

The *SEPTEMBER*

Designer Shoes | Style Inspiration

[SHOP BY STYLE](#)

[SHOP BY DESIGNER](#)

[JUST IN](#)

[MAGAZINE](#)

[HOW CAN WE HELP?](#)

[JOIN OUR LIST](#)

What can we help you find?



Home > [RANA FLORIDA STYLE PROFILE](#)

Rana Florida

Toronto • New York • Miami

This globe-trotting innovator has many titles – CEO, Author, Editor, Cultural Curator – but one clear message: embrace risk and you will succeed.

PART 2: BOOKS & WRITING



Photography by Patricia Brochu

What inspired you to write "Upgrade: Taking Your Work and Life from Ordinary to Extraordinary?"

RF - I interviewed so many inspirational leaders for my column at the Huffington Post and I quickly noticed a pattern appearing. I realized that successful people had themes in common. I took all their great insights and distilled it into a book to help people upgrade their work and life.

One of the principles you advocate in the book is embracing failure. What do you mean by this?

RF - We set up children from a very early age to believe that only success is rewarded. This, however, is very unlike the way we learn. New discoveries and innovations come out of trial and error: this is a fundamental method of problem solving.

How did your parents and family influence your risk-taking approach?

RF - Like many first-generation immigrants, my Jordanian parents considered entrepreneurship too risky. They taught us to go to school get a good job and earn a steady pay cheque. However, my father always taught us that if we set our minds to it, we could accomplish anything.



What did the corporate world teach you that business school didn't?

RF - That once you tie yourself to a corporate job working for someone else, you'll never be free again. You're tied to your desk, you have no control over your time or schedule. I'm glad I left my high-powered corporate job in Washington, DC.

Best business advice you've ever received?

RF - Place lots of bets. Most people mistakenly invest way too much into one plan, one proposal, one client. The key to success is to invest in several plans, several proposals and have a roster of lots of clients.

Proud moment in work?

RF - We recently had a very famous client who was hesitant to pay for Creative Class research on which cities were good for their target audience. They recently came back to us and said it was their number-one indicator for success!



📌 Favourite writers?

RF - Jack Keraouc, Anais Nin, Henry Miller, Ayn Rand, J.D. Salinger, James Joyce, Gabriel Garcia Marquez, William Faulkner, Charles Bukowski and Richard Florida!

📌 Last book you read?

RF - Just read the New York Times bestselling author Paula Hawkins' *Girl on a Train*, couldn't put it down. And can't wait to read the new book coming out by my friend Kate Betts, *My Paris Dream*.

📌 Is there one trait that all successful people share?

RF - Yes! They're not afraid to take risks!

RANA'S PICKS



AQUAZZURA
C'est Chic



VALENTINO
Metallic Leather Pump



VALENTINO
Rockstud Flat