



THE 25-YEAR FRAMEWORK

Your 21st-century entrepreneurial mindset for continually slowing down time while speeding up your progress over a 25-year period.

Dan Sullivan

Cartoons by Hamish MacDonald

THE 25-YEAR FRAMEWORK



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Cartoons by Hamish MacDonald.

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Introduction

How I Created The 25-Year Framework

Ever since I was a child, I've thought in terms of long periods of time. I was always interested in history and in going back in time and playing with time.

In 1978, I went through two negative experiences on the same day—a divorce and a bankruptcy—that forever changed my relationship with time. I had a distinct impression that how I responded to these setbacks was going to establish the tone and direction for the rest of my life.

I decided to treat the situation as if I were starting all over again fresh. There was little from my past that was worth hanging onto because clearly I had flunked—I flunked on the level of personal relationship, and I flunked on the level of my business back then.

I thought to myself, “What if you gave yourself 25 years to transform your life?”

At that time, I was 34 years old, so that would take me to 2003 when I would be 59. I thought:

“What if you had a single focus for the next 25 years?”

Rather than put together a long list of things I was going to accomplish, I decided to focus on a particular activity that would turn everything around.

What I hit upon was the biggest reason why I think the divorce and bankruptcy occurred: *I wasn't telling myself what I really wanted.*

25 years of writing down everything I wanted.

With this revelation, I decided that every day for the next 25 years, I would write down what I wanted. What I wrote down wasn't as important as the actual activity of writing down what I wanted and doing it consistently for 25 years.

I had the feeling that the constant activity of specifying what I wanted in my life was going to create an entirely new life in the opposite direction of the divorce and bankruptcy. It would involve a transformation in both my personal life and my business life.


If I steadily focused on this new way of growing, learning, and achieving, I believed that whatever was deficient about my previous 25 years would all be transformed by the end of that 25-year period.

Over 9,000 days, over 10,000 specifications.

From the end of 1978 to the end of 2003, except for 12 of those days, I followed through on this daily practice, filling up journal after journal. I've never gone back and read anything I wrote down. It was just the activity of doing it that was important. If you looked at where I was in 1978 and where I was at the end of 2003, everything in my life really did transform: my personal relationships, my business, everything.

My life was radically changed in every way, but it was really made up of close to 10,000 specifications about what I wanted. I didn't have to know what those were. I just had to watch my life change over that period.

I DEVELOPED TWO GREAT ABILITIES:



BEING A GREAT "WANTER"

KEEPING A SINGLE 25-YEAR FOCUS


...AND EVERYTHING GOT BETTER!

25-YEAR PAYOFF #1:



A LIFETIME RELATIONSHIP THAT KEEPS GETTING BETTER.

25-YEAR PAYOFF #2



A LIFETIME "MINDSET" COMPANY THAT KEEPS GETTING BETTER.

25 YEARS



NOW

CREATE NOW WHAT YOU'LL WANT 25 YEARS FROM NOW.

There were two things that came out of that activity. One was that I got really good at telling myself what I wanted.

The second was that I learned that I could keep focused on a single activity for 25 years. I now had proof that I could stay with something for a long period of time. Given the short-term focus of most people, I knew this was an enormous advantage.

A lifetime partnership that keeps getting better.

One thing I really zeroed in on then was finding and building a relationship that would last 25 years. This was in direct response to the divorce, and I asked myself, “What kind of person would you stay with for 25 years and feel more deeply committed to and more deeply in love with at the end of 25 years than when you first met?” I began to realize that I couldn’t zero in on the person—I could only zero in on the quality of the relationship I wanted. What I came up with was a series of characteristics of the relationship rather than of the individual.

One of the major characteristics was that it would not be a relationship that required a lot of work—I felt that my first marriage had totally met my lifetime quota for working hard. What I wanted now was an easy one.

Another characteristic was that there would be enormous agreement on lifetime values. Third, it had to also be work-related. In other words, there couldn’t be a separation between my personal life and my business life. It had to be a business partnership as well.

I was only about three years into my 25-year goals when I met my wife and business partner, Babs Smith. It was very

early in that relationship that I knew all of the relationship specifications I had been looking for were met.

The distinction between looking for characteristics in an individual and looking for them in a relationship is very important. Because I was thinking long-term and considering the things I would not only want in a relationship then, but that I would want 25 years down the road, I was able to find a relationship that would transcend time. So I set goals that would be just as true two decades ahead.

An “idea” business that keeps getting better.

