

**“Be a first rate version of yourself, not a second rate version of someone else” –
Judy Garland**

In the competitive world, many people try to copy others' successes, believing that by doing so, they, too, can become successful.

What a pity.

Copying others can temporarily fool others (and ourselves) but the result may not worth the loss of our own identity. This is particularly true in business; if we always copy others and cannot come up with our own unique market position, we will never be able to differentiate ourselves.

I usually tell my staff to be themselves. Everyone has both strengths and weaknesses. Something good, keep it. Something that needs to improve, improve it.

We can adjust to new environment, new culture or new market competition without having to lose our own uniqueness. If we pretend to be someone else, it will look awkward and no matter how much we try, we will never be like the originals. What we can be is just one of many copycat robots walking on the street.

Remember when we go to a karaoke bar, what we do is trying to copy famous singers' songs. After several practice, we may sing as well as the singers themselves. But at the end of the day, it is still not our song.

I think it will be very cool if next time we go to the karaoke bar and sing our own song. It may sound strange, off-key or a bit crazy but at least we are the first and probably the only one who can sing this song (because nobody dares to do it!).

Find what we want to achieve or what we would like to be. Importantly, compete with our own self, not others.

In today's business world, we can no longer create the so-called 'sustainable competitive advantage' because every successful service that we launch will be easily and quickly copied by others.

Therefore, we need to come up with new services all the time to create what we call 'temporary monopoly' which is a short period of time when we are the only one who can offer the service to the market. It may be 1 week or 1 month but at least we are the first and the only one that has this kind of service offering.

So whatever we want to be, be the best one. If we succeed today, don't stick with the success too long. Tomorrow, we need to be even better. If we can think like this, we will not waste our time copying others but can be successful in our own way.

Be the original for others to follow is absolutely better than being the copycat that always follow others.