



# “X” Factor

## Meeting 9

# Introduction

- *In Italy, there is a village called Rocca di Papa. This cool village in the hilly region is located at an hour south of Rome. At the edge of the lake which is blue water, dozens of species of birds chirping endlessly. The breeze that blew up to the hills made the view even more impressive. No one thought that on one of the hills there was a villa operated by an Indonesian woman from the island of the Gods.*
- *The villa was named after the real name of its owner: Dewi Francesca. Dewi, the young entrepreneur, also shared how she opened a business in Rocca di Papa and fostered her entrepreneurial spirit. When the mass media in Italy unceasingly voiced the global financial crisis at the end of 2008, Dewi Francesca's villa remained crowded with honeymooners. Room bookings are already full-book for the next 2 years. Balinese nuances combined with Italian interiors look dominant.*

# The Potential Finds the 'Door'

- *How do we explain that a village girl, the son of a farmer who after school works as a waitress in a hotel in Bali can become a respectable businessman abroad?*
  - She has found the 'door'
  - *Of course, after living diligently and full of struggle*
  - Not a necessity

Contemplate how the Egyptian Pyramid was built

Malcom Gladwell (2008) who examines human success in finding great works turned out not to be determined by the high IQ scores that humans have, family background, date of birth, blue blood or not, but by sacred dedication in finding a way out of various labyrinths of difficulties .



He called that dedication a  
**practical intelligence**

Talent is just an opportunity, but to become "something", the talent must be sharpened so it emits an aura of light and finds the door (Maxwell, 2007)

# Fishing the Luck

- Hockey or luck will not come suddenly. As much has been learned from the practices of applying Chinese fortune science (fengshui), luck must be provoked so that it will have come. For example the case of Dewi Fransesca
- Thus in our spiritual life, Allah-loving God listens to the sincere prayers of people, who keep tapping their doors and showing seriousness in their efforts.
- And luck only comes to people who are ready, who are right from the start. That is what is called "the door" by Maxwell or practical intelligence by Gladwell, or holy dedication.

# Talent Finds the Door

- " X Factor " is attached to each of you and only becomes " X Factor " if he managed to find the door → then find and knock on the doors.
- Your attitude towards the "door" will be reflected in what you get. That attitude is a choice.

The choices are various:

- Some just let it. He is a person who is confident with his "talent" and let the "door" find himself.
- Send a positive signal. He knocked on the "door" with his body language. Is that an attractive appearance, a distinctive voice, and so on.
- Look for the door, knock on the door. They realize that the "door" will not open unless they come and knock on it. If it doesn't open, you have to go find another door. Keep searching and tapping on it.

- In entrepreneurship, a beginner can be likened to someone looking for a door.
- The success he achieved was a success in finding doors that match his interests and future.
  - To "find" the door he must knock and find it. He fought against comfort until he really got the right answer.



*"Never lost hope, because it is the key to achieve all your dreams."*



*Ampera Bridge, Palembang*

# Small "X" and "Big X"

- The "X" factor is something we must look for and have. It will accompany anyone who wants to change, for the better.
- People who don't want to change also have a "X" factor, but that is just a small "X" which means comfort. He was comfortable with the present conditions and of course his life would not progress.

- *Entrepreneurs are people who feel their lives are less comfortable, threatened, poor or meaningless.*

→ he struggled to pursue new comfort. He moves, walks, thinks, knocks on doors, takes risks, looks for products, makes, builds businesses, comes to customers

The "X" factor attached to you is an intangible object, but it can be felt. Initially he is not in you, or very small. But if you persevere it will continue to grow because it is alive.

And because he lives, he can also die. He will live if you maintain trust, foster creativity and expertise, and gives a lot of oxygen from a clean environment. He will die if you mess with beliefs, behave arrogantly, oppose renewal, and allow aging.

# Identify "X" Factor

The big "X" is in the hands of adults, those who already have market confidence. While the little "X" is in each of us. The form of "X" was all kinds. He can come from yourself, other people, other institutions, and so on. Wherever the source is, it can grow into large and vice versa.

"X" that comes from yourself is talent, hard work, honesty, intelligence, skills, your physical appearance, sound quality, education

We can ride "horses" that come from other people or other institutions to find the door. Parents, in-laws, superiors, alma mater, office where you work, spouse, friends, membership in an organization. Look for and meet these people, make them your teacher and mentor

# Characteristics of "X" Factor

- Is a determinant of success
- Stick to humans
- Not obtained in an instant
- But it can grow and develop into a big "X"
- Can come from within yourself, but can also come from outside yourself
- Once grown, it can be used for other businesses

# Cannot Be Seized

- Because it is attached to yourself, it must be nurtured. Many people try to seize the "X" by seizing horses that are owned by someone. Though "X" is a combination of various things that are attached to someone.

# Task

- Detect the "X" factor that is in you, and make a list as much as possible. Take just two and start growing the "X" so it makes it big.
- Detect also the "X" factor that exists in people or institutions around you, then make a plan of what you can do to ride it.

# Tips

- Get to know yourself and start creating an "X" in yourself.
- Look for doors that can make your "X" grow. Go and knock on each door.
- A good door is a door in which there is a large space for you to develop and inside there are other doors that you can open.
- Beware of a comfortable life, because such a life can make your life difficult. Surf the waves of discomfort by boldly penetrating new things that are difficult because you will get new learning.
- The right door is a door that makes you feel able to grow and gives space to grow.



**end**

