

Hustle Culture

G & P UNLIMITED CO. EST. 1993

K.A. Perkins

Published by: G & P Unlimited Co. L.L.C.

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ISBN: 978-1-7369074-0-5

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Forward-Hustle Mentality

Your life is forged with a purpose that was designed at the time you were conceived. That purpose is not only spiritual but is universal; your existence impacts the lives of others. Your contribution to humanity is important and it is the real reason that you are holding this book. Years ago, I made it my mission to Hustle to the point I would die empty; to leave a legacy of fulfilled dreams on the battlefield of life. It with that heart that I wrote this book. The skill, competencies, and principles covered in this manual are tools designed to help your Hustle. Everything in this manual is intended to be your strength in times of weakness and to be your light when you want to give up.

Over the years, I have learned that it is impossible to fulfill destiny and purpose if you are chasing money. Your vision for your life must be transcendent. While money is important real success is organic and can never be achieved through materialism.

Money is lovely; but does your Hustle make you happy? Hustle Culture is the balance achieved when you make money by doing that which makes you happy. The decision to have a Hustle life is a decision of faith and hope. It is fighting the inward war that attempts to capture your authentic self, resulting in you living an inauthentic life. We all crave stability, but Hustle Culture requires faith courage to face fear in the pursuit of purpose.

Take me for example, I have always wanted to have my own business in public speaking. I inspired to speak to large groups of people, empowering them to be the best that they possibly could. However, in my 20's and 30's, I felt the need to have a stable income, to get a paycheck and insurance. I needed to be a responsible adult and take care of my responsibilities. I spent years working at being a responsible adult but neglecting my authentic self. Hence, my life was miserable. I was overworked, and unappreciated. When I decided to live my life based on purpose, things began to change. It was not an overnight process but choosing to be who I was created to be unlocked the Hustle Culture within. It took years to write this book! It took years of humbling situations, circumstances, and growth moments to publish a book that taught everything that people needed to know in order to escape the pits of life.

I know what it means to decide between inauthentic life and a life of purpose, vision, and mission; I know how it feels to need the security of a well-calculated plan

for your future. The reality is that even if you attempt to ignore it, your purpose and vision for your life never changes.

You must decide if the grind is more important than living a life of the Hustle. The problem is that no day is promised. You may never know the outcome of your destiny if you never go for it. You only get one shot at living life, so you better master the art of living it!

Here my point: if you are reading this manual, that means that this manual is a part of your destiny and mine as well. My thoughts and my story are a part of your life. Whether you purchased this manual from me, ordered the book, received it as a gift, or found the book, it was all a part of a plan to help you achieve your purpose and to inspire you on your journey.

The reality is that if I had chosen a job over my passion, my purpose, vision, and mission, you would not be reading this book. It would be locked away in my mind and it would be mere information and thoughts rotting, until I decided to partner with destiny. Hustle Culture is monumental because it impacts your contribution to this world. For this reason, the destiny orchestrated that you find this book. Now you must choose to read it and make it apart of your life.



You cannot control time, but you can manage your choices as you leverage time. You can choose if you are going to partner with destiny. You can choose what you do with your time here on earth. You can choose whether you want to participate in a hustle culture. How you will be remembered will be how you have leveraged time, **Hustle Culture.**

