



Perspective Analysis Report

Conducted by Ranjeeth Thunga for Michael Hoeft

Oct 01 2015

*NOTE Michael Hoeft gave permission to share his perspective report publicly.

1. CHALLENGES / APPROACH TO LIFE

- Mike is continuously keeping in his perspective the bigger context of his actions. He likes to 'stay in the pocket' so to speak and not jeopardize his broader efforts. He is conscious of his choices he makes and their longer-term consequences. He is continuing to cultivate patience in his life.

2. VALUES

- Mike wants to express his humanity and provide value to others.

Michael is unrelenting in his focus and dedication to excellence. He constantly tries to bring out the best in people, continuously engaging and encouraging their highest qualities to come forth.

He is a tireless worker, though reliably friendly and funny whatever he's going through. He's a "big personality" - which he knows can at times intimidate people around him. He does get angry sometimes...though in recent years has come to value patience as the primary attribute for success.

He has a deep respect for education and the effort one undergoes in their schooling.

3. RELATIONSHIPS

- Mike seeks those who love him for who he is. He wants to explore friendships and relations he is currently involved in, leveraging them for mutual success more than chase new friendships and environments.

Solid relationships in his life, with key friends and family, deeply inspire him. He provides the same to others.

On the social side, he treasures his time with friends and enjoys dating, though he feels dating can be a bit of a distraction while focusing on business. He enjoys finding common interests with others.

4. PASSIONS

- Michael, though primarily focused on sharing the joys of communicating through language, loves sharing knowledge on all fronts. He enjoys the art of communication by creating content and storytelling on one end of the spectrum to negotiating contracts, raising capital, and building teams on the other end.

There is no separation between work and play for Michael. His passion is his life and is his profession.

Storytelling is a central component of his life expression – being inspired by the stories of others, sharing his joy and understandings through his own stories, and providing a platform for storytelling through his work. This builds true understanding of each other's humanity.

He has a continuous recurring desire to learn to code, which keeps popping up throughout his life...and, it goes without saying, he has always been in love with books.

5. POLITICS, SPIRITUALITY...AND BULLYING

- Michael shies away from discussion or elaboration on politics and spiritual topics. The reasons for this are they are overwhelming and potentially all-consuming, while also not relevant for day-to-day challenges from his lens.

A central revulsion Michael has is regarding situations where human respect is thrown out the window. It tends to be prevalent in political and religious discussions he's noticed. People are often trying to bully or convert people to believe what they believe, rather than have a mature healthy discussion of ideas.

Bullying is a very important issue for Michael. For him, it's important to find environments where he is valued and respected – much more than where he might make money. Further, he stands very strongly with causes that prevent bullying of those who are not able to defend themselves.

6. MISSION AND GOALS

- His work clearly falls into creating incredible, enjoyable, enriching creative material, while recruiting and inspiring a team of people to work with him on realizing a collective vision.

His ventures revolve around VOR English and Learn Hall. All his efforts point back to this project as they all involve the art of human communications and the art and joy of learning. This includes tutoring, video/internet marketing, and live English instruction. On the recruiting side, he enjoys recruiting local educators, developers, families, and those in his business.

His marketing message is simple – he is “the English Guy.” No pretense here, and total clarity in how he wants people to see him and his work.

He is the consummate representative of the tenet of “sexy education” – education that isn't dragged down by heavy, boring, meaningless concepts. There's no reason education can't be sexy.

This includes creating podcasts, ebooks, and social media via quora...among other vehicles.

Michael has found that it's essential to hone in on his primary gifts and talents though he likes to continuously explore other pursuits as well.