

THE 10x MIND EXPANDER

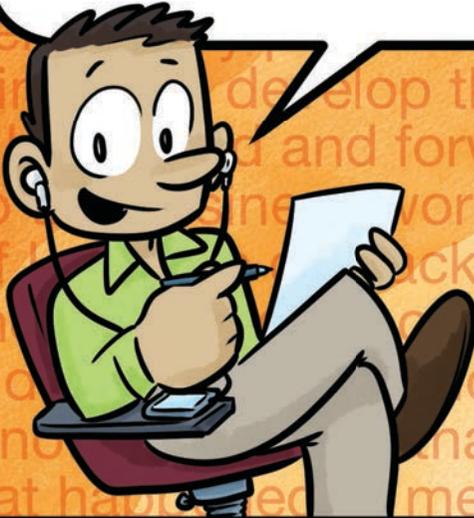
Moving your thinking, performance, and results from linear plodding to exponential breakthroughs.

Dan Sullivan

Cartoons by Hamish MacDonald

THE 10x MIND EXPANDER

GET THE *10X MIND
EXPANDER AUDIO*
INTERVIEW WITH
DAN SULLIVAN!



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The 10x Mind Expander

The idea is simple: Think about a 10x bigger future, and your mind expands 10x. But don't just think about it. See and feel yourself enjoying 10x greater results everywhere in life. Then set a deadline for when you'll have this 10x greater experience and create your life backward to today.

When you make a daily habit of expanding your mind like this, you can see and act on opportunities for exponentially greater growth, progress, capabilities, and resources. Soon, thinking 10x bigger is the most normal thing in the world!

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Introduction

The 10x Mind Expander Concept

As a child, I would use my imagination to travel back and forth in time, imagining myself in the past, sometimes visiting Robin Hood in Sherwood Forest. Over the years, my visualization skills improved, and I never lost my powerful imagination. I continued to develop this ability of thinking backward and forward.

When I got into the business world, it struck me that if I went back in time ten years and described my current situation, I would never have predicted much of what actually happened.

I also realized that if I'd made certain statements and set certain goals ten years prior, I probably would have made much greater progress. The more of a stretch those goals were, the bigger the challenges I would have taken on, and the bigger my results would have been.

“Mind traveling” to 10x bigger results.

I didn't get a chance to do that ten years before. But I saw that I did have a chance to do it then and to set bigger goals for the ten years ahead.

I developed a concept called The 10x Mind Expander, which I started using to help my entrepreneurial coaching clients create and achieve 10x goals. It involved time traveling in their minds into a future where they'd already achieved their 10x goals, and then looking back on how they achieved them so they could start implementing those strategies today.

To begin, I asked them to multiply their last year's revenue by ten and write down that number. Before they could say it was impossible to make that much more, I had them go through a mental game where they moved forward in

time, imagining themselves in circumstances where they'd achieved 10x greater revenue than the year before.

I'd have them look at that point down the road as if it were the present. They didn't yet know what year it would happen, but they knew what the result would be: 10x. Then, in their minds, they would look back on today as if it were the past and ask themselves how they got from that past to this 10x bigger future.

Go into the future, turn around, and look back.

One rule for this concept: You don't talk about 10x as something that's *going to be* in the future; you talk about it as though *it's already happened*.

From the viewpoint of having achieved 10x and looking back on how you got there, ask yourself the following questions: What activities are you doing more of now? How big is your company? What have you delegated to your team? How have your relationships changed? What new technologies are you using? What networks do you have in place?

This imaginary voyage into the future gives you a new perspective on how to achieve your 10x goals, making it seem more real and more possible by envisioning that you've already done it.

Secret: Making extraordinary things normal.

As children, we regularly use our imaginations like this, but many adults give up the ability to play make-believe. This use of your imagination is a very powerful tool for telling your brain that what previously seemed impossible is actually possible.

Once your brain grasps the concept of 10x, it's no longer imaginary.

The human brain cannot do extraordinary things; it can only do ordinary things. If you want to achieve an extraordinary result in the future, you have to take that extraordinary result and make it ordinary in your mind.

When most people think about 10x, their brain gets paralyzed by this extraordinary idea.

The 10x Mind Expander exercise makes 10x seem possible by putting you in that future result so you can look back at what has to have happened to get there. In doing so, it becomes real, and it becomes ordinary.

If you hide behind the idea of ordinary, you'll never achieve something extraordinary in any part of your life. On the other hand, if you're willing to go in the direction of the extraordinary, you'll transform what starts off as fear into courage, and this courage will enable you to experience extraordinary performance and results in ways that always feel normal.

You've already achieved 10x in the past.

Mentally time traveling into a future where you've achieved 10x gives you the confidence that you can actually do it. Before this exercise, going 10x would have been a bizarre notion; now, you know how to begin and what will be involved all along the way. All of a sudden, 10x becomes very real.

There's another way to look at this concept: This time, time travel backward to the point in your life where you made

only one-tenth of what you're making now. Looking back, could you ever have imagined being where you are right now? Probably not. Just as you probably can't imagine going 10x in the future.

But look at your past, and you can see that you've already done it at least once. And you can do it again.

In many ways, an entrepreneur can only be as courageous in relation to the future as they have proof that they've already achieved similar goals in the past.

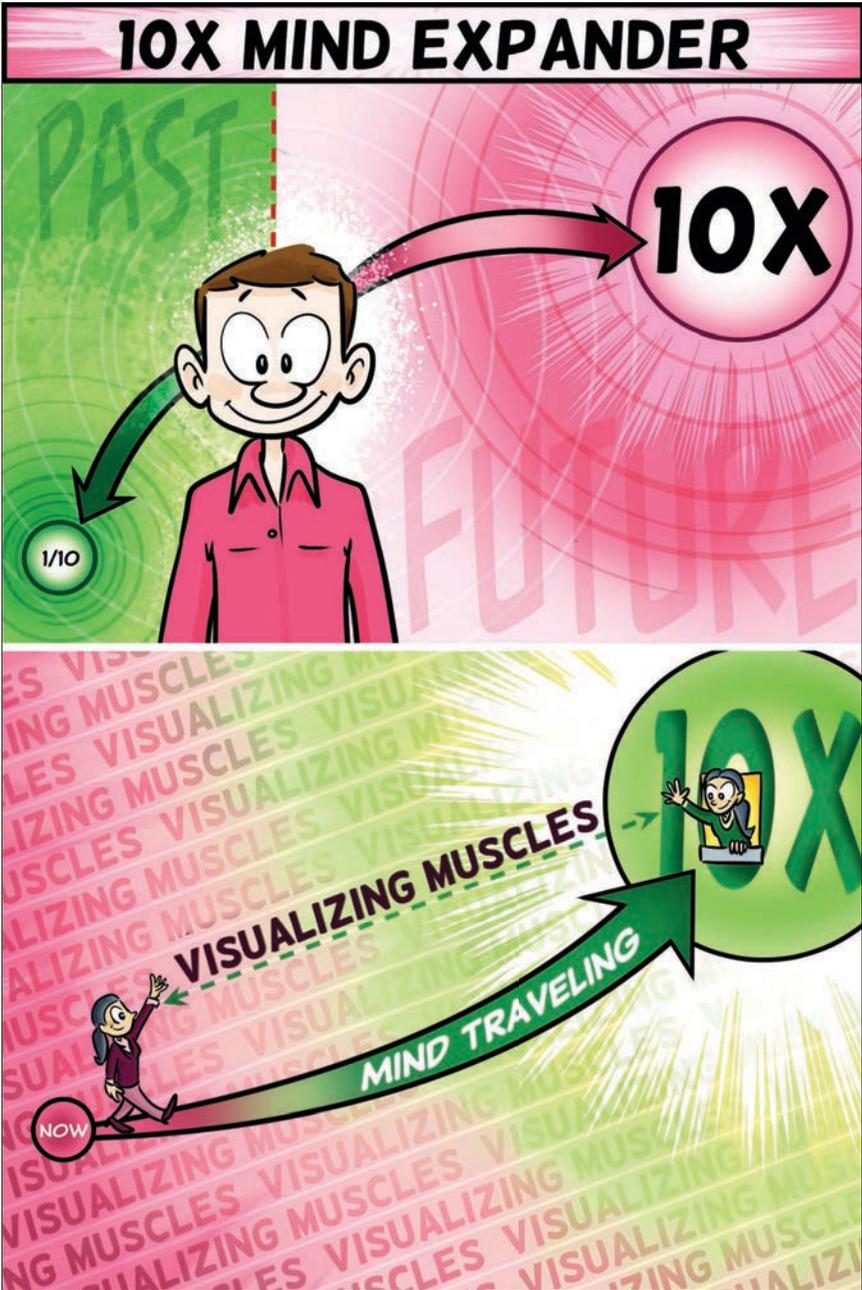
No sacrifice to quality of your life.

Many people, when they think about achieving a 10x goal, assume they'd have to work harder and longer in order to reach it. They believe it would destroy their personal lives and their relationships.

However, another important rule of going 10x is that you accomplish it *without any sacrifice to your quality of life*. When you go 10x, you'll still be able to take time off and enjoy a balanced life.

In the following chapter, I'll explain how going 10x does not involve an exponential increase in time and effort—and is, in fact, easier than merely going 2x.

The rest of this book will examine how to develop The 10x Mind Expander idea and mindset so you can shift from linear thinking to exponential thinking and experience exponential growth in your life and business.





FEAR

COURAGE



NO SACRIFICE



Chapter 1

10x Is Easier Than 2x

You filter and choose everything you undertake on the basis of a 10x payoff in your future performance and results.

People already know how to get where they are. They know the steps they've taken, and they're perfectly confident about the capabilities it took to get there. They know the path, and they know how to maintain their current success and achievements.

They also know that it was a lot of work to get where they are. So if you suggest that they grow 2x and double their current success, their first instinct will be resistance to doing twice as much work to get there. Indeed, the first thing people hear when you say “double your success” is “twice as much work.” Therefore, something that would be positive and exciting becomes negative right off the bat.

Nobody can work 10x harder or longer.

If you say “10x,” however, it's a different reaction entirely. Most people can't conceive of working 10x harder. It's not within the realm of possibility. And, in fact, what it takes to get to 10x is not more of the same—it's something completely different.

Going 10x requires just the opposite of more work: a lot less work—but the right kind of work. It requires stronger teamwork and support around you so you can focus only on what you do best and what generates the most income for your company. It requires having a company that manages itself so you can increase your free time exponentially as well as your growth.

But, first, the idea of 10x has to become ordinary to you. As I mentioned in the introduction to this book, the brain cannot do extraordinary things; it can only do ordinary things. So the way to accomplish extraordinary things is to make the extraordinary seem ordinary.

Growing 10x requires that you work far less.

With The 10x Mind Expander, you look forward into the future where you've already achieved 10x and then use your imagination to look back and see how you got there.

