

# Building Your Talent Stack

You have more than one talent, and that is an advantage

*Hi, I'm*  
**DON GIANNATTI**  
*and I like to make stuff!*

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*and I like to make stuff!*

Knowing this about myself helps me stay centered.

I LOVE to make stuff.

Gary Vaynerchuk says self awareness is everything.



<https://www.youtube.com/watch?v=j6tKf1IR5j8>

We are not going to  
investigate our shortcomings  
in this presentation...

We are going to talk about our strengths and how they can offset our weaknesses.

# We are going to discuss what is called a “Talent Stack”

First coined by cartoonist Scott Adams (Dilbert) it is a way of looking at the accumulated talents that we have developed. Taken individually, these talents may not make us first in class - BUT...



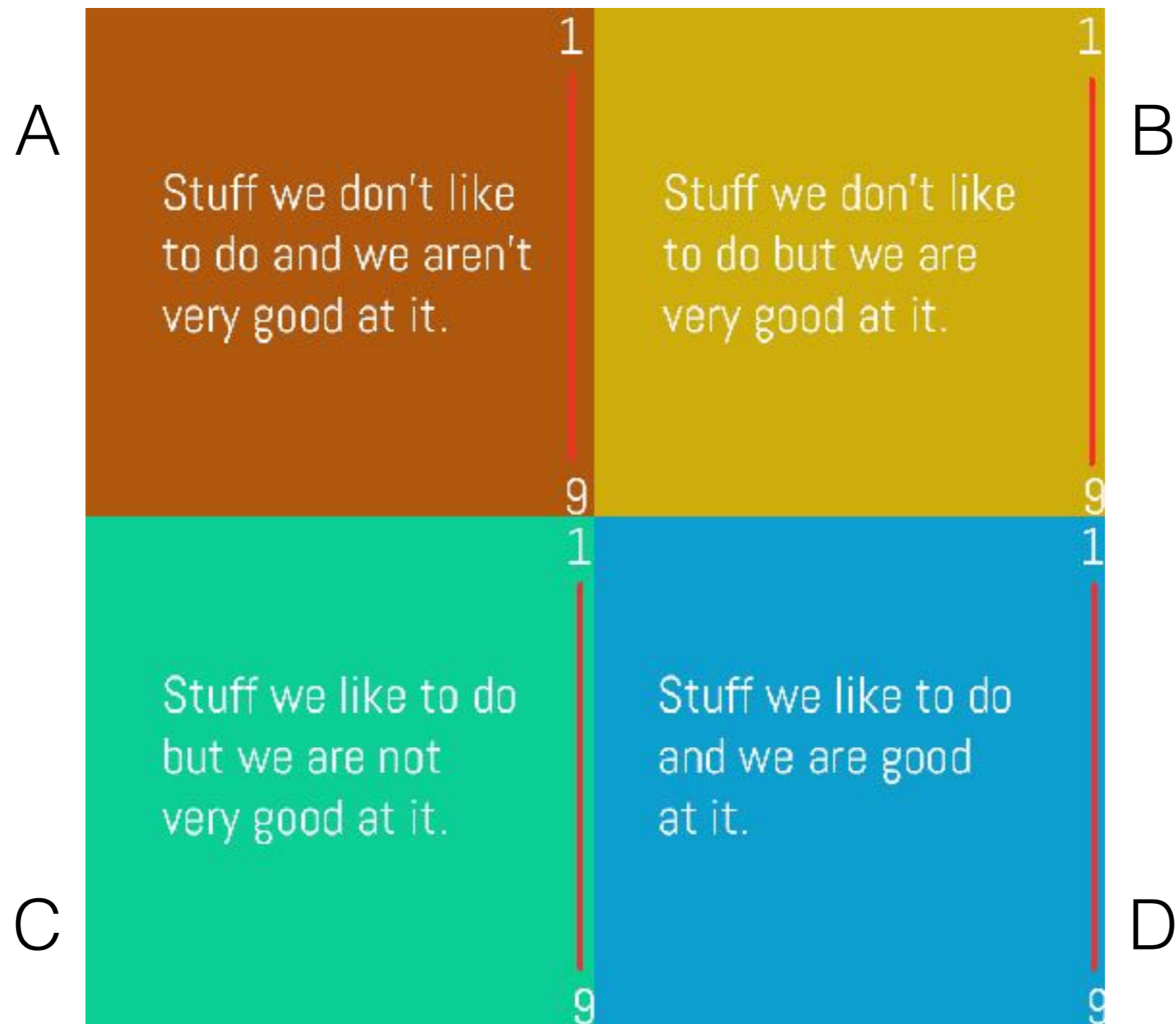
When we stack them up,  
our talents can make us a  
formidable challenger.