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SECTION I: The Dilemma

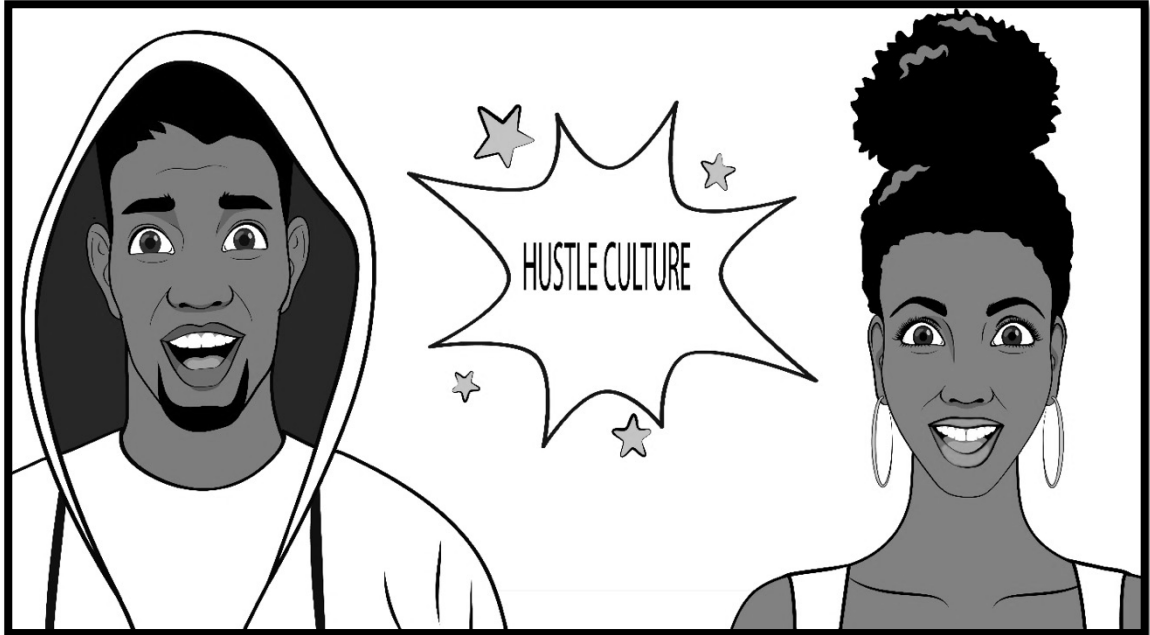
Eerie Silence

If you could ask an Executive of a Fortune 500 Company a series of questions, what would those questions be? What questions would you ask a person that is successfully living their dreams? These are the two questions that I asked a group of high school students five days before their graduation. These students did not voice any questions or utter a word! Based on their facial expressions, I saw that they understood the main point behind my question, specifically what they would need to ask in order to find the key to success; but their silence indicated that they did not know what to ask as it related to the specific tools that they lacked.



These young people were bright, hardworking, and resilient; however, when given the opportunity to ask questions that would provide insight, on how to create the future that they wanted, they did not know what to ask. One of the students who was utterly annoyed with my questions responded, "I know how to get money; I am gonna be good!" The student's response to what was intended to be an innocent question revealed a frustration that was deeply hidden within the shadows: they could visualize success, but they lacked the skills, competencies and principles needed to bring it to reality. My questions uncovered the shocking truth of economic disparity. There is a massive information gap when it comes to teaching personal and professional development strategies to teens and young adults, let alone poor, minority students. The student's lack of a response to my question did not take me by surprise. My questions uncovered the hard truth that we, as employers, educators, and parents, have failed to empower our young people. As adults, we haphazardly assume that schooling and

exposure to individuals that have established some measure of success is enough to spark the fuel for their personal and professional development. Their eerie silence showed that we need to teach workforce rules to bridge the gap. This gap is exasperated when the students have to also overcome extreme poverty and trauma to secure employment after graduation.



Why would these students ask questions when they have been in survival mode their entire life? In essence, their quest to obtain their diploma is deep-rooted in their personal commitment and determination to create a better life for themselves. However, they were not equipped with the tools needed to better their life. These students were not afraid to ask questions, they purely lacked the essential knowledge to ask the right ones. The student's eerie silence and frustration prompted me to finish and publish *Hustle Culture*. In writing and publishing *Hustle Culture*, I found that this manual's content is a foundation of a movement. This manual is a crusade to give everyone, regardless of age or economic status, a solid footing to build a life of personal and professional success.

Hustle Culture Manual

Hustle Culture is a culmination of 20-years' worth of skills, competencies, and principles that I have learned, all documented in a manual formatted book. This manual is a collection of notes, instruments, and tools that I have used in coaching sessions,

seminars, workshops, and classrooms. Hustle Culture is built on core workforce standards that never change. As you plan for your future, regardless of if you are pursuing additional schooling, entering the job market, or starting your own business, the workforce community is always evolving. You will soon find that every technological advancement, global and political initiative, economic development, and environmental innovation will impact the job market. The good thing is that regardless of these changes, Hustle Culture's core standards will never lose their relevance; they are applicable if you are just starting out or becoming a CEO of a major corporation.

