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Unicorn LEADERSHIP



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Once
upon a
time







Definition #1

UNICORN:

Termed by venture capital investor Aileen Lee, a Unicorn Company is a privately owned startup with a market valuation or estimated valuation of \$1 billion or more.

The **MODERN** Unicorn

The unicorn is no longer a myth — it is a reality. It has stepped off the pages of ancient literature and into the **executive suite**. It has come at the behest of inventors and investors, who want more than solid results and good returns.

Don't bother them with slow and steady — they want it all and they want now. They dream BIG... longing to become legends in their own time. They want magic...and magic means unicorns!

-BJ Gallagher,
Author of an international best-seller,
"A Peacock in the Land of Penguins"





Beyond BRICs: 7 Emerging Markets to Watch PAGE 86

FORTUNE

FEBRUARY 1, 2015

THE AGE OF UNICORNS

At Least 80 Tech Startups Are Worth \$1 Billion or More. Is This Boom for Real?

PAGE 48

Plus

The Most Powerful (and Hated) Force in Education
PAGE 74

The Algorithmic CEO
PAGE 45

The Quest for the Foolproof Flu Shot
PAGE 10

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The **MODERN** Unicorn

In 2018, the odds of becoming a unicorn was less than

↓ 1%

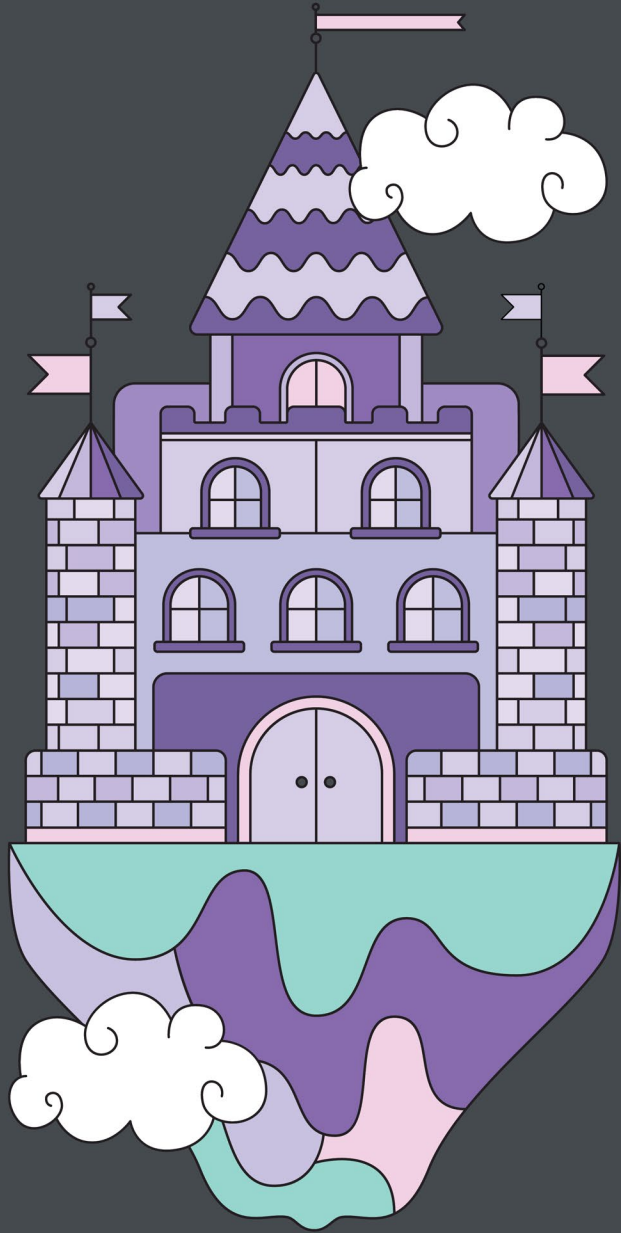
for companies that had raised venture capital.

Top 15 Unicorns

ranked by valuation

COMPANY	VALUATION (\$)	DATE JOINED	COUNTRY
Toutiao (Bytedance)	\$75	4.7.17	China
Uber	\$72	8.23.13	USA
Didi Chuxing	\$56	12.31.14	China
Airbnb	\$29.3	7.26.11	USA
SpaceX	\$21.5	12.1.12	USA
Palantir Technologies	\$20	5.5.11	USA
Stripe	\$20	1.23.14	USA
WeWork	\$20	2.3.14	USA
Lu.com	\$18.5	12.26.14	China
Epic Games	\$15	10.26.18	USA
JUUL Labs	\$15	12.20.17	USA
Pinterest	\$12.3	5.19.12	USA
Bitmain Technologies	\$12	7.6.18	China
Samumed	\$12	8.6.18	USA
Lyft	\$11.5	3.12.15	USA