# Project 52 “Talent Stack” Approach

- Why we focus on more than one discipline (having a talent stack of more than one capability increases the chance for cash flow... and that is usually good.
- Why I encourage you to find your own voice, to be aware of what you love to do, and then pad it with those things you can do pretty well to build strength.
- Understand how being good in a wide variety of business details is important, while being excellent in only one may not be enough.

# How our Talent Stack Shakes Out



# Our Talent Stack

- **A - Stuff we don't like to do and are not good at.**  
Spend little time and energy here (unless you want to become good at it.)
- **B - Stuff we don't like to do but are pretty good at.**  
Spend time to audit these to see what can help you with doing what you like.
- **C - Stuff we like to do but are not very good at.**  
Here we can focus some attention on getting better at the skills we like.
- **D - Stuff we like to do, and are really good at.**  
This is the basis of your Talent Stack and how you add on to it will be something you will work on for quite a while.

# My Talent Stack

Stuff I don't like to do and suck at doing.

- Accounting (hire a good one)
- Cold calling on phone (find alternative that works)
- Working with large teams (focus on work that allows me autonomy)
- Working “for someone” - you know, like a ‘day job’. I would rather eat Ramen and do something mindless for money than to work in a corporate structure.

# My Talent Stack

Stuff I don't like to do but can do it well.

- Meetings (I hate them, but I can handle meetings well, and I can also organize and keep attendees on track)
- Pitching (I am very good in a pitch situation, but it is not something I am fond of doing)
- Dealing with employees (I love to work with people, but when they become 'employees' it becomes more difficult for me)
- Confrontation (I hate it. But I hate losing even more, so if I get confronted - as much as I hate it - I tend to push back heavy.)

# My Talent Stack

Stuff I like to do but don't do it very well

- Play Piano (Best results would come from disciplined practice)
- Health (Working on getting body stronger so that it can help me cope with the challenges)
- Organizing (From digital files to my physical office, my organizational skills are breathlessly awful. I like to attempt to organize, but failure I found is indeed an option.)
- Meeting New People (I enjoy meeting new people, but get bored quickly with parties, meet ups, and casual lunches. I must practice this skill in order to win more business)

# My Talent Stack

Stuff I like to do and do moderately to very well

- Design (Not the best in the world, but pretty good.)
- Writing (Not Hemingway, but the work doesn't suck either)
- Photography (Very solid technique, and a good eye. I can hold my own in most commercial situations)
- Teaching (I am quite good at educating someone to being better at their craft)
- Motivating People (I can do a pretty good job at getting people to push themselves harder and longer)
- Public Speaking (I am good at it, and I love to do it whenever I get a chance)

# My Talent Stack

## Photographically speaking...

- **People Photography**  
I have my own style, and am very comfortable shooting people
- **Still Life Photography**  
My approach is classic and am very comfortable shooting still life
- **Food**  
I understand food, but I am not an expert food shooter. I can hold my own in most situations
- **Architecture**  
I am good at exteriors, but interior work is not a strong suit
- **Landscape**  
I prefer to shoot 'environments' and take a personal approach. I am not a true "landscape" photographer
- **Product**  
I am very comfortable shooting product both in the studio and on location. My work holds its own.



# My Talent Stack

All together now...

- **Photography**  
Good to very good
- **Design**  
Good
- **Writing**  
Good to very good
- **Social Media**  
Good
- **Marketing**  
Good to very good
- **In person marketing**  
Passable
- **Entrepreneurship**  
Good, but need direction
- **Finance**  
Smart enough to stay out of trouble, but need help
- **Teaching**  
Good to very good

# Identifying What Talent Stack We Should Cultivate

- Photography from technique to style
- Business and Finance
- Public Speaking
- Social Media
- Marketing
- Sales
- Entrepreneurship
- Video
- Writing
- Pitching
- Working with Teams

# Breaking Down YOUR Talent Stack

- What does your current Talent Stack look like?
- What talents in your A/C Group would help you?
- How can you build the talents that you need?
- Within your core talents, do you need to develop a deeper well of ancillary talent