See, when I graduated from high school, there were two things I believed:

- 1. Drive was essential for success; and,**
- 2. Regardless of their credentials, no one would ever out work me.**

Ever since high school and college, I have energetically researched and studied everything I could that related to enhancing my skills, competencies, and principles in an



effort to have a workforce advantage. I knew back then that my college degree was not going to prepare me for the world of work. I was convinced that having specific skills, competencies, and principles, coupled with ambition and drive, would give me an advantage in the job market. It was evident that I needed the know-how to leverage my weaknesses, to the point that my strengths opened remarkable doors of corporate opportunity. The blessing is that 20 years later, my research has allowed me to live an amazing life. I have

impacted the lives of thousands, employed hundreds, and the Hustle keeps getting better every day. I want to do the same for you! I want to share what I have learned along the way. I want to give you the tools needed to live the life of your dreams.

In my journey, I have observed many of my friends, family members, employees and co-workers become victims of their workforce shortcomings. Many of them lacked the necessary skills, principles, and competencies needed to succeed. I have watched many credentialed folks with natural talents fail to move up the corporate ladder. These individuals, though highly trained, were denied growth opportunities because they lacked the necessary tools outlined in this book. I realized twenty years ago that Hustle Culture was essential to anyone who needed help in personal and workforce development.

Helping people live better lives is my passion. What I have learned and applied in my career changed my life and I am committed to sharing that information with you. Twenty years ago, I started having conversations with everyone who would listen about the tools required to get promotions. Those conversations intensified and became more detail oriented. I started writing guides and coaching people to help them secure upper management positions. The results of these guides, discussions, sessions, and meetings laid the groundwork and became the roadmap for Hustle Culture. Everything covered in this book resulted from a lifetime of research, trial, and error.

There is nothing special about my journey; like most professionals, I have experienced numerous failures, disappointments, and growth-moments. I have had to rebuild my career. I have had to walk away from unhealthy work situations. I have experienced the setbacks of non-renewed contracts and termination. I even have been overlooked for promotion. The only difference between my journey and that of others is that I took the time to reflect on my failures, hone in on my research and make the necessary adjustments to my toolbox to make my Hustle stronger. Most importantly, I stopped caring about what people thought about me and took risks to grow as a person and as a professional.

I have found that the time-tested tools in Hustle Culture have always helped me land on my feet and quickly move up the corporate ladder. These Hustle Culture concepts are my foundation and reference point amid the constant demands to produce results under extreme pressure, tight deadlines, and minimal resources (money). Hustle Culture is a beacon of hope that inspires personal determination, hard work, and resiliency.

If you are struggling and need hope, Hustle Culture is for you. I know how important happiness is, and I understand the value of fulfilling one's dreams. Hustle Culture will teach you how to fulfill your destiny and purpose. Every topic, when mastered, is a key that will empower your life. Trust me, the Hustle Culture approach produces personal and professional success. As you read this manual, your life will shoot from the ordinary to the extraordinary. Whatever your fight is (poverty, terrible home life, racial or gender issues, or educational insufficiency) I promise that Hustle Culture will create lifelong success over time. I know because I am a product of what I am sharing with you.

Critical Need

Lastly, Hustle Culture meets a critical need in workforce culture and workforce development. Studies have shown that there is a significant workforce gap in America. Many corporations are incapable of hiring people with the skills and abilities needed to excel in their businesses. Corporations are also struggling to hire candidates that are equipped to work in even entry-level positions. While the data is frightening, this deficit signifies limitless opportunities to empower people to fill the current vacancies in the job market.