Once you've imaginatively gone through the logical chain to reach 10x, you then have this model in your brain and can begin thinking differently, communicating differently, deciding differently, acting differently, delegating differently, and so on. You start to be smarter and more strategic about how you get results and actually work a lot less.

Everything changes once you grasp the logic of 10x and switch from linear to exponential thinking. For those who are thinking in a linear rather than an exponential fashion, 10x greater growth and results are concepts their minds can't even entertain.

Bypassing the complications of 2x goals.

A 2x goal would involve doing the same things you're doing now, only more of them.

But a 10x goal jumps you out of that, beyond that. 10x requires operating in an entirely different way that bypasses the stresses and complications of a 2x goal.

We're all clever mice. We try to see if we can get twice as much cheese without a lot more work. Many people think they can merely make a few small changes and adjustments, like they're re-arranging furniture, and get twice the result. But real growth takes real change.

2x growth isn't big enough to warrant major changes. It's possible to achieve 2x by simply working twice as hard. Entrepreneurs might decide that if they work weekends or late nights, they can pull off 2x growth.

But that means giving up something to get a reward that isn't that much better than what you're already getting. For that reason, it's hard to be really excited about 2x growth. 10x, on the other hand, instantly motivates. It makes making major changes worthwhile.

Exponential progress is becoming “normal.”

Having a 10x Mindset automatically plugs entrepreneurs into a vast, expanding, exponential stream where they can multiply results by 10x while dramatically reducing the amount of time and effort needed to achieve them.

Exponential results are becoming more and more possible due to advancing technology in our constantly-changing world. Those who aren't growing not only have the internal stress of maintaining the success they have, they also have a sense that they're real laggards if they're not growing fast enough to keep up with a technologically-advanced society.

This is today's culture. It's part of the ocean that we human fish swim in. And so we're measuring ourselves against the exponential growth of others, which makes those who otherwise would have been very successful not feel very

successful at all. In today's world, a 10x goal is not only achievable, it's vital for keeping up.

You can grasp 10x because you've done it.

People have asked me, "Why 10x and not 100x or 1,000x?" The answer is that our minds can't come to grips with 100x or 1,000x. 10x is an exponential that's graspable. You haven't grown 1,000x before, but you have grown 10x before in your life. You can tell a history of yourself that has real, clear growth stages, and you can see that 10x is achievable.

I don't believe you can set and achieve future goals without a solid base of experience of having achieved something similar in the past. Your next 10x achievement will be 10x bigger than what you've already achieved, but where you are right now is 10x bigger than you've ever achieved before.

Having the experience of achieving 10x reassures you that it can be done again. I never ask people to do anything new in life that they can't find an example of in their past experience. We need a reference point to know that it's possible.

All of us have the experience of multiplying capabilities, resources, and opportunities by 10x from the time we were children. Our vocabulary, our knowledge, our skills, our connections with other people, our awareness of the world around us—all of these individual aspects of our lives have undergone 10x development and expansion.

Having our past achievements as evidence of what we're capable of gives us the personal confidence to make even greater leaps and bigger commitments to future growth.

NOBODY CAN WORK 10X LONGER OR 10X HARDER



HARDER
LONGER
HARDER
LONGER
HARDER
LONGER



10X MIND EXPANDER



FASTER
EASIER
BIGGER
EASIER
FASTER
BIGGER
FASTER
BIGGER

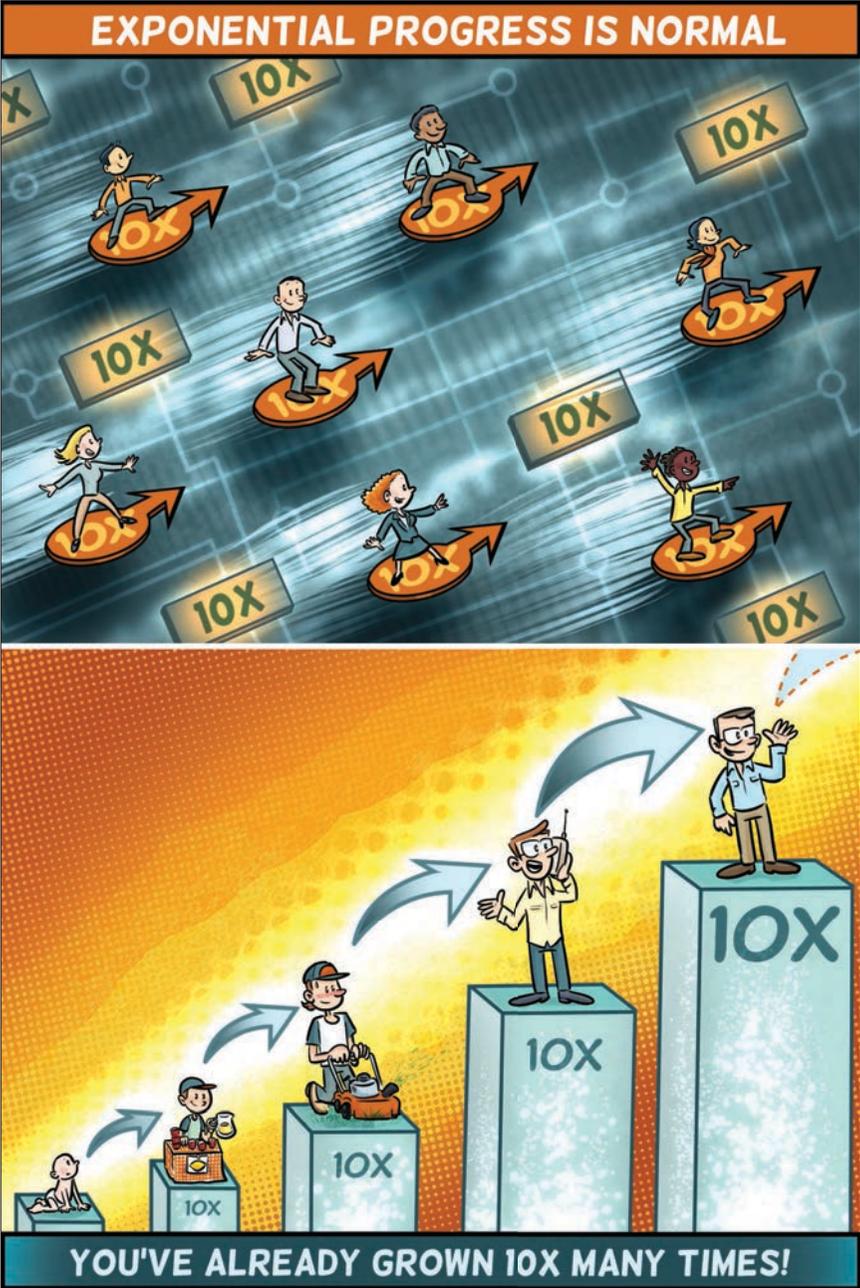
LINEAR **TRANSFORMATION** **EXPONENTIAL**



2X: COMPLICATIONS



10X: BREAKTHROUGH



Chapter 2

Personal Confidence

Your professional and personal confidence continually grows as your 10x commitment expands into all areas of your life.

Going 10x can be scary. Even once you normalize the idea and your brain recognizes it as an achievable goal, it can be an intimidating concept. There are even very successful entrepreneurs who feel they lack the confidence to embark on such a path.

But personal confidence comes from making progress toward goals that are far bigger than your present capabilities.

As I discussed in *The 4 C's Formula*, big breakthroughs require going through a particular process: You start with a *commitment* even before you know how you're going to pull it off. Next is the *courage* stage, which doesn't feel good, but you persevere nonetheless. By persevering, you gain new *capabilities*. And these new capabilities, in turn, lead to *confidence*, which gives you the self-assurance to make even bigger commitments.

Your brain suddenly sees your bigger vision.

When you aim for 10x, I encourage you to draw from the existing stores of confidence you gained through the 4 C's breakthroughs in your past as well as from knowing you've gone 10x before in your career—simply look back to when your revenue was one-tenth what it is now to know that's true.

For many, visualizing a 10x jump in performance and results

is a shock to the system because normal, everyday life all around them is moving and changing much more slowly.

Remember that a fear of going 10x doesn't mean you shouldn't do it. What that fear means is that your brain suddenly saw the possibility for something you're not currently prepared to pull off.

Fear either motivates you or paralyzes you. It's entirely a function of who you see yourself being in the future. Since I was a child, I've always had a vision of a bigger version of myself. Even now, there is a Dan in the future who is much more skillful and influential than I am now.

10x progress requires a growing company.

Entrepreneurs who see themselves as a much bigger person in the future are the same ones who build companies rather than simply creating a job for themselves. Those who just create a job don't share the same vision. They just hope they can hold on to their job.

The vast majority of entrepreneurs fall into the latter category. They are their own employers and have given themselves a little bit more freedom and flexibility than non-entrepreneurs, but they won't allow their imaginations to go any further than that. They don't have the confidence that they can be bigger than they are.

Only entrepreneurs who create their own companies have ambitions that are way beyond their personal capabilities. And they can translate their ambition into a new product or service experience that will be valuable in the marketplace.

They also tend to be great salespeople—not only selling others on buying their products and services, but selling skilled people on working for them and bringing their unique talents to their team.

10x entrepreneurs multiplying themselves.

This is how they grow 10x. Achieving 10x growth is possible only for those entrepreneurs who have actually created a company—and not only created a company, but *love having a company*. They can see their future in terms of the company they've built.

Without the growing support you get within your own expanding company, you cannot free yourself to confidently focus on 10x growth. If you're a Rugged Individualist who insists on doing everything yourself, 10x is just not possible.

French economist Jean-Baptiste Say defined an entrepreneur as someone who takes resources from a lower level to a higher level of productivity. I believe that entrepreneurs, themselves, are a resource that can be taken to a much higher level of productivity by multiplying themselves 10x.

But if you're just on your own, it's very hard to accomplish that. A team gives you the resources, collaboration, and confidence needed to grow.

The best people are attracted to 10x vision.

Being a true growth-focused entrepreneur requires a basic disposition to have really big goals—to grow way beyond your current capabilities—but also to involve a lot of other people in the achievement of your goals. This includes not only more customers and clients, but people with skills that complement yours who can be a part of your team.

Even if you feel you don't have the personal confidence to go 10x, or the right team in place, know that 10x is a much more sensible way of planning your entrepreneurial growth than 2x. This is because a 10x goal invites other people—the right people.

The best team members are attracted to somebody who wants to go 10x because they can immediately see where they could play a part in this goal and be a contributor to a growing team that is creating great value in the world. An entrepreneur operating within The 10x Mind Expander sets up the conditions where great team members can focus themselves endlessly into the future.