I also started to set down a series of characteristics of what my new business would be like and focused on the notion that it would be an “idea business”—that is, people would pay me for my ideas, and the business would essentially be based on asking people really great questions. I decided on this as my goal because I loved it then, and I knew I would still love it 25 years later. What I was describing was a business that would be more exciting to me in 25 years than it was in the early stages.

A 25-year capability that you can develop.

With those two things, relationship and business, I began to see the power of a 25-Year Framework—that if you’re really clear about characteristics and standards, you can make accurate predictions about what it is you’ll also want 25 years down the road.

If you choose goals now that you’ll also want in 25 years, you can be sure that they’re strong, timeless goals that you’ll stick with—and that are *worth* sticking with. The following eight chapters explain how all of this works.

Chapter 1

More Than Enough Time

You're increasingly confident that you have more than enough time to accomplish your biggest goals.

Think of a current goal you have. If I told you that you had 25 years to achieve it, would that be enough time? More than likely, your answer is yes—with plenty of time to spare.

Look back over the past 25 years and consider your ten most important achievements during that period. Did you have more than enough time to get those ten things done? If you were to add up the actual time these achievements took, the total is probably a fraction of the 25 years.

If I gave you another 25 years, could your ten most important achievements be 10x bigger—with lots of time to spare? Based on your past achievements, your answer again is probably yes.

And if you think in terms of 25 years, as you achieve these 10x bigger goals, your overall ambition will also grow by another 10x.

An incredibly transformative time shift.

I'm not against time pressure or deadlines. Yet I think there are crucial parts of your business and your life where the best solution is to give yourself more than enough time.

When I introduce the concept of a 25-Year Framework to entrepreneurs in my workshops, people who are very used to tight deadlines, I can see an incredibly transformative effect on them. For most of them, it's the first time in their

lives they've experienced the feeling, the thought, and the relief of having more than enough time.

I see these entrepreneurs come to their workshops stressed out, maxed out, at their wits' end, feeling like they don't have enough of anything—and they're some of the most successful entrepreneurs on the planet.

When they discover the concept of The 25-Year Framework, all of a sudden, they take a breath, see a bigger future, and realize they can focus on progress, not perfection.

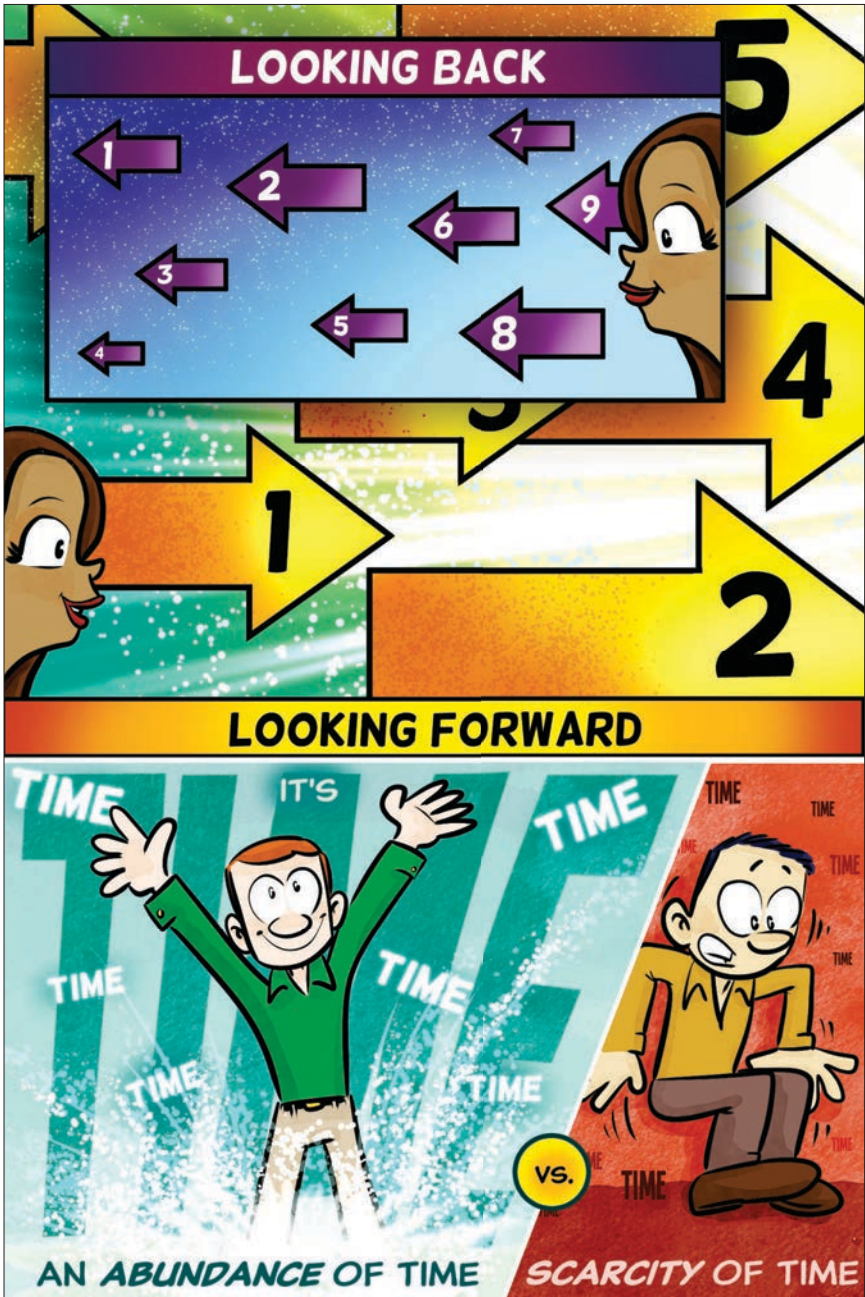
They recognize that they have more than enough time—and that they've got a much bigger future than they thought.

