

THE

%

Advantage

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INTRODUCTION: THE POWER OF SMALL

We've been sold a lie - that greatness comes from giant leaps. But in reality, it's the small, consistent, invisible steps that build empires. The 1% Advantage is not about hustle or hype. It's about precision. It's about choosing to do what most ignore - one small step at a time.





THE 1% RULE - WHY TINY BEATS TITANIC

The Titanic sank, not because it lacked size - but because it ignored small warnings.

In life, it's often not the big things that make or break us, but the small disciplines we either master or neglect. The 1% Rule is simple: if you get 1% better each day, you will be 37 times better in a year.





1% SHIFT IN MINDSET: CHANGE THE WAY YOU SEE

Success begins in your mind. Are you showing up as a victim or a visionary?

Do you see limitations or leverage points? Shift your internal language.

Replace "I can't" with "How can I?"





1% SHIFT IN HABITS: DO IT EVEN IF IT'S UGLY

You don't need perfect. You
need progress.
The gym. The pitch.
The proposal.
The post. Do it poorly if you
must - but do it. Ugly action
builds beautiful outcomes.





1% SHIFT IN EXECUTION: START BEFORE YOU'RE READY

Perfection is a procrastinator's costume. Waiting to be ready is the enemy of results.
Start scared.
Start unsure.
Start anyway.





1% SHIFT IN VISIBILITY: LET THE WORLD KNOW

You're not a secret to be kept - you're a solution to be seen. Show your work. Speak your truth. You never know who's watching.





1% SHIFT IN RELATIONSHIPS: WHO HAS YOUR EAR?

Growth isn't just about what you do - but who you're becoming. Audit your circle. Add someone smarter. Add someone bolder.





1% SHIFT IN TIME USE: WHAT GETS CUT, WHAT GETS CROWNED

Your time is your power.
Track your hours like your
income. Cut time-wasters.
Crown your priorities.





1% SHIFT IN BELIEF: OWN THE MIC OF YOUR LIFE

Silence the inner critic.
Speak louder than
your fear. What if you
believed - really believed - that
your voice
and vision matter?





CONCLUSION: THE COMPOUND POWER OF CONSISTENCY

The difference between the forgotten and the legendary is consistency. Day by day. Choice by choice. Start today. Stay consistent.





ABOUT THE AUTHOR: DR. SHOGO OYENIYI

Dr. Shogo Oyeniyi is a distinguished global trainer, leadership consultant, and peak performance coach with extensive expertise in organizational effectiveness and human capacity development. He has consulted for over 500 small businesses across Africa and has trained numerous government agencies, empowering leaders and professionals to achieve sustainable growth and transformation.

A licensed facilitator by the Learning and Performance Institute (LPI), UK, Dr. Oyeniyi also holds a certification in Managing Workplace Behavior for Better Performance from Oxford University. He is a certified management consultant accredited by the Center for Management Development, Nigeria's highest certifying body in management consultancy. His impactful contributions have been recognized on prestigious platforms, including his address to the Ugandan Parliament. He has worked with diverse sectors such as banking, aviation, insurance, telecoms, fashion, media, and oil and gas.

Dr. Oyeniyi is the founder of the Exceptional Woman Platform, a thriving community for women dedicated to personal and professional growth. Through this platform, he hosts transformative masterclasses and conferences under the Exceptional Woman banner, empowering women to embrace leadership, purpose, and peak performance.

Passionate about leadership development and peak performance, Dr. Oyeniyi continues to inspire excellence across Africa and beyond through his dynamic coaching, thought leadership, and speaking engagements.





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