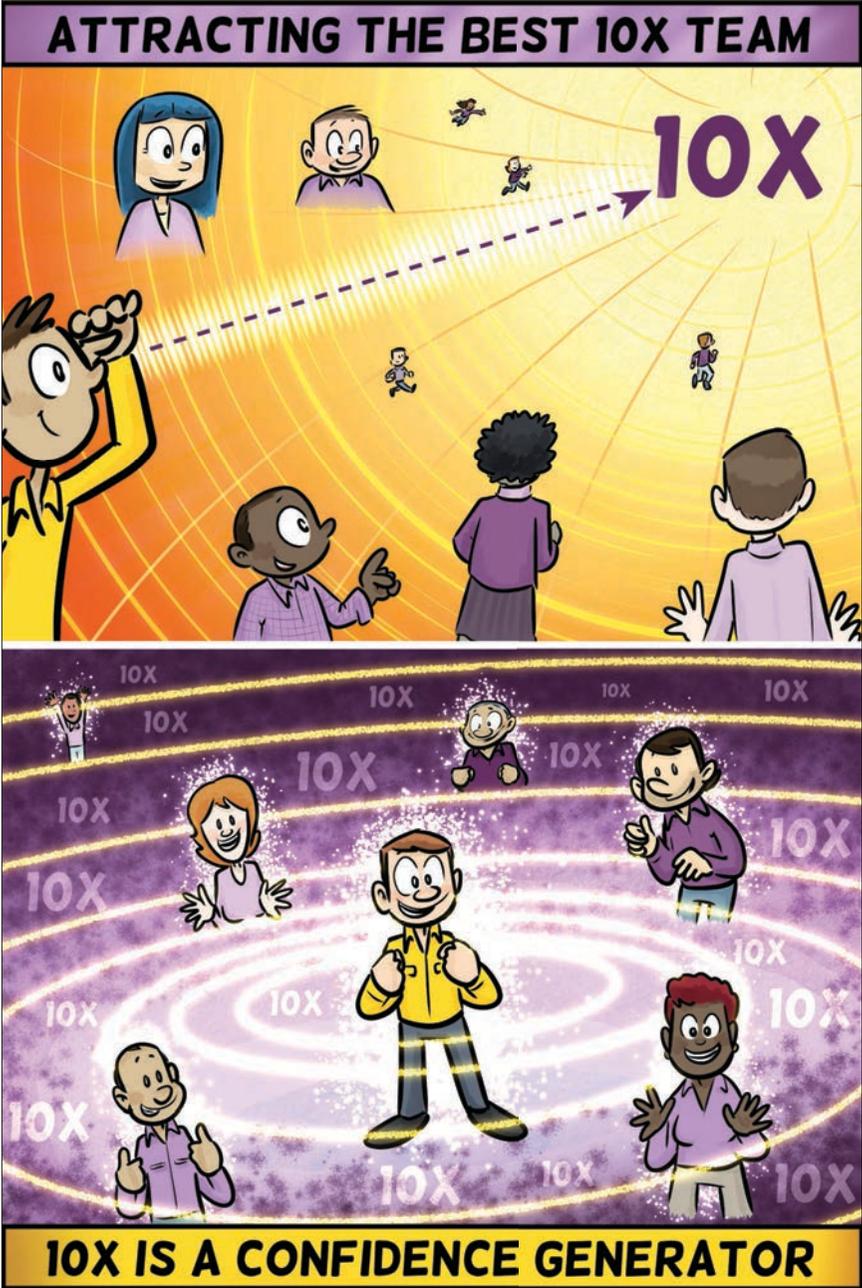
10x is a permanent confidence generator.

When you have a 10x goal, even before you have the confidence to achieve it, you inspire yourself to a higher level of functioning. Suddenly, you've opened the door to a much bigger future and endless possibilities.

The moment you stretch your thinking with a 10x goal, you automatically begin increasing your confidence. And not just any 10x goal will do—it must be a vision that you're completely sold on. A 10x future that you buy into is a permanent internal generator of personal confidence.

Being an entrepreneur means you have a vision. It means you have the imagination to see a bigger future. This is the skill you, personally, need to have to achieve a 10x goal. The rest can come from building the right team around you to make it happen.





Chapter 3

Multiplying Teamwork

Your 10x motivation continually simplifies what you do while multiplying the talented individuals working with you.

I never call the people who work at Strategic Coach *employees*. They're *team members*.

This is an important distinction. The word *employee* implies a hierarchy: There is the employer and then there is the employee. It has an impersonal quality. I get the sense that whoever you are as a person will not be found in your role as an "employee." Who you really are lies outside of that role.

Everything based on Unique Ability Teamwork.

My attitude is totally different. The people we hire at Coach are members of my team, and their role in the company will match up with their personal strengths and their own purpose. The only thing I'm interested in regarding other people is what they're uniquely good at. I don't want to pay for mindless work. I don't want to pay for repetitive work. I want to pay for mindful and creative work.

This is because I want to accelerate. And the only way to do that is through work that people are passionate about, that they feel they're being a hero in doing, and that has a multiplier quality to it. This is my definition of Unique Ability.

In a Unique Ability Team, where work is divided among team members based on what they love to do and do best, everyone is freed up to focus on activities that multiply and accelerate growth.

Simple rule: Grow or go.

It's an understood agreement when we hire someone at Strategic Coach that, right from the beginning, they'll start moving toward really understanding where their passion is, where they can be a real hero, and where the multiplier is—because that's how they grow, and that's how we grow.

If someone doesn't want to do that, if they don't want to grow in that way, then they have to go. It's grow or go. This is because the general environment of accelerated teamwork and accelerated results doesn't allow anyone to merely show up.

10x requires as a normal, everyday performance characteristic that team members are alert, curious, responsive, and resourceful. They also have to always be looking for ways to make things faster, easier, cheaper, and bigger. To be a member of a 10x organization, they have to have “batteries included” and view continual growth as normal.

Hiring one person creates 10x growth.

There are business owners who see hiring as a cost. But I see team members as an investment. They're an investment in my business, in my free time, and in my talents and capabilities.

It's impossible to go 10x alone. Once you shift your mindset to see team members as an investment in your future, you'll recognize the exponential results that are possible with a talented team around you.

One of our clients had a breakthrough in his workshop in terms of his own teamwork. He had been deliberating

whether to hire an assistant and had tried a virtual solution that didn't work. He thought he could benefit from hiring someone to work about 20 hours a week in order to leverage him. We asked him how much it would cost him to hire an assistant full-time. He said it would probably cost around \$30,000 to \$35,000 a year, which would work out to \$2,500 to \$3,000 a month.

We then asked him how much he would *make* if he were freed up in that way to focus on his money-making activities. He thought about it and replied, "Probably about \$25,000 to \$30,000 a month." After saying it out loud, he suddenly realized the meaning of what he'd said: *Hiring an assistant would be a 10x multiplier of his investment.* He was stunned. He'd been thinking of hiring an assistant as a cost rather than as an investment, but a shift in thinking showed him the possibility that had been right in front of him.

What's spectacular about a 10x Mindset is that you start looking for and finding multiplier opportunities all around you.

Your past 10x story creates your future story.

An obstacle to going 10x that a lot of entrepreneurs have either experienced or worried about is getting their team on board with the idea.

One way to do this is to tell them your history. Tell your team about the growth stages in your past that led to a 10x breakthrough and your current level of success. Once you show them your actual experience of having achieved 10x previously, they'll be able to understand where this present thought is coming from.

Team members buy into your future vision to the degree that they have trust in you. In order for this to happen in bigger and better ways, they have to grasp the reason you're so confident about achieving a 10x future. People can't understand the content of anything until they first understand the context.

The right people jump on board.

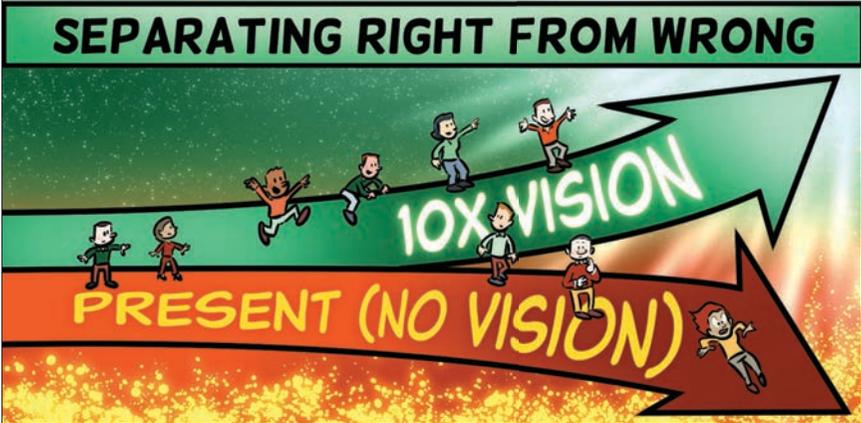
The truth is that people are going to either select in or select out of this opportunity, but you're giving them a chance to really understand the logic based on your past growth and your plans for future growth.

You're letting them know that you've already gone 10x and that now you want to do it again, and it's going to be even more exciting. There are going to be a lot more opportunities for growth for everybody. There are going to be a lot more resources and capabilities than you have today. And if they as a team commit themselves to that, you can all have a much better future.

It may not be in everybody's future, but you've given them the context they need to decide whether they're on board. People are there for their reasons, not yours. Be respectful of that and negotiate whether there is a fit.

Ultimately, the right people—those who are motivated by creative challenges, who love operating in a team, and whose greatest reward comes from making valuable contributions to the growth of an organization that's creating good in the world—will come along for the ride, and you'll attract even more talented, growth-focused people to your team.





Chapter 4

Surprising Technology

Your 10x ambition increasingly introduces you to technological capabilities that provide unpredictable breakthroughs.

Another aspect to teamwork is technology. In fact, technology is just teamwork that's been made automatic.

All around us in the 21st century, we're taking advantage of vast amounts of human teamwork from over thousands of years that has been so tested and proven, it was able to be automated.

This means that for certain aspects of teamwork, we don't have to reinvent the wheel. We can take advantage of existing representations of human teamwork going back centuries and use these tools to create greater efficiency and productivity.

All useful technology comes from entrepreneurs.

It's important to understand that all useful technology is actually created in the private marketplace by entrepreneurs. With a working version of any technology, there is, of course, an inventor, but the inventor isn't the one who makes it a useful thing. It's the entrepreneur who goes out and sells it to somebody and puts it in a form that people can use.

Indeed, behind every breakthrough technology, there's an entrepreneur who brought it to life.

All technology is driven by entrepreneurs because the funding required to develop and expand the technology can only come from one place—and that's from the marketplace.

There's a symbiotic relationship between technology creators, who pay attention to what the entrepreneurs can sell and what people will buy, and entrepreneurs, who are always looking for ways to make things faster, easier, cheaper, and better.

