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To outperform, you need serious competitive advantages. But contrary to what you have been told, most of them don't require talent.

10 competitive advantages that you can start developing today:

**1. Intellectual Curiosity**

- a. Intellectual curiosity is a real-world superpower. We all have it, but most will never embrace it.
- b. For the curious mind, anything is possible. Fortune favors the curious mind.

**2. Comfort with Discomfort**

- a. We are conditioned to avoid discomfort, so most of us do.
- b. The problem? Discomfort leads to growth. It is an absolute necessity.
- c. If you train yourself to accept and embrace discomfort, you will always have an edge.

**3. Simplify Where Others Complicate**

- a. "The definition of genius is taking the complex and making it simple."
- b. Complexity and jargon are often used to mask a lack of deep understanding.
- c. Learn to convey extremely complex ideas in simple, digestible ways.
- d. Find beauty in simplicity.

**4. High Tolerance for Failure**

- a. We fear failure, so most of us play it safe to avoid it.
- b. But our greatest moments of growth often stem directly from our greatest failures.
- c. Do not accept failure, but do not fear it either.
- d. You will fail. Embrace it.
- e. Learn to fail smart and fast.

**5. Low Time Preference**

- a. Life is a long game.
- b. Those with low time preference play it more effectively - they happily delay gratification to build real value.
- c. In a world of people seeking instant gratification, this is a meaningful edge.

**6. Antifragility**

- a. In Greek mythology, the Hydra is a creature that has multiple heads. Every time one head is cut off, two grow back in its place.
- b. Life is random and chaotic. Do not be broken by this chaos and disorder; rather, adopt a mentality that you will benefit from it.

## **7. Presence**

- a. With the rise of technology - and the instant access to millions of people and things that it has provided - the ability to be truly present has become a rarity.
- b. When you are with someone - whether a new business contact, friend, or partner - be WITH them.
- c. Be present.

## **8. Relentless Consistency**

- a. Many people are able to produce bursts of energy. Few people are able to produce consistent, steady flows of energy.
- b. The former might be flashy, but the latter is relentless.
- c. Take pride in punching the clock - in showing up - day in, day out.

## **9. Noise Cancellation**

- a. The world is a noisy place. We are constantly hammered by stimuli competing for our attention.
- b. The ability to cancel out the noise - to truly focus on the task at hand - is both broadly applicable and extremely powerful.

## **10. Be Yourself**

- a. The most important competitive advantage.
- b. Always be yourself.
- c. No one can compete with you, at being you.