

Are There Other Outliers Out There?

Identifying Essential Facts of Potential Outliers for Gladwell's Success Formula

Now that you've identified a potential outlier for our research project, we need to put this person to the "outlier test" – in other words, we're going to apply Malcom Gladwell's "formula" for explaining how your potential outlier arrived at success.

We are going to focus on four main ingredients to describe the origin story of your potential outlier.

For each "ingredient," research the questions and record your findings. Your findings will help determine if your potential outlier meets the "outlier test" for Gladwell's success formula.

Born During the Right Time & Place

- When/where was your potential outlier born?
- What major historical events occurred before and after your potential outlier was born?
- Why were these events significant to this person's generation in the areas of:
 - Education
 - Technology
 - Demographics
 - Economy
 - Social norms and/or constructs (i.e., women's suffrage, black rights)

Nobody Does it Alone & Where One Comes from Matters

- Who were your potential outlier's parents?
 - Family/cultural heritage (i.e., religion, immigrants)
 - Socio/economic status (i.e., rich, poor, middle class)
 - Educational background
- What was your potential outlier's home life like?

It Takes 10,000 Hours to Become a Master

- What was your potential outlier's educational journey?
- How did your potential outlier gain the necessary experience to become really good at their craft?

Capitalizes on Opportunities at the Right Time

- When did your potential outlier get his/her first "big break?"
- How did this "big break" come about and how was your potential outlier ready to seize the opportunity?
- How did your potential outlier ultimately benefit from this opportunity – or in other words, how did this opportunity lead to his/her success?
- How can you quantify your potential outlier's success? (i.e., net worth, positions of power, ownership of companies, etc.)