As an entrepreneur, I have a goal to get a bigger, faster, easier result, and my brain searches out and finds a technology or a new method for doing it. My brain is completely geared to taking advantage of any kind of multiplier, whether it's teamwork or technology.

New technology supports big ambition.

Some entrepreneurs are intimidated by technology. They don't know how to use it, and they don't know how it will affect their businesses.

But your eyes only see and your ears only hear what your brain is looking for. If you're looking to simply maintain your current success or to gain, perhaps, only five or ten percent growth per year, you won't see how a new technology could be of use to you. That new technology will probably be incredibly more powerful than your ambition.

It will seem scary to you because the technology itself is not geared to five or ten percent growth. It's geared to 10x. It's geared to 100x. People are scared of technology because, if they don't have a big enough ambition for using it, it will put impossible demands on them.

It's like giving a car that can go 250 miles an hour to someone who's just learning to drive. If they just touch the accelerator, they'll speed up to 80 miles an hour. They're going

to crash very quickly because the technology is way more powerful than the skills of the human user.

Technology is intended to be exponential. It gives you a result way beyond what was possible before. But if the human component of this doesn't have a big enough ambition for the use of the technology, the technology is going to cause disruptions.

If you're not clear, technology will confuse you.

Technology is a great multiplier. It will multiply clarity, but it will also multiply confusion. People who don't have the ambition to go along with taking advantage of the technology will get multiplied confusion and disruption in their lives.

Technology asks people to be more ambitious. It asks people to grow continually. To stay up to date with technology, you have to have a continually bigger and bigger picture of yourself going into the future—of being more capable, taking on bigger challenges, creating much greater value in the marketplace, getting much bigger clientele, having a great reputation that's spreading, and attracting the best and most talented people in the world.

When you have an ambition that accommodates all of these goals, the technology is just your mind's discovery of some capability out in the world that you didn't know about and wouldn't have known about without the ambition.

10x ambition keeps you permanently safe.

There's also a safety factor when it comes to your ambition. If you're an entrepreneur, you can't afford to have any future goal that's less than 10x. Your brain won't be alert enough,

curious enough, or responsive enough, and you won't be resourceful enough to keep up with the opportunities and changes that are happening in the technology-empowered environment in which you're living.

You'll be overwhelmed by the demands from external change and will invariably fall behind. If you have a goal or an ambition for the future that is less than 10x, you're putting yourself in severe danger. You're going to get bypassed. You're going to be road kill.

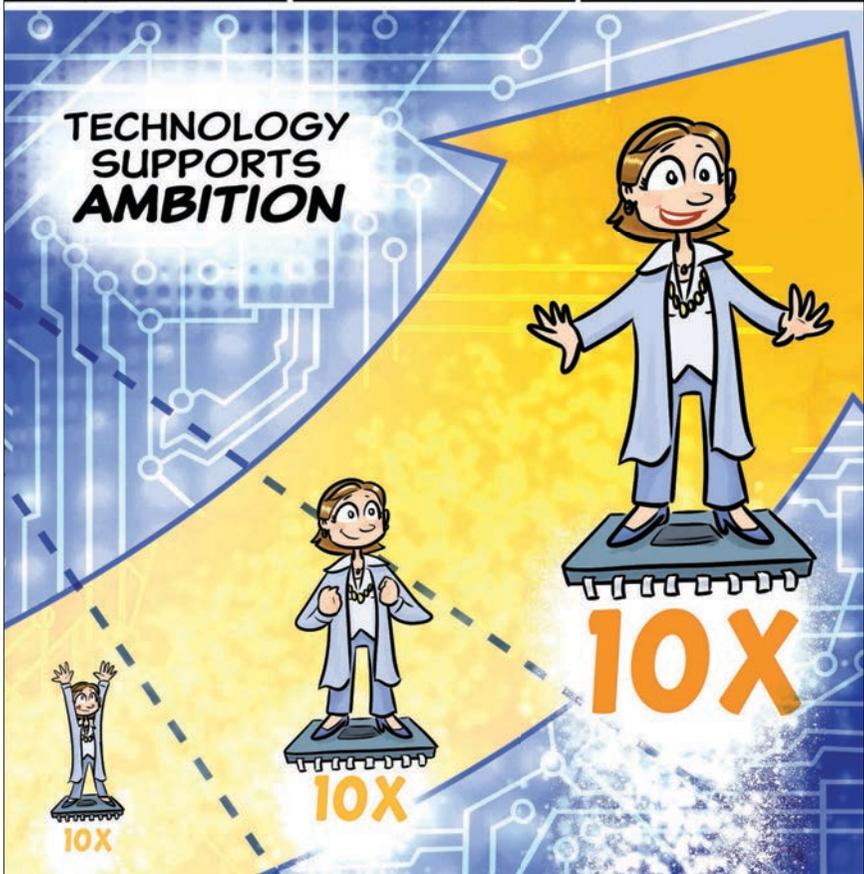
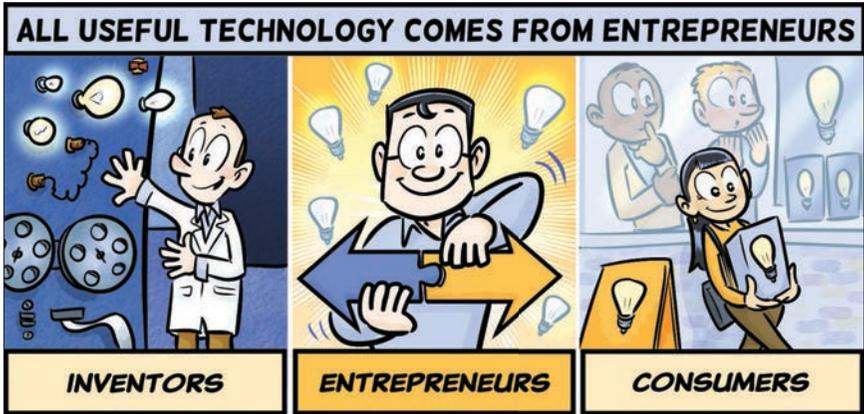
Because of this, 10x is not a scary way of thinking about the future. It's actually a safe way of thinking about the future.

Your 10x teamwork multiplies 10x technology.

Another way to deal with the fear and intimidation that might accompany the prospect of adopting a new technology is to make use of your team. You might not have an aptitude for technology yourself, but if you have someone on your team with the capability, then *you* have the capability.

If you see yourself as an isolated individual who has to be perfect at almost everything, you're playing a loser's game. Each individual has something they're extraordinarily good at. Outside of that, they're probably mediocre. If you spend time trying to get good at things at which you're only mediocre, not only will it not produce a multiplier, it will likely produce a subtractor—you'll be *less* productive.

But if you can switch from seeing yourself as a separate, isolated individual to seeing yourself as a node in a network—a network of teamwork and technology—then exponential goals are achievable.





AMBITION KEEPS YOU SAFE



10X AMBITION = 10X TEAMWORK X 10X TECHNOLOGY



Chapter 5

Free Time Advantage

Your growing 10x productivity reduces your working time while speeding up your measurable progress.

One of the biggest concerns people have with regard to growing their business 10x is that it will negatively impact the amount of free time they have.

They think that the only way to go 10x would be to work harder, thereby sacrificing their quality of life. They think they won't have any time off and won't be able to spend time with the people who mean the most in their lives.

They believe there is a one-to-one relationship between the amount of time you have to put into something and the results you get out of it. They know what it's taken to get where they are right now, so when they think about multiplying their results 10x, their brain automatically multiplies the time and effort it would take by 10x as well, which would mean less free time left over for all the other aspects of life.

Going from linear to exponential thinking.

What this illustrates is the degree to which almost all their thoughts have been bound in by *linear mindsets*. They believe that to multiply their results by a particular amount, they'll have to multiply the time and effort it takes to achieve them by the same amount.

What actually happens when you start thinking 10x is that you enter *exponential territory*, leaving this linear territory, where the majority of people exist, behind.

As we saw in chapter 1, going 10x is actually more efficient than growing in any other way and does not involve expo-

nentially multiplying your time and effort. In fact, the best way to protect your freedom and expand your free time is to go for 10x, because it will take you less time to achieve an exponential result than it's taking you right now to get linear results.

And once you have a 10x Mindset, you'll be able to see 10x opportunities everywhere. As with a Magic Eye picture, where you can see a 3D image if you unfocus your eyes, once you've changed your viewpoint from linear to exponential, you can look at any situation and the possibility for 10x pops out.

“More than enough time” feels natural.

When you first do the 10x Mind Expander exercise, you get a taste of exponential thinking. All of a sudden, your mind shifts, and you have the ingredients for 10x and can start expanding that into the different areas of your life.

With The 10x Mind Expander and a 10x goal, you allow yourself to achieve bigger results in less work time, which means that rather than having less free time, your free time will greatly increase.

For people who have been working hard all their lives, they're geared to the feeling that if they're not working hard and filling up all their time, they're not working. So, part of switching over to an exponential mindset is giving yourself permission to have a lot of time on your hands and feel good about it.

Surrounded by other exponential thinkers.

For a lot of people, having time on their hands feels unnat-

ural. Because they had previously had the “support” of always being penned in by not enough time, they now feel lost. As they’re going 10x and tapping into these exponentials, all of a sudden, they’re doing less but producing more. That’s uncomfortable because they’re used to the constraints of being busy all the time.

Suddenly, they have this huge space around them called “more than enough time.” Things are happening more easily than they ever did before and it feels very strange.

If they’re not in a community of others they can talk to who are also striving for exponential goals, that feeling can drive them right back into the linear world. Even though it’s harder, to them it feels comfortable and safe. Not succeeding, not getting ahead feels safer and more comfortable than getting ahead and multiplying in a way they don’t understand.

But with support from other 10x thinkers and the confidence that this sudden spaciousness of free time is a positive thing that will start to feel normal, they can continue to pursue their exponential goals with their new exponential mindsets.

They’ll start to see that having free time doesn’t mean they’re not being productive; it means they’re being more efficient. And it opens them up to being able to pursue other things—other interests, more time with family, more time to travel—that make life enjoyable.

Stay inside your 10x Unique Ability Teamwork.

My own example of a 10x goal leading to more free time is the process we developed for working on this series of books. Initially, I was spending a lot of time planning out

what the cartoons should look like, giving Hamish, the cartoonist, outlines, and even drawing my own rough sketches before passing them over to him.

I realized that it was not the best use of my time and that the most efficient thing to do was to focus on what I'm best at and stay on "my side of the line" by providing context, letting Hamish use his own unique talents and creativity to produce a beautiful result we would both be happy with.

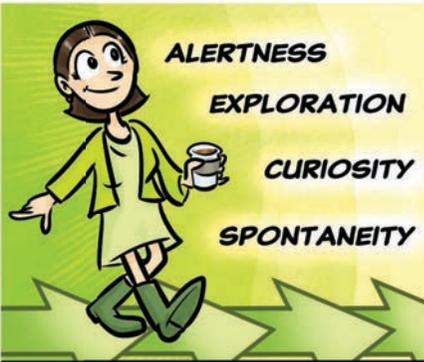
In doing so, I drastically cut down the amount of time and effort I was putting into the process and ended up with an exponential result.