Source: CBInsight



Unicorn Real Estate

UNICORN AGENTS

6% of REALTORS® earn
>\$250,000 annually

26% of REALTORS® earn
< \$10,000

Median gross REALTOR® income =

\$39,800

Source: 2018 NAR Member Profile



A *Unicorn* is not a Loch Ness Monster...
it's rare — but not "that" rare



302

unicorns around the world

total Cumulative Valuation

\$1,027 BILLION*

In 2018 alone, **35** tech companies in the US have reached unicorn status**

* Source: *CBInsight*

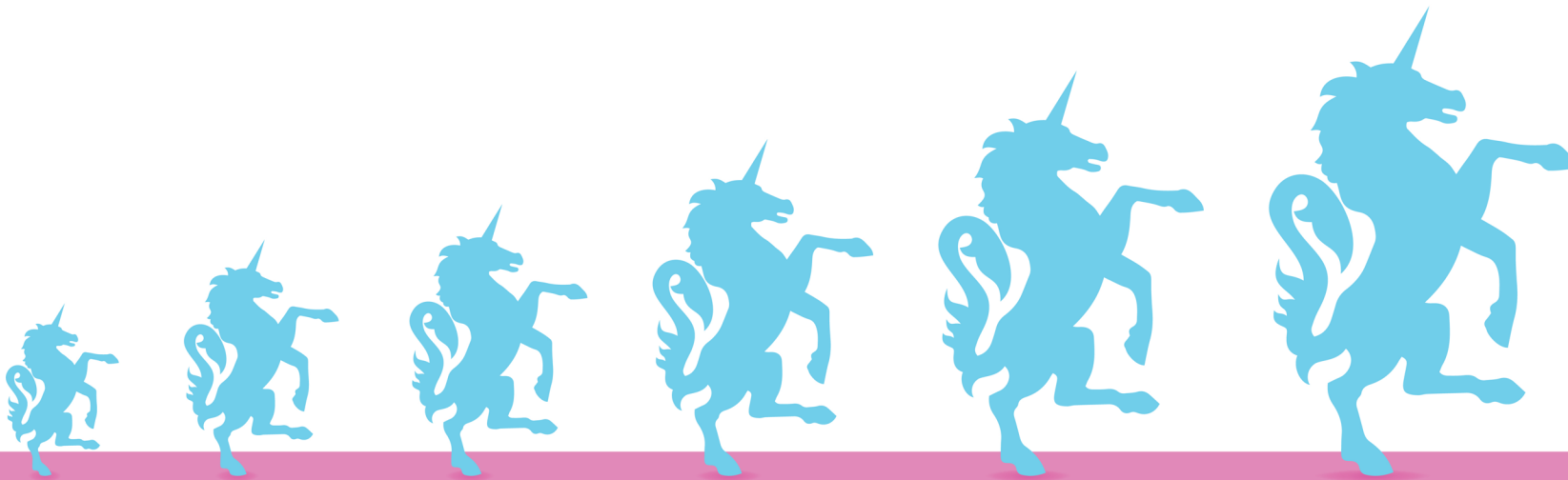
** Source: *PitchBook*

Do unicorns simply emerge from the thousands of entrepreneurs in some Darwinian-like journey or is there a pattern to be found?...

I believe there is a common formula these high-flying companies apply to earn their place in rarified air within their respective industries.

