
Shoe Dog Summary PDF Cheatsheet — GrowthSummary.com

? 1. Start Before You're Ready: The founder of Nike 'faked it until he made it'

In a school project, Phil argued Japanese sports shoes could soon become popular in America. Then he went to Japan and convinced a shoe manufacturer named Onitsuka to make him their US distributor. (Even though he was just a freshly graduated kid!)

? 2. Sell Enthusiasm: It's easy to sell something you believe in

Phil became a business partner with his old running coach Bowerman. Phil quickly sold 300 pairs of shoes from his car at track meets, then ordered 900 more. He found the product easy to sell because he believed in it.

? 3. Resist Conformity: Parents and society push us towards security

Phil's dad would have preferred his son worked in a respectable career and company, rather than starting a risky new shoe business. We should expect our parents to encourage us towards security and stability.

? 4. Seek a Calling, Not a Career: The key to remaining motivated despite setbacks

Phil Knight withstood many struggles because he was pursuing his calling, rather than just making money. Many of his early employees were also highly dedicated because they felt similar passion towards running.

? 5. Grow or Die: Get comfortable with life's constant change

For the first 20 years, Blue Ribbon was doubling in sales every year. Phil aimed for maximum growth, a risky and stressful strategy. Yet he believed life is all about growth and those years of challenge were a joy.

? 6. Fail Fast: We gain valuable wisdom even when we fail

Phil became comfortable taking risks because he believed failing quickly would still give him valuable wisdom—wisdom that he could apply to future projects.

? 7. Build a Brand: Gaining control by making his own Nike shoes

Phil wanted to have more control and security in his business, so he began building his own brand of shoes. They chose the name "Nike" based on an employee's dream, but they didn't really like it at first.

? 8. Experiment Constantly: Always be testing new product ideas

Phil wanted Nike to be like Sony, producing high quality products that introduced new ideas into the market. So they took risks with strange new ideas like pressurized air bags inside shoes or rubber soles with waffle patterns.

?? 9. Don't Micromanage: Tell people what to do, let them figure out how

Phil studied great leaders like General Patton, who advised trusting your people to figure out how to do things. Phil believes a hands-off approach unleashed his employee's creativity as they were rapidly expanding Nike.

? 10. Go Public: Seeking greater connection is what life is about

In 1980, Nike became a publicly traded company, which suddenly made Phil worth \$178 million. Yet in the end, what he values most are the connections he made during the struggle to grow his 'crazy idea.'

This is just a sample!

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