It took some time for this to become a normal capability in my brain, but once it was, I was freed up immensely. I was achieving 10x the result but getting back more free time. I had gone from linear to exponential territory.

Aligning intention, teamwork, and technology.

In an exponential world, results don't occur because of the amount of time or effort put in. They occur because of the proper alignment of intention, teamwork, and technology. For an entrepreneur, that means clearly stating what the intention is and then making use of teamwork and technology to respond to that intentionality.

I've found that once I communicate my intentionality to my team about a given project, I can turn it over to them and know that the outcome is going to be in alignment with my vision for it. This frees me up to focus on other projects that require more of my involvement and also means that the free time I take is truly protected.

LINEAR	EXPONENTIAL
	
$1 + 2 + 3 + 4 + 5 = 15$	$1 \times 2 \times 3 \times 4 \times 5 = 120$
<p>NO SLACK</p> 	<p>ALERTNESS EXPLORATION CURIOSITY SPONTANEITY</p> 
<p>JUST ENOUGH TIME</p>	<p>MORE THAN ENOUGH TIME</p>
<p>OHHH, I DON'T KNOW THE NERVE! NO, DON'T RISK IT!</p> 	<p>GO FOR IT! LET US HELP! YES!</p> 
<p>10% THINKERS</p>	<p>10X THINKERS</p>

Chapter 6

Community Momentum

You continually expand the number of successful and ambitious individuals who share and encourage your 10x vision.

When making the shift from linear to exponential thinking, many entrepreneurs fear that they'll leave behind relationships or alienate their friends, family, or others in their industry.

They worry that aiming for 10x growth will be lonely and will separate them from their community.

The truth is that as you make this change, there are some people you will leave behind, but you'll discover a community of other 10x growth-focused entrepreneurs—and there are more of them out there than you think.

Relationships change as you grow.

When considering the relationships in your life, it's important to recognize that most of your previous and existing relationships developed because those were the people who were around at the time.

We tend to invest all our relationships with eternal meaning, almost like destiny brought us together, when it was really our location and circumstances that brought certain people into our lives.

Your relationships will change as you grow, and you'll automatically invest the new relationships in your life with the same powerful, emotional meaning as you did your old relationships.

When you embark on your 10x journey, certain people

you've known in the past will come along with you. Others won't. But you've done this many times in your past—you've left people behind. After all, very few people hang out with their friends from first grade.

We don't think of this process as leaving people behind, but we've actually left far more people behind in our past than we'll meet new people in the future.

As you've grown, you've been casting people off. And you probably did it because what lay ahead seemed to be more exciting and more expansive, and to hold greater possibility, than what you were leaving behind.

Outgrowing certain people is natural. There are others who will come along with you. You're not going to be alienated from everyone.

You're not the center of anyone else's universe.

Many entrepreneurs worry about what their friends and colleagues will think of them if they grow into a new community and leave them behind. But when you leave people behind, there's an agreement on the part of two people. From their perspective, they left *you* behind.

The notion that you're leaving someone behind presupposes that you're the center of their universe. There's a certain arrogance that goes along with thinking others will feel pain when you outgrow them, as if they're thinking about you very much. They're not thinking about you as often as you think they are!

I've got a little mental trick to remind myself not to make this

assumption. Anytime I meet someone new, I tell myself that I'm "number 21," meaning that the other person has at least 20 other people in their life who are more important to them than I am.

Your fear of being judged for your ambitions is likely just an idea you've created in your mind. The person in question probably isn't thinking about it at all.

10x future much bigger than your linear past.

When you cross over from a linear to an exponential mindset, you immediately start encountering new circumstances, new situations, new engagements, and new people, and invest those with the same kind of meaning as your previous circumstances.

And as you start working toward your exponential goals, all of a sudden, you become aware that you're not the only one in the world doing this. There are other people with exponential mindsets and 10x goals. You didn't see them before you decided to go 10x, but now that you're doing this exponential type of work, you become aware of them.

Once you meet one of them, you're suddenly introduced to a network of 30 or 40 others, and you begin to realize that this 10x world of individuals is actually much greater than the linear world.

The moment you make the crossover, you start getting rewarded right away. It's not as though you'll have to cross a vast desert and will have to wait until you get to the other side. The benefits of the exponential realm are just on the other side of the door.

Attracted to your excitement and momentum.

When you go 10x, you also inspire others to do the same, which grows the community even more. You become a role model and provide value to others because they see that if you can do it, they can do it too. Rather than feel lonely or isolated or that you don't have others' support, you're actually going to inspire other people to follow the same path along with you.

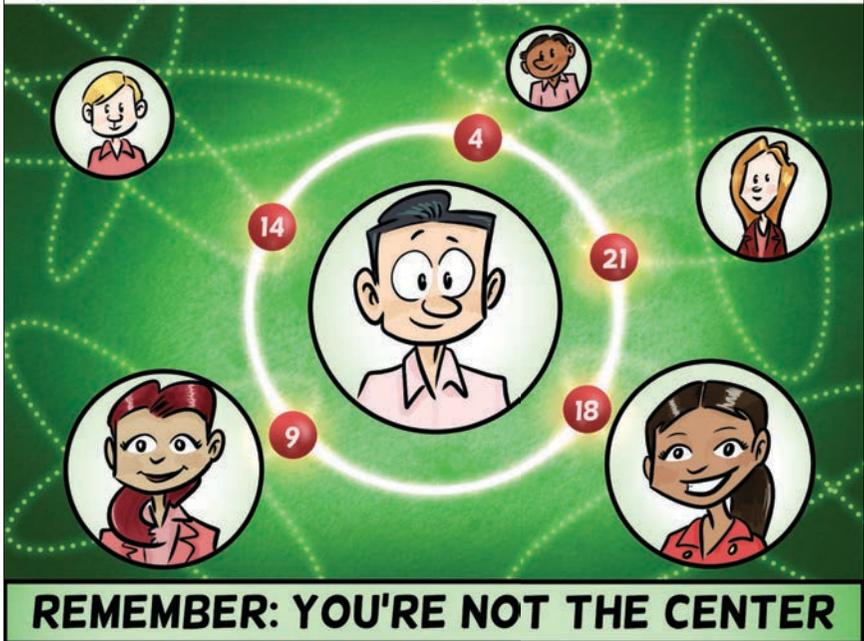
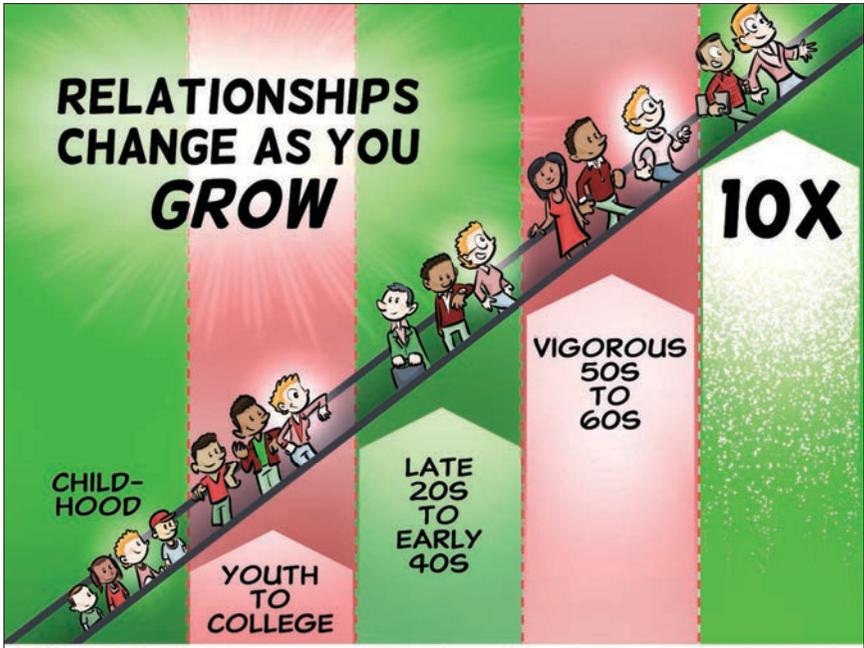
When you go 10x, the benefits of that spread way beyond you to others, and you attract an amazing amount of very excited, very supportive people. Everyone is attracted to excitement, momentum, and growth.

People in your life who are opposed to those things will pull away from you, but why would you want to spend any time with someone who is opposed to progress and improvement?

Everyone encourages everyone's growth.

Going 10x brings clarity. You may have been keeping people in your life who actually weren't very good for you, people who were destructive of your confidence and your excitement. But because you didn't have something really powerful that you were creating inside of yourself, you weren't aware of the negative impact these people were having on you.

The relationships you leave behind and outgrow are likely ones that weren't good for you. On your 10x path, you'll attract people into your life who will have a positive influence, encourage you in your growth, and always be growing themselves.



Chapter 7

Always Growing

You have no stopping point or end game anywhere in your thinking because accelerating growth is its own reward.

When someone has been extraordinarily successful, we tend to envision their life as being incredible and exciting. But what we don't realize is that the success we saw may have been their last period of growth. They might have stopped there, which means they've gone right back into a linear world. They didn't understand the underlying principle that *growth is continuous*.

Some people wonder at what point they can say they have grown "enough" and can stop.

But the whole notion of "enough" is a linear mindset. Enough what? Who determines enough? What outside standard are you using to gauge whether you have enough? I believe the idea of "enough" has a lot to do with other people's approval: "We'll allow you to prosper this much, but at a certain point, that's enough."

"Enough" implies a stopping point, but growth is a creative process. Where is the stopping point of the creative process? The only time it makes sense to decide it's enough is when saying, "Well, this is enough for this 10x process. Now let's start another 10x process."

The whole notion of a final *enough* cuts against the logic and rationale of 10x. You may shift focus, you may do 10x in a different way, but 10x is a constant capability. "Enough" is just not part of this world.

10x is totally possible if you think it is.

There are entrepreneurs who have been incredibly successful but who nevertheless think that they've gone as far as they can go and that 10x growth is impossible.

I believe that 10x growth is totally possible for every person who thinks it's possible.

It all starts with individual courage. When you first get the idea that 10x growth is possible, you're not yet experiencing 10x. To a certain extent, it's an act of imagination to be able to see outside of your present circumstances into the future. It means being so emotionally committed to that future that you're willing to go through the discomfort of uncertainty and change.

Those who do get 10x rewards. And as they move toward their 10x future, their thinking transforms in ways that enable them to see a growing number of 10x opportunities.

You're only an entrepreneur if you're growing.