Best mindset to produce great results.

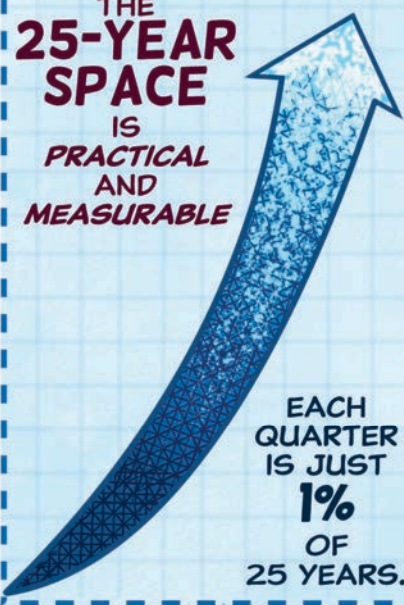
My experience in the marketplace is that the time demands over the past 50 years have become more severe. People are required to produce bigger and bigger results in shorter periods of time. The general feeling is, "I just don't have enough time."

But when you gain the perspective that one single quarter on the calendar—or 90 days—is just one percent of an overall 25-year vision for your future, suddenly you relax and recognize that there is actually far more time than you'll need to achieve your biggest goals right now.


When you change your relationship with time, you start looking at things in a way that puts you in the best possible mindset to take action to produce great results.



THE 25-YEAR SPACE IS PRACTICAL AND MEASURABLE



YOUR 25-YEAR FRAMEWORK BYPASSES ANY SORT OF COMPETITION.



EACH QUARTER IS JUST 1% OF 25 YEARS.

...AND ALLOWS YOU TO BE *GENEROUS* WITH YOURSELF AND OTHERS.



THE MORE YOU GIVE, THE MORE YOU GET!

The 25-Year Framework is an idea that sometimes strikes people as shocking when first they hear it. But within a very short period of time, what's going on in their nervous system totally responds to this concept. They now have a very measurable, practical framework to take everything they were hoping to achieve in the world and see that there's a space for it. Not only that, but there's more than enough space for it, so there's room for even bigger things as they go along.

None of your competitors will think this way.

Having a 25-Year Framework also gives you an advantage over any potential competitors who operate with short-term mindsets. Most people can't stick with something for such a long period of time. They keep moving hurriedly from one thing to the next. Without this long framework, they get distracted by short-term goals and feel increasingly overwhelmed by time demands in all areas of their lives.

When you have a 25-Year Framework, you know you have more time than the person you would potentially be competing with. Your viewpoint is long-range, and you can see the big picture. It puts you in a winning position.

With this big-picture view, you know you're going to be in complete control about who you're becoming. There's no competition because no one can take anything away from your experience or your overall game plan.

Being generous with yourself and others.

Given the hurriedness of modern life, 25 years is an incredibly long period of time. Think of this mindset of taking 25 years to achieve something as a gift, as something extraor-

dinarily abundant, in an age when many people complain non-stop about their scarcity of time. Because they feel that they never have enough time, they also feel that the time they do have never pleases or satisfies them.