-Mike Linton

Chief Marketing Officer, Farmers Group, Inc





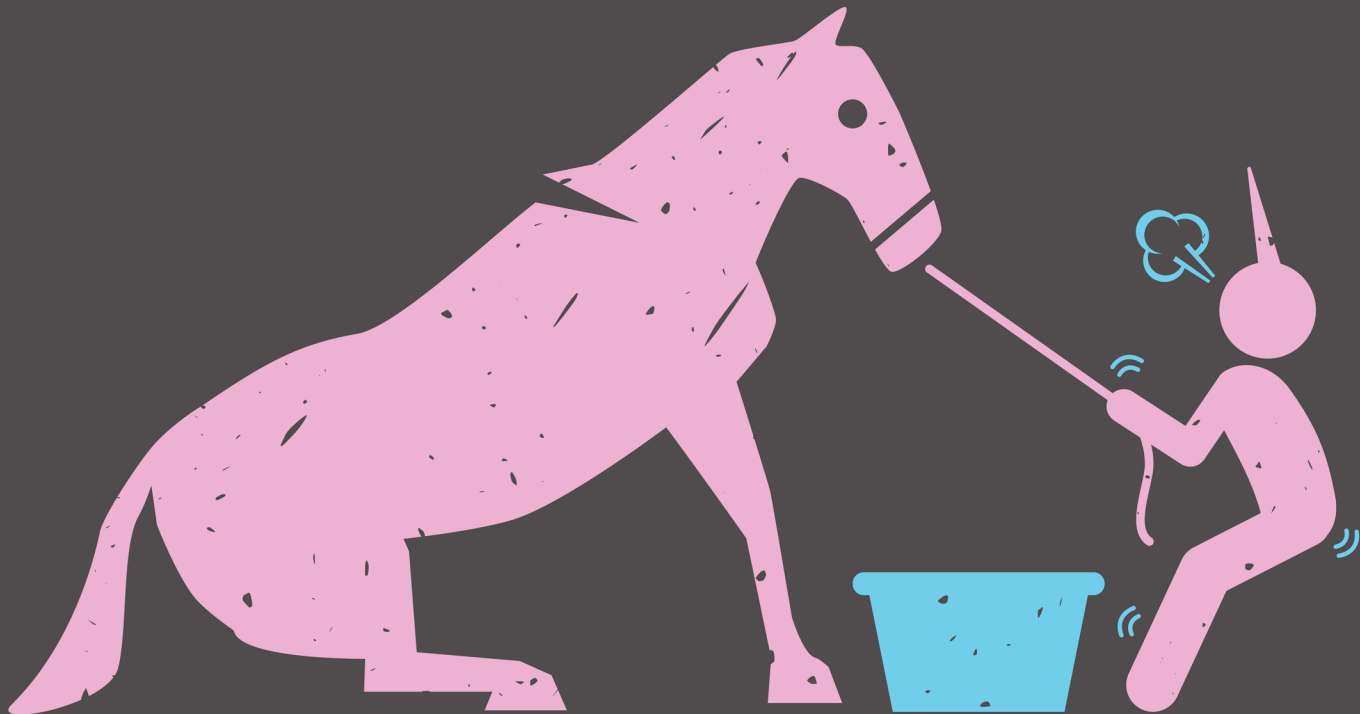
1

Unicorns develop a meaningful,
“Ownable” value proposition.

2

Unicorns relentlessly evolve
their value proposition.





Unicorns focus on their
key customer group.

4

Unicorns recognize failure
and move on.





REASONS ENTREPRENEURS/STARTUP BUSINESSES FAIL

- ★ Lack of focus
- ★ Lack of motivation, commitment and passion
- ★ Too much pride, resulting in an unwillingness to see or listen
- ★ Taking advice from the wrong people
- ★ Lack of general and domain-specific business knowledge: finance, operations, and marketing
- ★ Raising too much money too soon
- ★ Lacking good mentorship
- ★ Lacking strong leadership

Source: Statistic Brain, "Startup Business Failure Rate by Industry"



Definition #2

UNICORN:

A leader that acts as a catalyst to disrupt the status quo, creating deep, lasting positive change in the world. Like unicorn startups, unicorn leaders are the best of the best, on all fronts and the ripple effect of their leadership leaves a lasting impact.

The **MODERN** Unicorn

The question that drives all unicorn leaders is



How can I change
the world and have
an amazing time
doing it?



The **MODERN** Unicorn



**MAKE
DECISIVE DECISIONS**



**TAKE
IMMEDIATE ACTION**



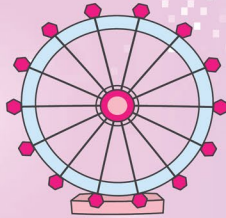
**S.M.A.R.T.
GOALS**



Habits of *Unicorn Leaders*



**PRODUCTIVE
NOT BUSY**



**LIVES OUT OF THEIR
COMFORT ZONE**



**MAKES
THINGS SIMPLE**



**MEASURE & TRACK
THEIR PROGRESS**



**HAVE POSITIVE
OUTLOOK**



**LEARNS. EVOLVES.
GROWS. DEVELOPS.**



**CONSISTENT. CHARACTER.
CREDIBLE. TRUST.**



**CONNECT. CARES.
COMMUNICATES.**



**WALK THEIR
TALK**

Source: lollydaskal.com

Unicorns conquer the kingdom by
owning their neck of the woods first.



BY 2029 THERE WILL HAVE BEEN...

OF REALTOR® LOCAL BOARD PRESIDENTS = **11,470**

OF REALTOR® STATE ASSOCIATION PRESIDENTS = **540**

NAR PRESIDENTS = **10**

Unicorn Market

Silicon Valley

San Jose
CALIFORNIA

\$1.3 million
median price
Q3 2018

San Francisco
Oakland
Hayward
CALIFORNIA

\$990 k
Q3 2018

Youngstown-Warren-Boardman, OH/PA

= median price was **\$97,600**





Definition #3

UNICORN:

Refers to a phenomenon that occurs in human resources when those who are responsible for hiring candidates have impossible expectations. In other words, human resources is looking for a mythical candidate (*i.e. a unicorn*).

The MODERN Unicorn



Building Unicorn Teams
Herd other "Unicorns"

Building Unicorn Teams

Recruit horses with the potential to grow alicorns





Building Unicorn Teams

Adopt the “Magic Recipe”

- ★ Team understands their mission, share common goals—they “own” their value proposition
- ★ Embrace change—willingness to evolve
- ★ Identify obstacles and commit to find solutions
- ★ Maintain a clear focus on who they serve
- ★ Learn from mistakes & move on
- ★ **COMMUNICATE!**
- ★ Make time for fun – Embrace the magic!









The Path of the Unicorn is never complete. It is the journey of a lifetime and the more work you do, the deeper the work becomes...Only you can chose to step on the path of the unicorn.

Are you ready to step into your magic?

Source: Lindsay Sukornyk, founder of Alive + Awake.