Not only is constant growth possible, I believe that if someone isn't willing to always be growing, they're not really an entrepreneur.

As mentioned earlier, Jean-Baptiste Say's definition of an entrepreneur is someone who takes resources from a lower level to a higher level of productivity. My sense is that you're only entrepreneurial while you're actually involved in that activity. Entrepreneurism is the constant activity of *increasing*—resources, money, opportunities, possibilities, connections, and so on. When you stop growing and improving, you're no longer an entrepreneur.

Always growing is a new thought.

For most of human history, basic survival was a challenge. Just having enough to get by was very difficult. The thought of constant growth is a relatively new thought.

In earlier times—before the invention of steam power—one of the only ways people could multiply was by stealing. This has carried over to a lot of present-day attitudes. Many people are skeptical of those who have more than others because there's a conscious or unconscious assumption that they must have stolen it. You often see this idea reflected in movies: Wealthy people are tainted by an assumption of illegality and dishonesty.

But this is zero-sum thinking—the idea that if you have it, it must have been taken from somebody else. In today's world, multiplication is the result of innovation, not theft. But because there has always been scarcity, an enormous amount of our judgment is based on the naturalness of scarcity. The idea of abundance almost goes against our DNA.

You'll be bypassed if you're not thinking 10x.

So too does the idea of constant growth. The idea that everything around us is speeding up or moving or changing is a recent experience. For a long time, nothing much was changing. But now, not only are things changing, the rate of change is speeding up, and there's no point in the future at which it's going to be slower. There's no point in the future where things are going to be more predictable.

We've come to a point where this movement from linear to exponential thinking isn't just a “neat thing.” You won't survive if you don't make the switch.

It's not just that 10x is a better way to approach your future, it's the only way that makes any kind of sense in a world where the pace of exponential change is constantly accelerating.

When 10x feels totally normal.

The moment an entrepreneur is simply happy with what they have, they risk losing it. This is because they've stopped, and everything that's growing around them wants to use them as raw material.

If you're in a period of growth, you're always looking for underutilized resources that aren't producing very much. People who stop get used.

The universe is not harmonious. It's not in equilibrium. It's always moving to higher energy states. It's about constant change and constant movement. Things come into existence, and things go out of existence.

The notion of being still, stopping, coming to an end is just a residue of centuries past when that was the normal activity. In today's world, constant growth is possible—and necessary. And 10x thinking guarantees that you are always growing.

Once you get used to it, growing all the time feels normal. There is a period between not growing and growing all the time that feels uncomfortable, but once you achieve a new level of growth, it will feel as normal as the last level. And you'll be ready to grow again.

10X IS AS POSSIBLE AS YOU THINK IT IS

COMMITMENT COURAGE CAPABILITY CONFIDENCE

YOUR EYES ONLY SEE
AND YOUR EARS ONLY HEAR
WHAT YOUR BRAIN
IS LOOKING FOR.

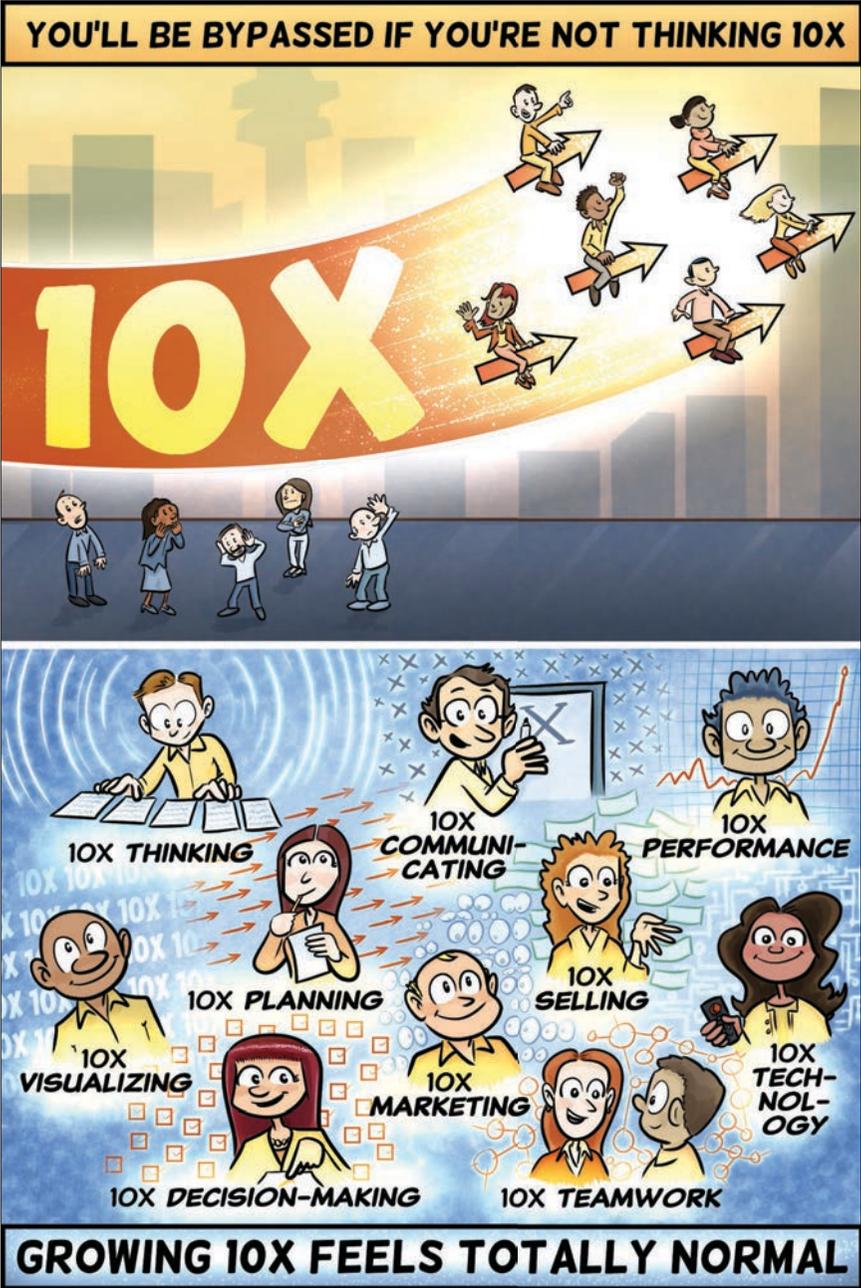
10X

YOU'RE ONLY AN ENTREPRENEUR IF YOU'RE GROWING

10
PRODUCTIVITY

THEFT **INDUSTRIAL** **DIGITAL**

The graphic is divided into three vertical panels. The 'THEFT' panel shows historical figures like a man in a top hat and a woman in a bonnet. The 'INDUSTRIAL' panel shows a man with a lightbulb, a woman with a camera, and a man with a car. The 'DIGITAL' panel shows a man with a computer, a man with a mobile phone, and a satellite.



Chapter 8

Future-Driven Acceleration

You respond to every new experience by automatically transforming it into a further 10x future possibility for yourself.

At the prospect of going 10x, some entrepreneurs are apprehensive that they'll be leaving behind everything they've already accomplished and will lose some of what got them where they are now.

While it's true that in going 10x, there are some things you'll leave behind, there are important things you'll bring along with you into your bigger future.

Moreover, you never really lose anything useful from your past. You just repurpose it or reuse it. And the way to truly honor your past achievements is by multiplying them.

10x progress clarifies your “permanent past.”

When you go exponential, you'll gain more clarity about what's permanent about you—the unique traits and talents that make you who you are. Things that aren't permanent aren't going to make the trip. You'll shed them as excess baggage.

Everything useless gets left behind. Your true core capabilities come through and become exponentially more useful to you. They also combine to multiply one another exponentially. They all integrate.

In addition, there are valuable mindsets and outlooks you've gained all your life—from parents and teachers, friends and relatives, and experiences you've had. These will show up in your 10x bigger future too.

Multiplying my mother's passion for reading.

From the time I was very young, my mother always pushed education. She was a fiendish proponent of reading. She told me that when you learn how to read, you can go anywhere you want in your mind.

Later, I noticed that my siblings and the next generation in my family didn't share that same philosophy. I was doing well in my business, and I decided to offer my nieces and nephews a deal: If they went to college, I would pay for half their tuition. So far, several of my nieces, nephews, and great-nieces and -nephews have taken me up on my offer. I feel that in doing this, I'm being true to my mother's spirit of pushing education. This was something I brought with me from my past—and it created a bigger future for others.

Let go of everything that's not "10x useful."

While it's important to bring valuable insights and experiences from your past with you into your future, it's also vital to shed experiences, thoughts, and mindsets that hold you back.

To have a bigger future, it's necessary to shrink down your past. Take the lessons, the learning, and the wisdom. Keep what's permanent about you. But let the rest go.

Part of this excess baggage that gets left behind is a series of mindsets that are no longer useful. These include:

1. A linear mindset.
2. The idea of "settling down" or retiring.
3. The idea of "enough" growth.
4. The idea that other people are responsible or to blame

for your successes or failures.

5. The idea that you have to get permission or approval for any of your ambitions.
6. The notion that you can control the results of your exponential.
7. Negative relationships.
8. The idea of a courage-free future—each stage of growth introduces a new level of fear, which can only be overcome with a higher level of courage.
9. The idea of “giving back”—this process of going exponential isn’t taking anything. If it *is* taking anything, it’s taking something and making it better.

Four years of college distilled into five steps.

I attended St. John’s College in Maryland, where I studied the “Great Books.” I learned a lot and enjoyed reading the classics, but I found that the philosophy and mindset at the college killed all originality. Students were overawed by the great works we read and felt they could never live up to that standard in their own work. They believed there wasn’t a single thing they’d ever do in their lives that could possibly compare to the accomplishments of the people whose works they were reading. It was a destructive environment.

I realized that even years later, I had internalized a lot of the negativity I had picked up from the school and the people there. I decided to do an Impact Filter—a tool I created to get clear on any project or endeavor—and take 30 minutes to focus on my St. John’s experience. I decided that I’d write down everything valuable that I learned from St. John’s and that afterward, I would never have to think about it again. Through the Impact Filter, I was able to get clear on what I got out of St. John’s—and then leave the rest behind.

What I got out of it were the five steps to creating a great learning experience: 1. You have to have great ideas to talk about, 2. You have to have great questions about the ideas, 3. You have to have a great discussion about the questions, 4. You have to have a skillful facilitator who keeps everybody working in a productive way, and 5. You have to have a way of summing up the conversation so it can be immediately added to the next conversation for continual growth.