You, on the other hand, with your 25-year perspective, are always being generous with yourself, which allows you to be generous with your creativity, with your innovation, and with others around you.

Those around you see that you're always getting things done without any sense of rushing or panicking. This lets them develop the mindset that there is always more than enough time for their biggest achievements. In the process, they also become more creative and innovative and, following your example, more generous with everyone around them.

The more you give yourself, the more you get.

Everyone's time sense, whether long or short, is determined by their mindset about whether there is an abundance or scarcity of time. As you can observe around you, many people's mindsets about time leave them feeling continually pressured and panicked. The 25-Year Framework, however, makes you feel increasingly confident that no matter how big you make your ambition about the future, there will always be more than enough time to achieve your goals in the most enjoyable and satisfying way.

Short-term thinkers always feel deprived of time. With The 25-Year Framework, the more time you give yourself, the more time you continually feel that you still have available.

Chapter 2

Your 100 Multiplier Quarters

You feel that things never have to be perfect because everything is always getting better.

One aspect to believing you don't have enough time is thinking that you have to focus on everything at once. Not only that, but you also feel that each of your goals has to be achieved in a way that is "perfect."

But this inevitably leads to your feeling increasingly like a failure when you can't get everything done within a short time frame. Anytime you operate within this pressure-packed mindset, the anxieties and crises keep piling up around you.

People who function this way constantly feel overwhelmed by an expectation of achieving perfection on their projects and goals simply because of the unrealistic time frames they've created for themselves.

From the very beginning, they set themselves up for failure and frustration—all because they lack a longer, more flexible perspective on their personal time.

And it gets worse. This chronic perfectionism also means they won't start anything until they have an upfront guarantee of success. Perfectionism leads to procrastination. This wastes valuable energy, undermines their confidence, and prevents them from ever developing a positive and creative relationship with the future.

Everything important can improve 100 times.

Within the concept of The 25-Year Framework, on the other

hand, there is a built-in protection against feeling that you need to achieve perfection in any area of your business or life.

When you've given yourself 25 years to work with, it means you have 100 available quarters to get things done and that everything important can continually be improved 100 times.

This long-term framework replaces the goal of trying to be perfect with an exponentially bigger and better goal: *continually improving every area of your life 100 times over 25 years, with each improvement expanding your available capabilities, resources, and opportunities for growth.*

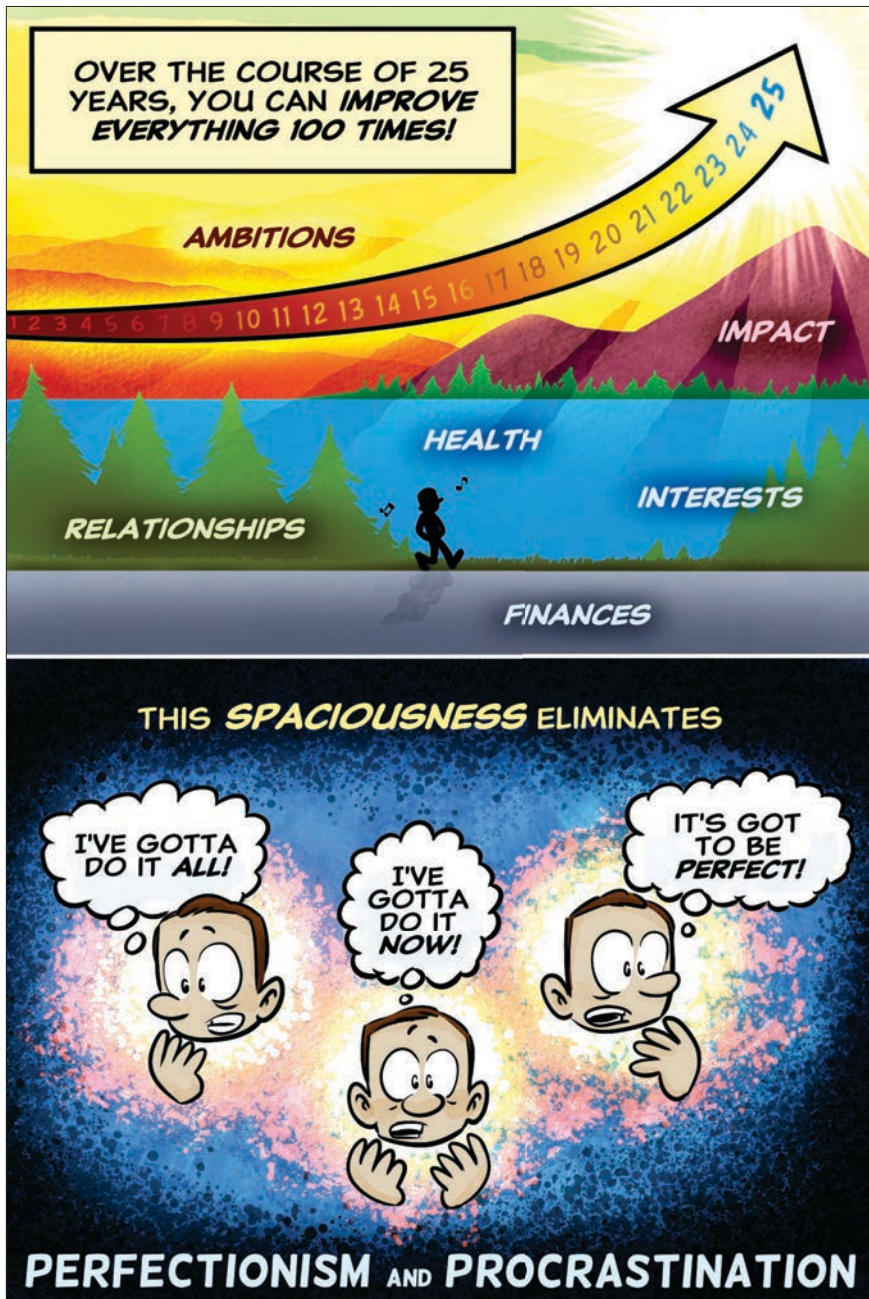
You'll always have more than enough time because you get 100 quarterly opportunities to improve, and each quarter produces better results.

