

Hayek Global College

Why business?

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Essay # 1

Task: Inspired by our first class, and by the fact that exchanging (and trading) is the foundation of all wealth, comfort, and well-being, write in around 750 words what are, in your opinion, your strengths and how these strengths can be used to the exchange of goods and services, and access to comfort and well-being, in a free market environment. Exchanging your strong points with someone else, and using their strengths to cover your weak points, is the key to start understanding how wealth works, and how the pursue of comfort and well-being happens.

On the topic of exchange of goods and services in order to fit in the market, the “know thyself” premise is – perhaps – the most important and the foundation of the entrepreneurial activity on individual level. That is, in other words, the need to understand personal strengths and weaknesses and turning to help understanding *niches* in the market.

A straight forward and objective personal assessment is always a challenge, as it virtually depends on a clear and unbiased view of yourself. Bypassing personal illusions and self-sabotage in order to realize what is your “skills chart” implies, among other things, listening to others and how they see and describe yourself to you. On that topic, Plutarch, the great Greek (later Roman citizen) philosopher and historian, once wrote – in a moral discourse entitled *De capienda ex inimicis utilitate*, or “How to profit by one’s enemies” – that the main reason for us to listen and respect our enemies is because they will always be there to remind us of our flaws – even throwing them at our face whenever possible. Our friends, in opposition, will try to mitigate criticism, even when necessary, because of the love have for us. So, in conclusion, the benefit of listening to your enemies is allowing yourself to always be in touch with the “know thyself” premise, thus opening a door to constant personal development and being prepared for every sort of attack you may receive from others.

Having Plutarch’s teachings in mind, which have followed me for the last eight years, I will pay my enemies the due respect and start my personal assessment with my weaknesses.

Being in the public life and in libertarian movements since the very beginning of the last decade, the main criticism I have always received – and which has been the focus of my development so far – the feedback of being “excessively cocky” while defending political and moral standpoints. According to professor Deirdre McCloskey, since liberals detest coercion, political liberalism “main weapon” is Rhetoric; therefore, it is by ideas and words that a true liberal will be able to make a stand for freedom. Once I understood that, it was easy to see where I was missing the point. Happily – or not – I managed to work on that to the point some people nowadays even see myself as a tree-hugger. I have been much more convincing after that, but I wonder if I am still missing the point.

Another concerning weakness of mine is the problem of dispersion. I am a curious person by nature and I quite often enjoy studying various topics of knowledge; meaning: I frequently look for the “big picture”, even in my personal life. The downside of that is that, unless I feel absolutely obsessed by something, I frequently drop out projects while they are still ongoing.

As for relevant strengths I might point out, I would say that although I am a very introspective person, people tend to say I am a very good communicator and that, normally, people around “enjoy listening” to me. I have been frequently invited to design a channel on YouTube or Instagram, or to start a specific podcast on the topics that I usually research and write about. That is, in most environments that I have been, people are comfortable to see me in leadership roles: at University of Brasília in Translation course, as student’s representative; at Instituto Processus in Law School, as President of Academic Parliament (first appointed by the Law School’s coordinator for a first term, and then most voted by the law students and professor for a second term); at my work at the Supreme Federal Court of Brazil (STF), being assigned to take over cases of Economic Criminal Law, and many others. That means, despite some personal insecurities, I naturally go well with other people and – to my mind – this would be a key strength not only for politics, but for starting a business.

Another strength I can think of is that, when I really enjoy doing something, I can do it obsessively, being extremely attentive to detail and deliver a top final product. Nowadays I work mostly with legal issues and production of texts and, since I do lots of different things, I am struggling to excel in any of them, but these short-run efforts of concentration have proved to be the only things that allow me to keep everything rolling: an LLM in Economic Criminal Law, the MBA at Hayek Global College, my work at the Ministry of Economy of Brazil with the Economic Freedom Act and strategic project for Business Environment, my transition for the

private sector as a criminal attorney in economic crimes (mostly in Operation Car Wash), lectures in different liberal and libertarian institutes across Brazil and other things.

In conclusion, I would say that, in the market, on the one hand I would be a good content creator and/or representative for a brand, a business, an association or a company. On the other hand, I tend to be very slow and limited when comes to design and operations, specially when comes to editing videos, producing visual material and materially putting things together. I feel like I could work pretty well – for example – as an influencer and/or representative of a particular branch, but I would have to heavily rely on a team that could make the message go out in the field.