



3 Minute Mentor

Episode 10 Show Notes

What do you mean by content?

In Episode 2 we talked about critical things to build your career: Content, Approach and Network. In this episode, we explore **content**.



1. What is content?

- Content is about what you know, not necessarily processes or applications
- It is knowledge that will bring you to the table to help form your company's decision making process

2. How do I acquire content?

- Through academics
 - Good for models and analysis skills but not sufficient
 - Great grounding and fast path you through learning on the job
- Through Experience
 - What do you know as a result of what you have done
 - Jobs taken, roles played, divisions working in, your previous employers and even countries lived in

3. How should you think about acquiring content?

- Learning content is like a video game – at each level you pick up more skills
- If you move too fast without the knowledge you may not succeed at the level you are on.

Bottom Line: think through where you want your career to go and have as broad a knowledge, that's deep enough to get you brought to the table.