No more perfectionism and procrastination.

This “100 quarters” strategy eliminates the expectation that you have to always be producing amazing short-term results, and you stop holding yourself to high-pressure standards of perfection.

When you know you have many other quarters after this one, it relieves you of the pressure to get everything done and perfect in a short time frame.

The spaciousness of 100 quarters gives you room to constantly build and improve as well as truly focus on tasks and projects and take your time with them rather than rushing through them.



GET THE **BIGGEST IMPACT** WITH THE **LEAST STRESS!**

FOR EACH OF YOUR NEXT 100 **QUARTERS:**

1 MORALE
NAME YOUR 5 BEST ACHIEVEMENTS LAST QUARTER
PAST PRIDE

2 MOMENTUM
NAME 5 AREAS WHERE YOU'RE MAKING PROGRESS
CONFIDENCE
PRESENT

3 MOTIVATION
NAME YOUR 5 MOST EXCITING NEW DEVELOPMENTS
EXCITEMENT FUTURE

4
1 2 3 4 5
CHOOSE 5 MULTIPLIER PROJECTS FOR NEXT QUARTER

THE MOVING FUTURE

INSTEAD OF FEELING **PRESSURE AND PANIC**

YOU'RE **GAINING MORE TIME** THAN YOU'RE USING

Looking at your future in terms of 100 available quarters bypasses perfectionism and procrastination for 25 years, creating increasing freedom of time.

Each quarter increases your sense of progress, growth, and achievement, which continually multiply.

Becoming the master of your “Moving Future.”

You can begin to get the maximum impact from each one of your 100 quarters by setting up the current 90-day period in terms of simple, short-term, measurable, and achievable goals.

An exercise I do with my entrepreneurial clients called The Moving Future is a powerful thinking process to help you build on your goals, quarter by quarter, and focus only on a manageable number of projects or tasks at a time.

Morale: Start by asking yourself, “What were my five best achievements from last quarter?” Doing this will improve your morale going into the next quarter. You’ll always be feeling proud about winning achievements that continually increase with each completed quarter.

Momentum: Then ask yourself, “What are the five areas of focus and progress making me the most confident right now?” This builds your momentum. In addition to your increasing sense of pride, you also feel greater confidence because there’s a sense that progress is speeding up.

Motivation: Then consider, “What new things are giving me the greatest sense of excitement going forward?” Now, you are adding an increasing sense of excitement about the future to your growing feelings of pride and confidence.

Multipliers: Finally, ask yourself, “If I could just focus on five things that would be multipliers during the next quarter, what would they be?” All of your previous thinking in *The Moving Future* has set you up perfectly to zero in on just five projects over the next 90 days instead of the endless number of things that perfectionists are demanding of themselves during every three-month period of their lives.

Always gaining more time than you’re using.

