

THINKING LIKE AN OUTLIER

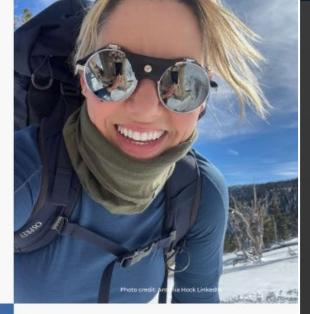
FEATURE NO. 03

with... ANTONIA HOCK

Former Global Head of Ritz Carlton Leadership Center, Entrepreneur, Athlete

Q: If you could time travel, when and where would you go?

I would travel back to the Heian
Period of Japan to have a front row
seat for the cultural achievements in
art and architecture. I love art,
calligraphy, poetry, and literature, so
this is a fascinating time in history for
me. I love The Tale of Genji! This is
also the time when the rise of
Samurais began-- and the
development of Bushido code would
be exciting to experience.





Q: What do you want people to say about you when you're gone?

I want to be remembered for leading an authentic life where I made decisions that were not governed by fear. Each human on this planet has incredible gifts, but the only way to make a contribution is to show up without artifice or allow fear to change the choices you make.

"CURIOSITY KEEPS US ALL GROWING!"

- ANTONIA HOCK

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Q: What's your favorite thing about yourself?

I solve problems well under extreme stress, and that has saved my life more than once. It has also shaped my ability to thrive under difficult circumstances. This trait created value for me at times when everyone else decided to fold.

Q: What goal do you want to accomplish in the next 12 months?

I had an expedition planned to climb Aconcagua, the highest mountain in both the Southern and Western Hemispheres, and I had to postpone it in 2024, but 2025 is the year! Training for big mountains is such an exciting nexus of hard work, discipline, and excitement.

Q: Do you have a mentor?

I don't have a mentor, and I haven't had a lot of success with that model. I do believe in sponsors-- where there is alignment to an outcome, and you are focused on that achievement together.

Q: What is your biggest pet peeve?

Curiosity is a trait I highly value, and when someone lacks the interest or engagement to seek new understanding, learn new things, or have new experiences, I'm disappointed. Curiosity keeps us all growing!

Q: What is your favorite quote?

Theodore Roosevelt's "Citizenship in a Republic" speech, delivered on April 23, 1910 at the Sorbonne inspires me every time I read it. It is widely known as "The Man in the Arena" address, and the message is one that is core to my perspective in life.

I have the seminal line: "The credit belongs to the man in the arena" memorialized as a tattoo, so I carry it with me always.



Q: What's your favorite way to spend a day off?

I don't really subscribe to days "off"-- as I see every 24 hours as an opportunity to create, experience, build, and enjoy. I get inspired by being high in the mountains-- alone in nature-- so anytime I can be 14,000ft+, I know it will be a great day!

Q: How do you find the strength to keep pushing when things get tough?

"Tough" is relative. Throughout my whole life I have been beating the odds and pushing through really challenging experiences, so I don't frame my life in that way. When you develop strength as a very young person, "pushing through" is your normal modus operandi. Always bet on yourself!

Q: In a fire, what irreplaceable possession would you risk saving and why?

I have a Zuni totem that was given to me by a tribal member before a big mountain climb. Her grandfather carved it, and she had been awaiting its match for many years. Her grandfather is exhibited in the Smithsonian, but the value to me is in the gift from the heart and the alignment she felt between this Mountain Lion carving and my energy. I carry it with me all the time, and I always remember that strangers sometimes bestow experiences that connect us to our truest selves.