# Identifying What Talent Stack We Should Cultivate

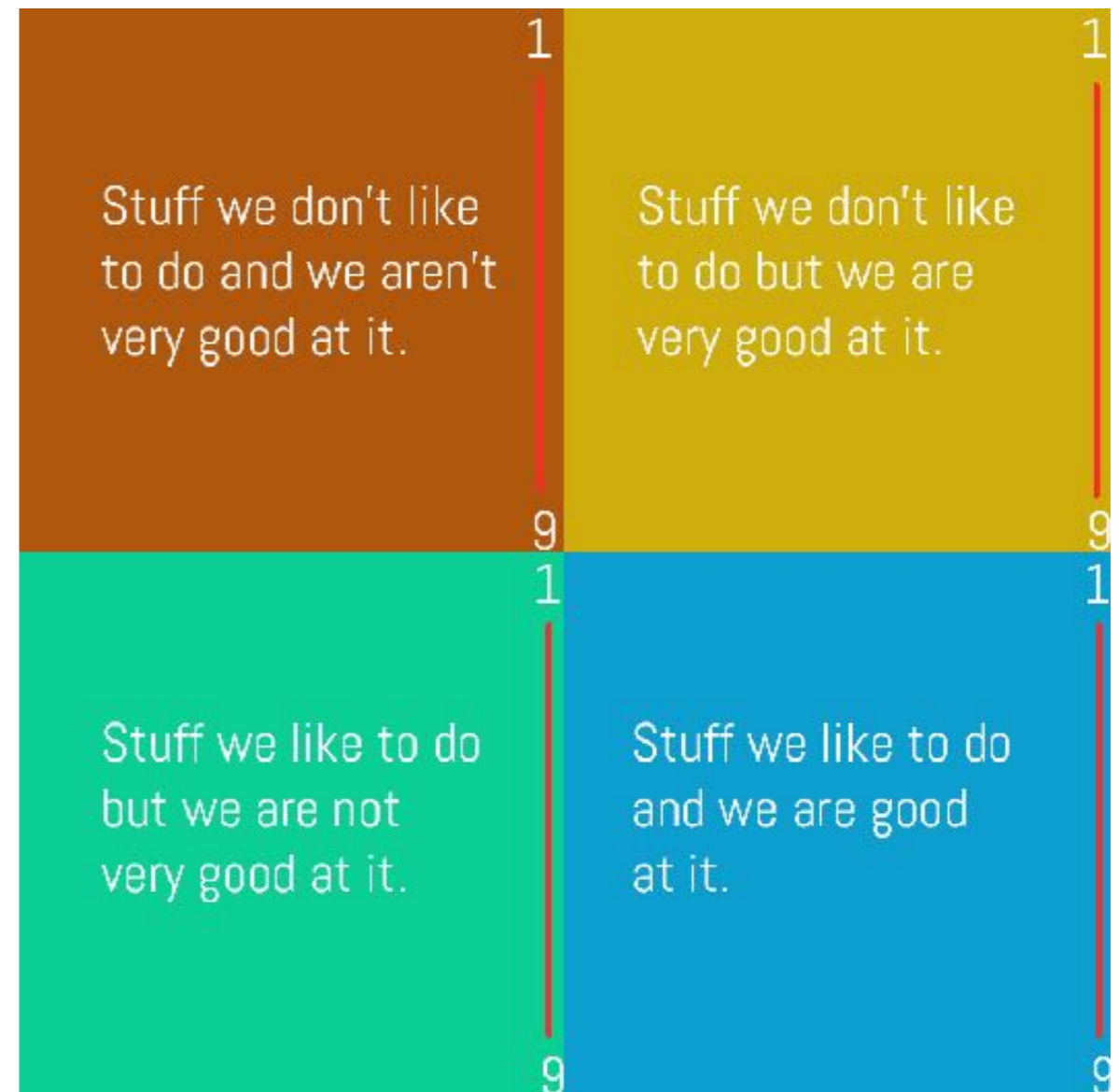
Even our Talent can be subdivided into a Stack

## Let's take video

- Camera Work
- Directing
- Audio
- Location Scouting
- Crew Management
- Editing
- Sales
- Marketing
- Promotion

# TALENT STACK ASSESSMENT

- WHAT ARE YOUR TOP FIVE TALENTS?
- WHAT TALENT DO YOU NEED TO WORK ON IN ORDER TO MAXIMIZE WHAT YOU ALREADY HAVE?
- HOW CAN YOU LEVERAGE YOUR TALENT STACK TO GAIN MORE VISIBILITY AND MARKET SHARE?



# Talent Stack Resources

- Scott Adams (The Trump Talent Stack)  
(Yes, it is written about a controversial politician, that is of no importance. The article is much more an explanation of how he was able to work the system with his Talent Stack)  
<http://blog.dilbert.com/post/153775344216/the-trump-talent-stack>
- Cultivating Your Talent Stack  
<http://www.thehippocket.com.au/talent-stack-essential-skills-need/>
- Mental Model of the World  
<http://www.dangerandplay.com/2016/04/28/mike-cernovich-my-mental-model-of-the-world/>
- What's Your Talent Stack?  
<https://medium.com/@ade3/what-s-your-talent-stack-a66a79c5f331#.gnqo6d71u>