It’s a strain on the human brain and on the nervous system to focus on achieving too many things in impossibly short periods of time. Entrepreneurs who do this are being made permanent captives of their own self-imposed time frames.

I tell the entrepreneurs I coach, “There are no unrealistic goals, only unrealistic deadlines.”

By shifting your thinking to a 25-Year Framework in which to operate, you’re no longer constrained. You make yourself immune to any kind of short-term pressure and panic.

You have 100 quarterly opportunities to continually accelerate your personal morale, momentum, and motivation. Every quarter sees you achieve five multiplier projects that compound your progress and growth over the entire 25-year period. By following the logic of *The Moving Future* process, you increase your capabilities, resources, and opportunities that can be improved upon quarter after quarter.

Very early in *The 25-Year Framework*, you begin to realize you’re creating an amazing future in a very manageable and strategic way that makes you feel that you’re always gaining more time than you’re using.

Chapter 3

Each 90-Day Jump Is Just 1%

Because each of your quarters is increasingly productive, you feel that time is continually slowing down.

Part of my overall 25-Year Framework strategy is to recalibrate my long-term goals every 90 days.

You can make a long-term commitment and have every intention of sticking with it, but the world can change significantly in 90 days. That's why every quarter, I come back, review my progress, and rev myself up to another level.

Operating in terms of 90-day quarters within the 25-year period is a uniquely creative use of time constraints.

The 90-day goals stimulate and spur creativity, while The 25-Year Framework creates an integrated spaciousness so that you're always achieving your multiplier goals.

Within each 90-day period—just one percent of your overall 25-Year Framework—you have smaller, short-term goals, which means that in addition to your long-term projects, you're also going to get important things done today, this week, this month.

Continually make creative course corrections.

As we saw with The Moving Future exercise in the previous chapter, achieving five “multiplier” goals in each 90-day time frame throughout the 25-year period keeps your morale high, maintains your momentum for getting things done, and gets you excited about your goals for the next quarter and beyond.

This quarterly Moving Future approach also helps to keep you on course toward your 25-year goals by having you check in with them every quarter and make sure you're still heading in the right direction.

Taking this time to pause, summarize, and refocus enables you to take advantage of new teamwork, new technologies, and new opportunities in an accelerating fashion as they become available.

Everything important gets your full attention.

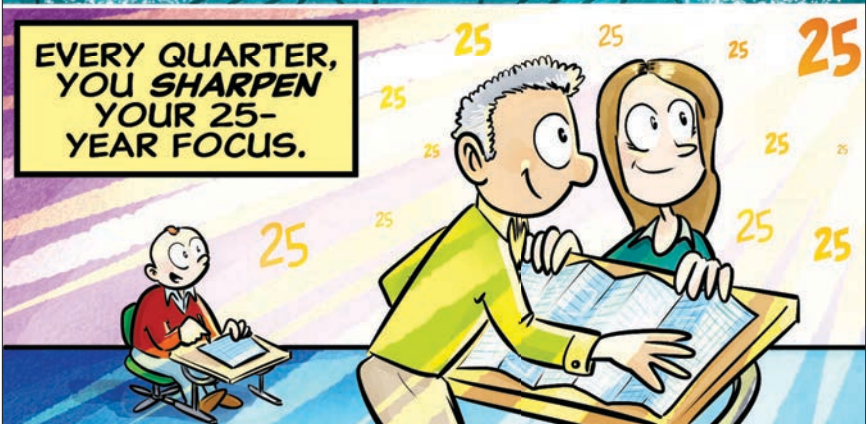
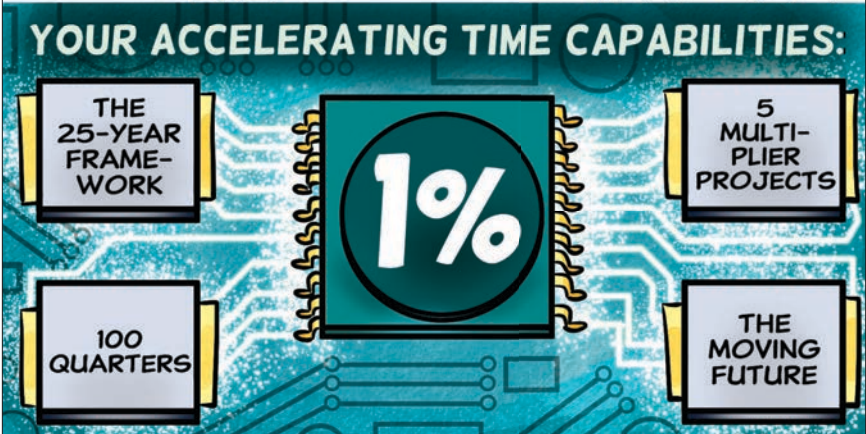
Let's say you don't have the mindset of a bigger 25-Year Framework. Instead, it seems like all the important goals in your life have to get done right now, and you feel that you never have enough time for any of them.

