

“Book Smarts vs. Street Savvy”

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“**Book Smarts vs. Street Savvy**” need not be mutually exclusive. The very best qualified people seem to have a good deal of both.

Book Smarts infers that a person has the knowledge he can acquire by ‘reading’ or ‘listening to someone explain’ about the subject matter.

Street Savvy infers that a person has obtained his knowledge of the subject by some practical means including his personal, hands-on experience. Street Savvy helps one avoid the mistakes endured by someone with Book Smarts as he goes about the task of applying the knowledge in real life situations. Folks possessing Street Smarts are often limited in progressing up the line into higher paying positions because some other Street Savvy person who also has Book Smarts seems to regularly get picked over him.

Book Smarts (as evidenced by a diploma or other certificate from a reputable institution vouching for the bearer’s completion of the required curriculum) really evidences just one thing...that the holder thereof is CAPABLE OF LEARNING.

Recommendation: If you have one and not the other, put together and implement a plan designed to give you both ASAP but not later than 5 years from today.

SIDE STORY on “Street Savvy”

A 16-year old high school kid (let’s call him “*Kid Savvy*”) started working as a ‘pump jockey’ (back when full island service was still commonplace) at a company-operated gas station owned by a major, fully integrated oil company in New England. After completing high school, he relocated to the other side of the USA and hired on at another company-operated gas station in Southern California owned by the same big oil company.

After just a year, he was made the manager of this very high profile unit which was operated as a ‘training station’ for candidates desiring to own and operate a franchise location. *Kid Savvy* told his boss he wanted to be considered for a Marketing Representative position even though he did not have the requisite college degree. His boss said “No way, forget about it.” Soon, he got a new boss (young guy in a suit who conducted the 6 week pre-installation course in the classroom at the rear of the building). *Kid Savvy* made the same pitch to this new guy and was told it was possible but very

difficult to make happen. *Kid Savvy* said, “Just tell me what I need to do and I’ll do it better than anyone else.” Thereafter, *Kid Savvy* did his regular job plus a wide array of things to make himself stand head and shoulders above his peers and even above some of the college grads with whom he was competing for the ‘brass ring’ he sought so fiercely. Among them were the following:

1. Ran a perfectly operated training station that scored at or near the top in every aspect of measurement;
2. Helped train the dealer candidates in his boss’ classroom out back;
3. Established and promoted a “career development program’ for his employees...something novel, even unheard of at this level of employment;
4. Completed the Dale Carnegie course attending evenings after working a full shift or longer;
5. Sought out speaking engagements to further hone his newly acquired platform speaking skills; and
6. Volunteered to help others numerous times...during his off-duty hours.

Kid Savvy worked his tail off and maintained a cheerful, ‘can-do’ attitude.

The rare opportunity for a non-degreed person to become a Marketing Representative presented itself; *Kid Savvy* was recommended for the position; was interviewed along with several others...and was selected by the hiring committee as an outstanding candidate...well above the rest.

And that’s just the BEGINNING of the legend of *Kid Savvy*. Many additional pages can be filled with *Kid Savvy*’s heroics. This guy remained with the big oil company his entire working life and ALWAYS contributed monthly the maximum allowed to the employees’ savings plan earning himself a matching dollar-for-dollar contribution from the employer...100% of which was used to purchase company stock. A grandfather at age 46 and a great grandfather upon retirement, *Kid Savvy*’s monthly retirement annuity payments are sufficient to pay all his routine living expenses and his stock portfolio is worth more millions of dollars than he can count.

Now you tell me, Book Smarts or Street Savvy? If you had to make a choice, which would you choose? Hmmm...tough pick, right?