The numbers do not lie! At this very moment, you are holding tools that can change your life because the job market needs people like you! **The Strada-Gallup 2017 college scholar survey revealed that only one-third of college students (34 – 36%) believed that they graduated with the abilities and expertise to succeed in the competitive marketplace** (Gallup, 2017). Many of these same undergraduates revealed that their universities did not adequately prepare them to plunge into their careers. **The National Association of Colleges and Employers (NACE) found that only 42 % of employers**

felt newly hired employees met workplace standards (Kelly, 2019). These same employers indicated that these recent graduates lacked problem-solving, collaboration, leadership, and career management.

Every person, regardless of socio-economic background, can now get into the workforce arena if they can get the job done. The power of Americas' workforce propels the American Dream. Since the data implies a universal gap in workforce ready college students, then it is valid to assume that working young adults from poverty communities are in a state of emergency. The national deficit means that a **Hustle Culture education can give anyone,**



regardless of who they are, an opportunity. This book is a battle plan that will allow you to compete against anyone. What you have in your hand is the future of workforce development. If you take heed to what is in this manual, you will never be without work, and you will never live a life of poverty.

Let me explain why you will never be unemployed or poor again: Hustle Culture will give you a leverage and an advantage that most job seekers will lack. Every employer, potential client, and customer will expect that you possess the skills, principles, and competencies needed to perform a job. They assume that you have a mastery of the industry rules. Unfortunately, their assumptions are wrong because everyone does not know or have the skills, competencies, and principles needed to be efficient in their industry. This deficiency makes them victims of the job market instead of victors. The reality is that the victimization is not their fault; instead, the fault lies with schools, organizations, and enrichment programs that lack the curriculum that will expose their participants to problem-solving, teamwork, leadership, and career management. Hustle

Culture gives you the strategic advantage by providing you with the curriculum they are missing.

The aim of Hustle Culture is to expose you, and anyone who wants to learn, to the unwritten rules that govern workforce culture. See, my business is in urban education; I know first-hand that these skills, competencies, and principles do not get taught in every school. I know how essential reading, math, social studies, and science play in developing a child's life. However, teaching reading, math, social studies, and science outside of workforce development will not create economic success. Education, outside the workforce context, is a form of schooling that can only create skilled, poor people. I know that you are not interested in being poor, or failing to realize your dreams, because you are reading this book. In the next several pages, you will find that Hustle Culture is your workforce coach and mentor that will help you create the future you want.

Teach Rules, Not Poverty

I know that I have your attention now! You are probably mad at your teacher, professor, and mentor because they did not teach you the rules you needed to succeed. It is not their fault. They were all taught the same information; they all have good intentions to make a difference in people's lives. They just do not know the rules; or they are so focused on academics that they neglected to remember that smart students will have to get a job one day!

I am not against anyone who writes books or creates programs focused on urban or disenfranchised communities' needs. The problem is that these books and programs simply scratch the surface of community and economic issues. They also teach subjects in isolation, not ever connecting them to the workforce context. On the flip side, I am not opposed to programs that focus on academically advanced students; these programs also fail to connect academia to the workforce context. These programs often give these students a false sense of security rooted in the idea that good grades result in a good job.

A great example of an epic failure in school is teaching young people personal finance outside of how to get and keep a high paying job. Another example is celebrating the ability of advanced students, while failing to cultivate their teachability, personal growth and risk taking. These young people thrive academically in high school and college, but

often become mediocre in the workforce. They have degrees, but they lack the skills, competencies, and principles needed to compete in the job market.

You may feel this way. You may find yourself in a place where you are experiencing the aftermath of not being prepared to enter the workforce. You may be finding it difficult to leverage your life against poverty and social injustice. You are realizing that writing a resume, tying a tie, improving your credit, and dressing professionally are not enough; they are the outward expression but not the rules that govern the world of work. Please believe me, all is not lost. My desire for writing this manual comes from a need to energize and inspire you. Hustle Culture provides hope and solutions to change your experience in the workforce. **Hustle Culture is not just the game rules; it is the methodology and the rules of playing the game.**

This Manual Is for You

I wrote this manual for:

- **Every disenfranchised person**
- **Every high school student**
- **Every first-generation college student**
- **Every professional that just got a promotion**
- **Every prisoner that just got released**
- **Every person who just lost their job**
- **Every person who wants to start their own business**
- **Every teacher who wants to empower their students**
- **Every pastor who wants to empower their congregation**
- **Every youth program leader who wants to train the youth**
- **Every social service agency trying to facilitate change**
- **Every employer who sees the potential in an employee**
- **Every person with social, emotional, and economic barriers that have prevented them from going to the next level**

Hustle Culture is written for you!