Without the 25-year structure, your brain tries to focus on an endless number of things without any organization or priority. Everything is scrambled together, everything continually competes for your attention, and everything is urgent.

Jamming together today, yesterday, what you're doing right now, tomorrow, next week, last year, next quarter, a year from now, ten years ago, and 20 years in the future is what causes chronic stress. All of the time frames and goals of your whole life are packed into every single moment.

What The 25-Year Framework does is unpack your time by separating and spacing out all your most important goals so that you can give each one of them your full attention, free from all competing thoughts.





Maximizing your current 1%.

The 25-Year Framework mindset, consisting of 100 quarters, enables you to maximize and enjoy the growing value of each 90-day period.

As you start a new quarter, visualize the next 90 days as a protected space in which you can focus completely on just the five multiplier projects that emerge from your Moving Future thinking. Each of these projects is created from the highest sense of morale, momentum, and motivation that you have right now.

And at the same time, each project represents your best investment of resources during this time period to create a multiplier result that continually deepens and expands during all of the quarters that follow. With this approach, the crucial thing you discover is that *how you experience time is entirely determined by your mindset.*

The underlying message of the one percent mindset is that you can achieve extraordinary progress during each 90-day period.

Slowing down time while speeding up progress.

Think of this one percent mindset as a mental muscle that's continually strengthened each quarter. It slows down your sense of time passing while speeding up your sense of progress. In this way, every quarter, you have an increasing sense of both slowing down and speeding up, and you keep getting better at doing both.

You'll hear other people complaining more and more about time flying by without getting anything important done. Their

approach is to go through life with no distinct boundaries around their time. Days, weeks, months, and years not only fly by but seem to fly by faster and faster with a growing sense that little of what they do has much significance.

The 25-Year Framework mindset, on the other hand, gives you ever-increasing control over your time and how you view it. With this mindset and skill, the better you get at it, the more you accomplish, while at the same time feeling that your time is slowing down. This is because you've come to see that each 90-day period—each one percent of 25 years—is an expanding amount of time during which you can multiply your progress to a greater and higher level.

Keep in mind that the more things you put on your list to get done in a quarter, the faster the time will speed up and the less you will achieve. If you want time to slow down, reduce your list to just the five multiplier projects that will continually accelerate your progress each quarter over a 25-year period.

Every 90 days, you get a fresh 1% to work with.

You have a 25-year vision that keeps growing in power and meaning, but the only thing to focus on is this particular quarter. Give full attention to the current 90-day period, and the next quarter will receive the benefit of that concentrated productivity and creativity. Remember that each quarter, whether it was productive or not, whether you achieved your goals or not, is just one percent of your overall framework. You get a do-over starting in the next 90 days.

Every 90 days, you get a fresh start.

Chapter 4

Starting Over Better

You see everything you've experienced as just raw material for creating an extraordinary future.

After my divorce and bankruptcy in 1978, I decided I needed a do-over.

I put the past behind me, and I built Strategic Coach with my wife and business partner, Babs Smith, my relationship with whom met all the criteria I had laid out for a timeless, creative, long-lasting relationship. She and I have been married going on 40 years. By deciding what I wanted to be true in my relationship many years down the road, I looked for and found one that continues to endure.

This same 25-year projection is what helped build Strategic Coach into the company it is today and why I continue to be fascinated, motivated, and purpose-driven 25 years later. I'm interested in ideas that are timeless and in people who have productive longevity. In this way, my approach to business, our company, and The Strategic Coach Program is different than that of most other entrepreneurs.

I had a sense that the 25-Year Framework I was embarking upon would let me start my life over again. I chose an out-of-the-ordinary time period that would produce out-of-the-ordinary results.

Claiming complete responsibility for your life.

I didn't think I could transform myself in just a year or in five years, but I believed that if I were consistently focused for 25 years and continually being more conscious, there was no question that that time period would result in major life changes.

What I discovered after adopting this framework was that, for the first time in my life, I felt that I was in charge of my own learning. I felt I was wiping the slate clean of everything else and starting from scratch.

