet-David lays out what you must do to differentiate yourself from the competition, attract and retain top talent, grow a company exponentially, and identify who you want to be and how you will get there. These moves are not talent-based, so a strong work ethic plus his five steps will prove to be transformational in your climb to the top.

Move #1: Master Knowing Yourself

The first step to mastering the art of business strategy is knowing yourself. The first question you need to be able to answer is, "Who do you want to be?" This is a crucial question for personal and business success. The first move is about knowing who you are, what you value, what your goals are, and what you are willing to sacrifice. These questions must be answered by taking a deep, truthful dive into your own life. You must be clear and confident in your story of who you are. In the journey of life, there will be tough times; in these challenging times, it is crucial to have these questions answered so you will not waiver in the journey set before you. You must find your competitive advantage in a world centered around success, so answering questions about yourself and fully understanding who you are as an individual gives you the competitive advantage you need to be successful in the workplace.

Move #2: Master the Ability to Reason

The second move is to learn how to solve problems. To effectively solve a problem, you must find the underlying issue and what is causing the problem. Once the issue has been identified, come up with costs and benefits for three different ways to overcome the problem. Once you have different options, compare and analyze the solutions and act on the most efficient solution. Once you start solving problems, you find ways to prevent them before they occur.

Move #3: Master Building the Right Team

Once you have the ability to know yourself and have learned how to reason, the next move is to build the right team. Behind every successful business person is a successful team. Surrounding
yourself with people who will help your business grow is crucial for success. Once you have a
team, you must invest in those people, implement your values, and communicate your plan
strongly. Everyone has different weaknesses, but with the right team behind you, those
weaknesses can be minimized, which leads to success.

**Move #4: Master Strategy to Scale**

Leaders are constantly faced with tough decisions, but how one handles these trials is what
separates good leaders from great leaders. When making decisions, it is important to make
decisions in a strategic manner rather than an emotional one. Every action you take will have
either a positive or negative impact on your business. Look for strategic ways to grow as a
company, but also put yourself in the shoes of others. How will your decision affect clients?
Your team? Your competitors? Take a step back and think about the ripples that will occur based
on the decisions you make. Do not become greedy in your efforts to be successful, and be careful
not to become your own worst enemy.

**Move #5: Master Power Plays**

Big moves are the most impactful ones. The times when leaders take a leap of faith can be some
of the biggest moves in history. Be strategic when taking risks, find the big obstacle in front of
you, and attack it head-on. Always find the leverage you can gain in any situation so that when
the time comes to make a power play, you can execute the move. An excellent strategy for
making power plays is to also look for ways to benefit your clients and your company. Find the
Mount Everest in your field, and sprint toward it with the purpose of conquering it.

**Conclusion**

Bet-David’s five moves can be directly applied to real estate. It is crucial to understand yourself
in order to work toward the goals you have in place. As in any industry, problems will arise that
you may not see coming, but having the skill to manage these issues will prove valuable.
Surround yourself with like-minded individuals who will push you to be the best agent, and
focus on having a strategic thought process. Do not be afraid to take a leap of faith; some of the
biggest deals are made by taking a calculated step outside of your comfort zone. Finally, always
look for leverage while keeping clients in mind. Bet-David explains that following these five
moves is crucial in the journey to creating success.

**Recommended Reading**

Bet-David, David (2020), *Your Next Five Moves Master the Art of Business Strategy*, Gallery
About the Author

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Carson Solley is a graduate student from Decatur, Alabama. Carson earned a Bachelor of Science in Business Administration from Samford University in Birmingham, Alabama. While at Samford, Carson concentrated in data analytics and sports marketing. Carson was the Team Lead for two projects with the New Orleans Saints and interned with the Birmingham Legion and the Alabama Sports Hall of Fame. After receiving his MBA from Baylor, Carson plans to work in finance.