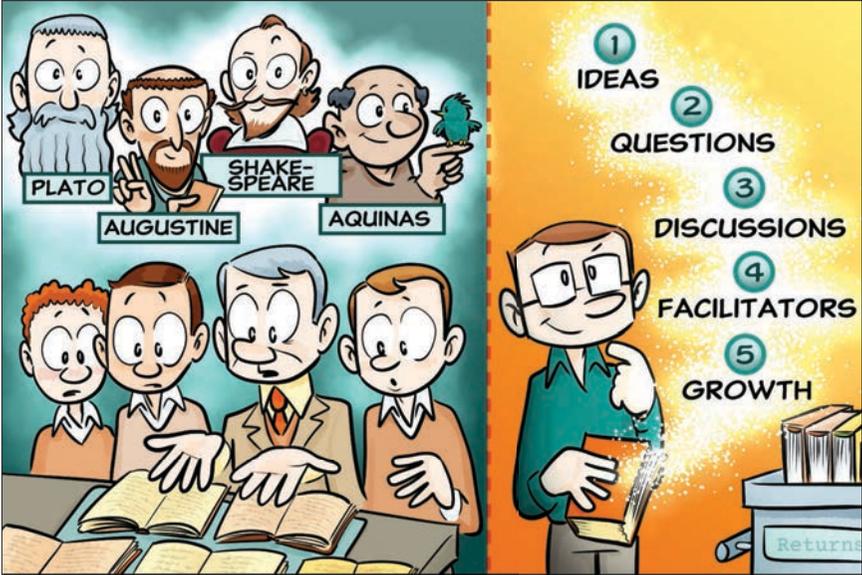
I realized that this is what we do in Strategic Coach. All of a sudden, the significance of St. John's disappeared from my psyche, but I had extracted these five steps. I'd taken four years, hundreds of memories, and vast emotions, and pared them down to five things that form the basis of the 10x learning formula, structure, and process I used to create The Strategic Coach Program.

10x good for you, 10x good for everyone.

When it comes to what you bring with you and what you leave behind on your 10x journey, some of it also depends on who you are. You can be a mean 10xer. You can be an arrogant 10xer. But your meanness and arrogance don't have anything to do with 10x. 10x magnifies what's already there to begin with. Exponentials are magnifiers, but they don't change the quality of what you started off with.

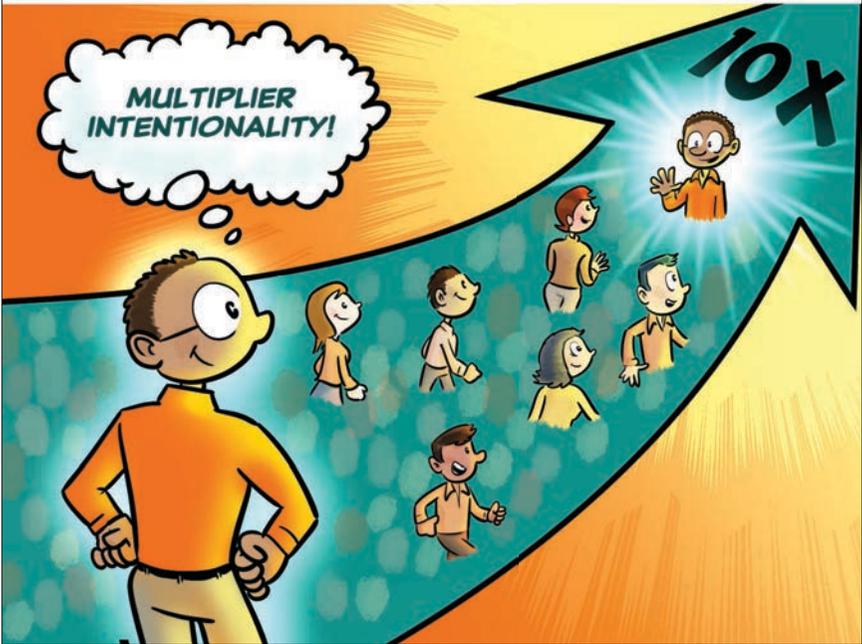
Whatever human quality you have before you become exponential won't get altered in the movement from linear to exponential. It will get magnified. The best way to ensure that going exponential is a good thing for you—and for everyone around you—is to be a good person to start with.





"NOTHING YOU DO WILL EVER BE THIS GREAT."

FOUR YEARS DISTILLED INTO FIVE STEPS



Conclusion

Exponential Thinking In Everything You Do

You're going to be thinking about something as you go forward. It's just as easy to make it about 10x as anything else.

Every day, I see examples of teamwork and technology combining to create new ways of doing things. These sometimes small changes and implementations can lead to exponential breakthroughs.

Hiring a secretary multiplied revenues.

In the '90s, I had a client who owned three or four banks whose revenue was about \$180 million a year. His father had told him that you're getting above yourself if you have a personal secretary. So, every week he would personally compose and type about 45 personal letters to his clients. He believed, as his father did, that this kept him in touch with the people.

When he decided to join Strategic Coach, his friend who referred him to the Program told him that he couldn't admit that he didn't have a secretary, saying to him, "They'll throw you right out of the Program!"

The client hired a secretary before he came to his first workshop. At the end of the first year, his revenues went from \$180 million to \$450 million—an extraordinary increase.

I sat down with him and said, "What was the big factor?" He said, "I got myself a secretary." He told me he was now working about 20 hours a week, doing just mergers and acquisitions. He was able to invest fully in his best money-making activities because of the time he was now saving in not writing the letters or doing other administrative tasks.

Every human being has the possibility of going to the border between linear activity and exponential activity, and sometimes just a single move—in his case, incorporating teamwork—introduces an exponential.

Leaping over your linear wall.

Nobody's world is bigger than anybody else's world—you can only know a certain number of people and do a certain number of activities. The question is, is the fundamental character of your network and activities linear or exponential?

Everyone gets the same number of hours per day, but the quality of those hours can differ. They can be a universe apart from each other. As you transition from linear territory to exponential territory, you keep swapping out one type of activity or relationship for the other.

There's a wall surrounding the linear world, and people inside of that wall get stuck doing activities that will never produce a result bigger than the effort they put into it.

Every concept in Strategic Coach is an exponential concept, and when an entrepreneur implements one of the concepts or tools, when they realize there is an exponential possibility outside of their linear relationships and activities and are able to think 10x, they find a way to leap over that wall.

The infinite growth of human ability.

Those who make the passage from linear to exponential find that operating exponentially feels normal. They go to bed, wake up in the morning, eat breakfast, hang out with people, and have a list of things they have to do that day. It's a normal life. Things change drastically in the shift from linear

Conclusion

to exponential, but at the end of all that multiplication, life feels completely normal. The results can be 10x different, but it feels the same.

Today, the person I associate with most from my past life is the six-year-old who went into the woods for the first time. I remember the day clearly. No matter how much I grow or multiply, I'm always the same person. That's why my 10x growth will always feel normal.

Even though in going exponential, you acquire what might seem to others to be almost magical powers, the infinite growth of human ability is a normal experience. The reason it's been considered abnormal in the past is because this type of exponential growth has not been possible until the last couple of centuries as we acquired the ability to combine teamwork and technology to produce these types of results.

10x better workshops when I'm ninety-five.

Strategic Coach has gone 10x three times so far. The amount of money that the company makes from one day of my new workshops is greater than our total revenues from our second year in business.

But we're still holding workshops now, and we were holding workshops back then. What's really changed is the teamwork and the technology we've incorporated into the organization. And I see no difference in the future. When we're making 10x what we're making now, I'll be just as delighted as I was when we were making one-tenth what we're making now.

That's why I can very easily say that when I'm ninety-five

years old, I'll be doing a workshop. That's what I do. I've been coaching for 40 years. I love the activity. Why would I do anything different? Though my results might improve exponentially, my fundamental Unique Ability activity will remain the same.

Predictability and permanence of exponentials.

One of the things I truly appreciate is the long relationships at Strategic Coach, both Front Stage and Back Stage. We have about 50 clients who have been in the Program more than 25 years and about 60 team members who have been with the company more than ten years. This kind of continuity is a lot easier to establish and maintain in a 10x world than it is in a linear world.

I like things that last forever, but it takes a lot of money and a lot of success to have things last forever. Your chances of having permanence and predictability are infinitely higher in the exponential world than they are in the linear world.

There is less longevity in the linear world because there are too many external disruptions. But when you've multiplied yourself exponentially, you have the stability to make things last.

The 10x Mind Expander is the mindset that makes this exponential growth possible over the course of your entire lifetime. I have no ultimate 10x goal. 10x is a mindset, not a destination.

Look for the exponentials in everything you do.



The Strategic Coach Program

Expanding Entrepreneurial Freedom

The Strategic Coach Program, launched in 1989, has qualifications, measurements, structures, and processes that attract a particular type of talented, successful, and ambitious entrepreneur.

One differentiating quality of these Strategic Coach participants is that they recognize that the technology-empowered 21st century is a unique time to be an entrepreneur. It's the first time that a growing number of individuals with no special birth privileges and no special education can achieve almost anything they set their minds to.

These self-motivated individuals who participate in the three levels of Strategic Coach accept that if they can focus on mastering the right mindsets, they can experience increasing breakthroughs for themselves, both personally and professionally, that are new in history.

The 10x Mind Expander is one of these breakthrough mindsets, and there are dozens more for you to master.

Mindsets that enable entrepreneurs to escape.

Many entrepreneurs have the potential and the willingness to achieve exponential goals in the 21st century, but they are blocked from taking action and making progress because they feel trapped in three ways:

- **Trapped thinking:** They are isolated by their own disconnected creativity, which continually churns out ideas that don't translate into achievement. *At Strategic Coach, entrepreneurs increasingly liberate their thinking to create entirely new practical breakthroughs for themselves and others.*

- **Trapped circumstances:** They are surrounded by people who don't support their ambitions, who actively oppose them, or who try to make them feel guilty about their achievements and dreams. *At Strategic Coach, entrepreneurs learn how to increasingly surround themselves with like-minded and like-motivated individuals in every area of their personal and business lives.*

- **Trapped energy:** They're using much of their daily energy to simply sustain themselves without ever actually experiencing exponential performance and results. They wanted to create a growing business but it turns out that they've only created a job—one that always stays the same. *At Strategic Coach, entrepreneurs continually transform every part of their business organizations so that they become self-managing, and then self-multiplying.*

Mindsets that enable entrepreneurs to achieve.

Around the world, the vast majority of entrepreneurs never get out of these trapped circumstances, but at Strategic Coach, our participants not only escape from these limitations, they also jump to extraordinary levels of achievement, success, and satisfaction.

They never stop growing. Strategic Coach participants continually transform how they think, how they make decisions, how they communicate, and how they take action based on their mastery of dozens of unique entrepreneurial mindsets that have been developed in the Program. These are purely entrepreneurial mindsets, like The 10x Mind Expander.

We've taken a look at what goes on in the minds of the best

entrepreneurs and have created a thinking system that is custom-designed for them and adjusts to the ambition of each individual.

