

# The Hedgehog Concept



A useful tool to find your mission in life is the Hedgehog Concept, developed by one of my favorite business thinkers, Jim Collins.

It's very simple.

## **Find the intersection of the following three circles**

- What are you deeply passionate about? What can't you stop thinking and talking about?
- What can you be the best in the world at? What are you genetically encoded for? Not just good, but literally encoded for.
- What drives your economic engine? So that you can keep the lights on for a long time?

## **Here are my own current answers**

- Learning how to live a good and fulfilling life
- To collect and share ideas on health, wealth, love, and happiness, from my unique and personal perspective.
- Long-term value investing. This allows me to pursue my passions without the necessity of having to make a direct living from them.

## **The Bug Book**

Need more help with finding your Hedgehog Concept?

Take a notebook and title it “The bug called {Your name}”.

And then go and study yourself like a bug. In a non-judgemental, empirical way.

- What is this bug?
- What is this bug genetically encoded for?
- What does the bug like?
- How does the bug behave?
- What is this bug deeply passionate about?

Focus on the behavior and actions of the bug. It doesn't matter what the bug thinks. It only matters how it behaves.

## **Read more**

<https://www.jimcollins.com/concepts/the-hedgehog-concept.html>