Manual Organization

This manual consists of eight sections:

Section I-Introduction: The Dilemma

Section II-Leaving Grind to Find the Hustle

Section III-Welcome to Hustle Culture

Section IV-Hustle Culture the Paradigm Shift

Section V-Skills, Principles, and Competencies

Section VI-Hustle Mentality

Section VII-Hustle Transformation

Section VIII- Conclusion

Section IX-Resources

At this point in the manual, you have already completed Section I-The Dilemma. I challenge you to go through and read the entire manual first. Reading the manual first will help you absorb the Hustle Culture System and become familiar with the manual structure. You will find that there is a ton of information. I do not expect you to learn everything all at once!

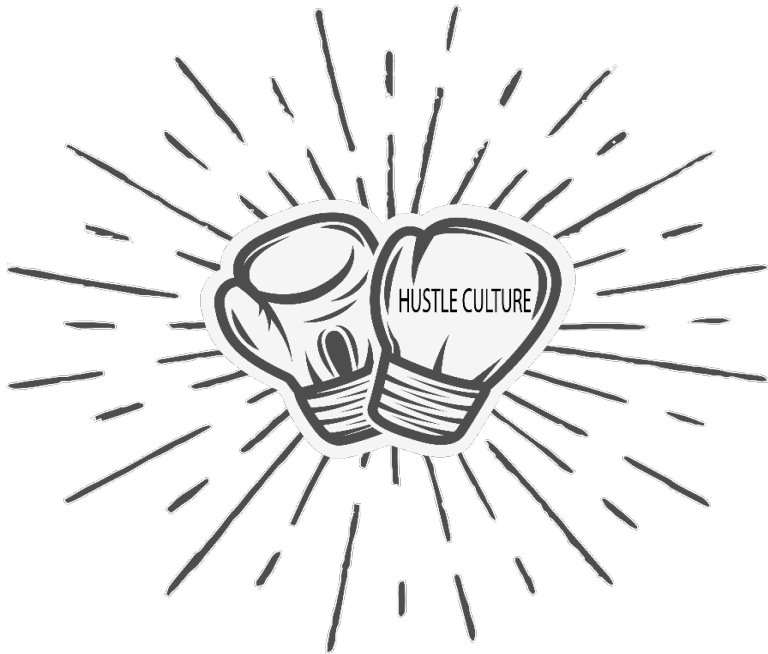
After you read the manual one time; reread the manual, take notes, highlight, and implement the tools covered in this book and complete the workbook. Then reread the manual again; but this time, complete the book's activities and use the resources in the back of the book to further your learning. Use markers and color pencils to personalize the pages of your book and make it your own.



Through this process, Hustle Culture will become a reference to which you can return and use to enhance your personal and professional growth.

Hustle Culture Is Not A Self-Help Book; It is a Battle Plan

Poverty is the most destructive force that plagues humanity. It is a gateway to other societal issues like crime, addiction, depression, and violence. For this reason, everything in this manual is a part of a personal battle plan for success.



When I start to discuss Hustle Culture with most people, they often have various excuses as to why Hustle Culture is not for them. Let's cut through the crap and agree that Hustle Culture is for you. If you come from a dysfunctional home and/or low economic situations that keep you from going forward, Hustle Culture is for you. If you have ever been underemployed and looking for work, Hustle Culture is for you. If you ever dreamed of starting your own company, Hustle Culture is for you! I am here to declare that Hustle Culture will help break through the barriers that keep you from going to your next level.

The question is not whether Hustle Culture is for you, but whether you will use what is inside of Hustle Culture. Will you apply what you read in this manual to your life? Will you conquer the oppression of fear? Will you pursue a lifestyle of Hustle Culture? If the answers to these questions are yes, then your life is going to change!