The Strategic Coach Program provides an accelerating lifetime structure, process, and community for these entrepreneurs to create exponential breakthroughs.

Mindsets that enable entrepreneurs to multiply.

Depending on where you are right now in your life and business, we have a complete set of entrepreneurial mindsets that will immediately jump you up to the next level in terms of your ambition, achievements, and progress. Over the course of your entrepreneurial lifetime, you can move upward through our three levels of mindset measurement and scoring:

1. The Strategic Coach Signature Program: From isolation to teamwork. At this first breakthrough level, you create a “Unique Ability Team” in which everyone does only what they love and do best, allowing you to have a “Self-Managing Company” where your business runs successfully without your having to be involved in the day-to-day operations. Every successful entrepreneur dreams about having this kind of teamwork and organization. Through the Signature level of the Program, these dreams become a reality.

2. The 10x Ambition Program: From teamwork to exponential. You make breakthroughs that transform your life, and your organization becomes a “Self-Multiplying Company.” Talented entrepreneurs want to free their biggest growth plans from non-supportive relationships, situations, and circumstances. Through the 10x Ambition level of Strategic Coach, their biggest aspirations attract multiplier capabilities, resources, and opportunities.

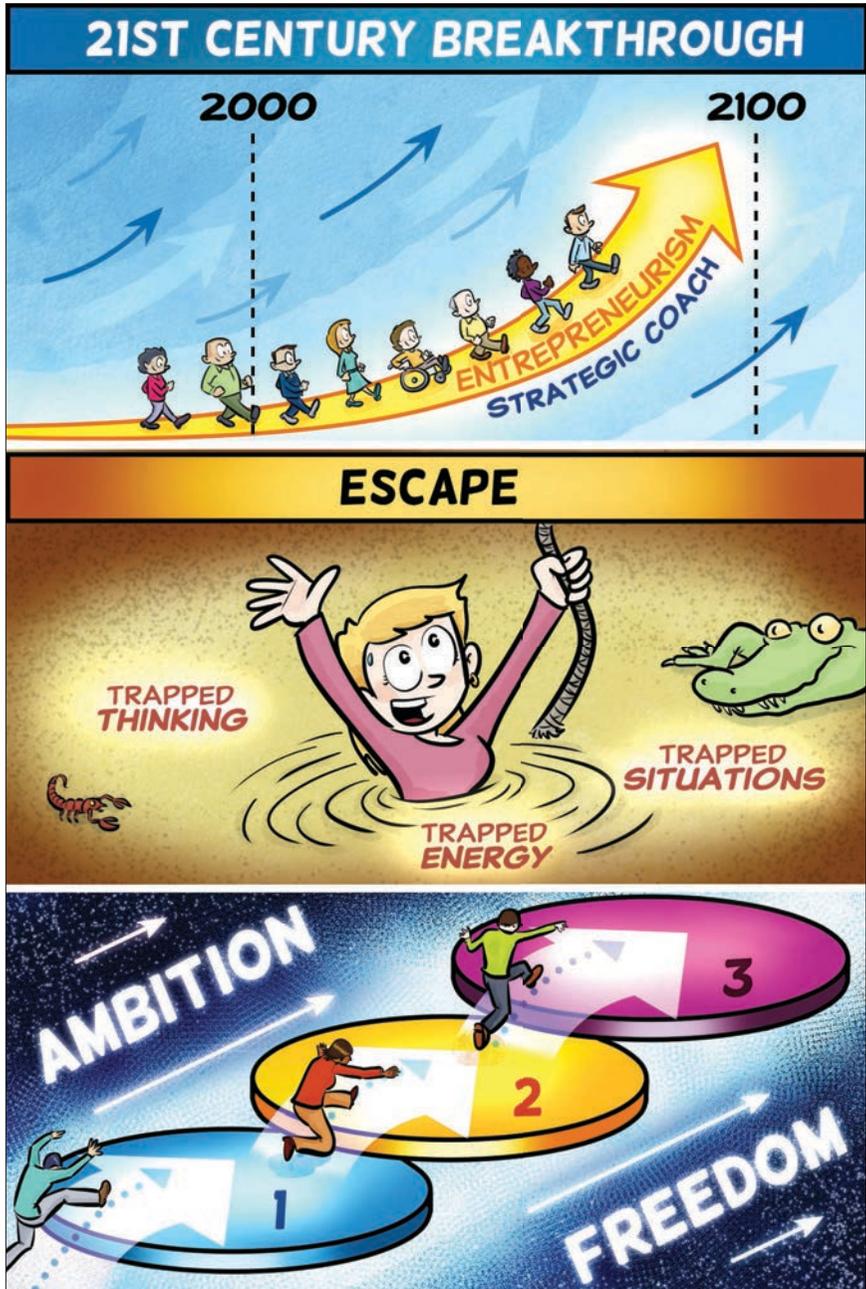
3. The Game Changer Program: From exponential to transformative. As your entrepreneurial life becomes exponential, your Self-Multiplying Company become transformative. *The key evidence of this is that your biggest competitors want to become your best students, customers, and promoters.* Game Changer entrepreneurs in Strategic Coach become the leading innovators and cutting-edge teachers in their industries and continually introduce new strategies, methods, and systems that create *new* industries.

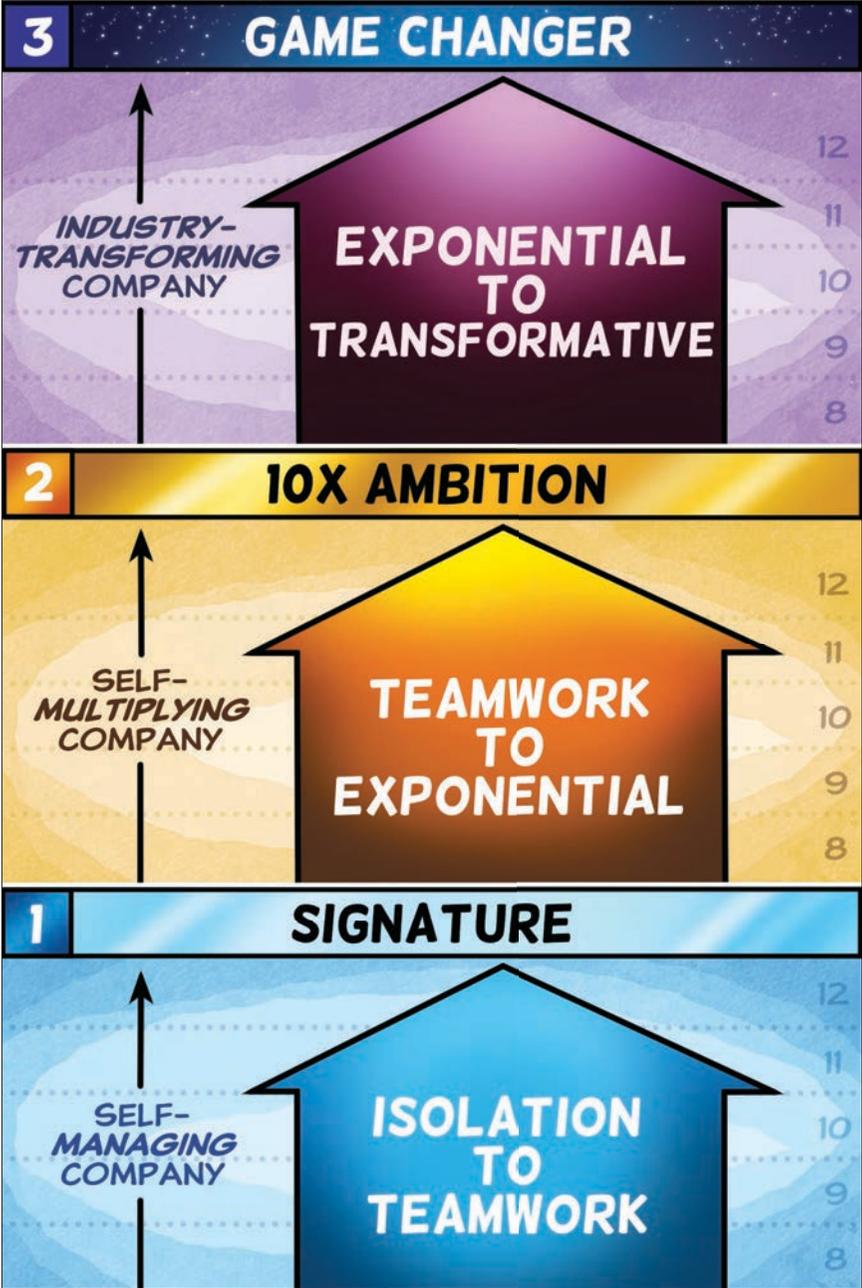
Measure yourself, score yourself, get started.

We've created a 10x Mind Expander Scorecard you can use to score yourself according to the eight mindsets discussed in this book. Go to strategiccoach.com/go/10xME to download your copy. Read through the four statements for each mindset and give yourself a score of 1 to 12 based on where your own mindset falls on the spectrum. Put each mindset's score in the first column at the right, and then add up all eight and put the total at the bottom. Now, think about what scores would represent progress over the next quarter. Write these in the "Next" column, add them up, and write in the total.

When you compare the two scores, you can see where you want to go in terms of your achievements and ambitions. If this fast exercise tells you that you want to multiply in all these areas, contact us today to get started:

The Strategic Coach Program is ready for you! Visit us online at strategiccoach.com or call us at 416.531.7399 or 1.800.387.3206.



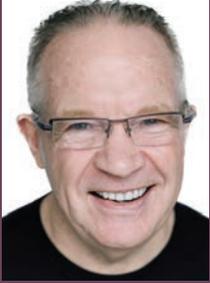


About The Author

Dan Sullivan



Dan Sullivan is the founder and president of The Strategic Coach Inc. and creator of the Strategic Coach® Program, which helps accomplished entrepreneurs reach new heights of success and happiness. He has over 40 years of experience as a strategic planner and coach to entrepreneurial individuals and groups. He is author of over 30 publications, including *The 80% Approach™*, *The Dan Sullivan Question*, *Ambition Scorecard*, *Wanting What You Want*, *The 4 C's Formula*, *The 25-Year Framework*, and *The Game Changer*, and is co-author with Catherine Nomura of *The Laws of Lifetime Growth*.



The 10x Mind EXPANDER

The idea is simple: Think about a 10x bigger future, and your mind expands 10x. But don't just think about it. See and feel yourself enjoying 10x greater results everywhere in life. Then set a deadline for when you'll have this 10x greater experience and create your life backward to today.

When you make a daily habit of expanding your mind like this, you can see and act on opportunities for exponentially greater growth, progress, capabilities, and resources. Soon, thinking 10x bigger is the most normal thing in the world!

For more information about Strategic Coach®:

1.800.387.3206

Toll Free From The UK: 0800 051 6413

www.strategiccoach.com