I said to myself, “Whatever happened in the first 34 years of my life is what happened. Nobody else is to blame for it. I’m 100 percent responsible.” And in relieving everyone else of responsibility, I also relieve them of having anything to say about my experience.

If you make people responsible, they have control over your experience. If you free them of all responsibility and all blame, they have no control over you or your interpretation of your experience.

By claiming complete responsibility for your own past, you are free to interpret it and use it in a way that most benefits you to build a new, better, and bigger future.

Transforming everything you’ve already learned.

I think a lot of people would like to get rid of the complexity of their experience and start simple again. Entrepreneurs in particular really tend to like the notion of taking everything that was valuable from the first part of their experience and utilizing it in a much bigger framework. In this new framework, they are in charge of the time period. They’re the ones making the decisions about what the conditions are.

The 25-Year Framework works well with entrepreneurs because it corresponds to an incredible emotional and psychological desire they have to take advantage of everything they’ve learned and start over again simple.

CHOOSE TO BE 100% RESPONSIBLE

I OWN MY TIME...

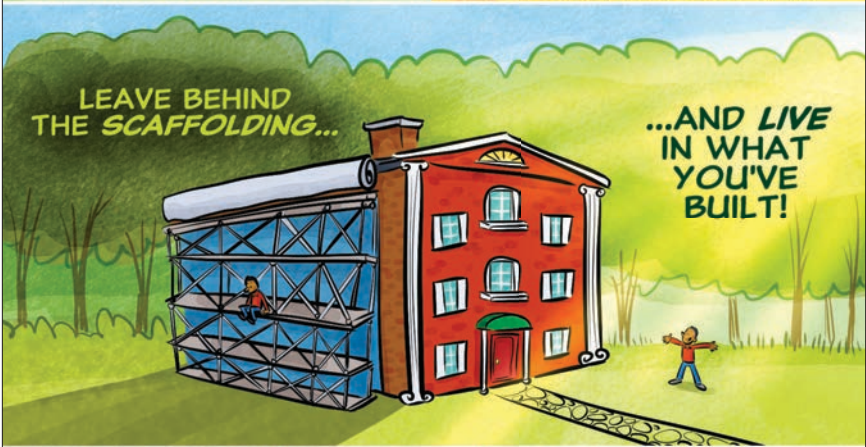
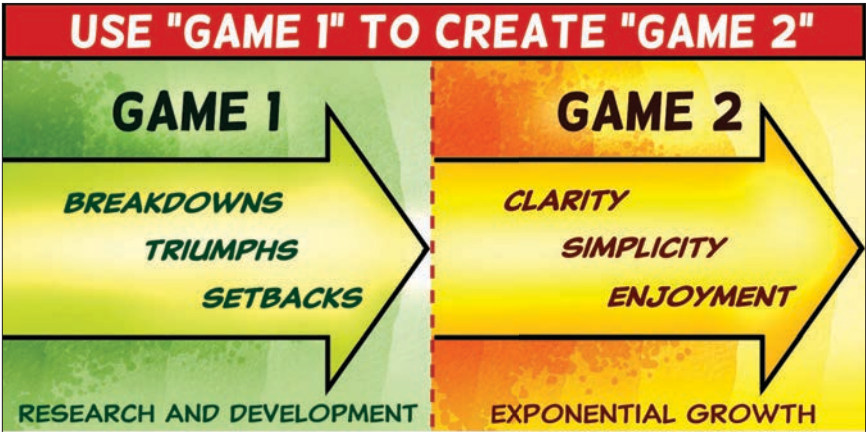
...SO I CAN DO WHATEVER I WANT WITH IT!

25 YEARS TRANSFORMS THE MEANING OF THE

PAST PRESENT FUTURE

25

LEARNING CREATIVITY GROWTH



It's a form of time immigration—getting the past behind you and moving everything positive into the future where you get to call the shots.

You're moving from one time zone to another, but it's a time zone totally defined by your own specifications—25 years, 100 quarters, and five multiplier projects during each 90-day period.

This concept, I've found, has led to a major mindset shift for a lot of people and also led me to come up with the notion of "Game 1 and Game 2."

Use everything from Game 1 to create Game 2.

One way to free yourself from your past is to consider everything you've done until now as research and development. You were out there experimenting. There was a lot of trial and error, figuring out what worked and what didn't. That was Game 1.

You were using that first game to get ready for another much bigger and more exciting game. In the first game, you were collecting experience, and now, in your second game, you're going to maximize and multiply the value of that experience.

You extract everything valuable from your past that you can multiply into the future. Game 2 is for exponentials—you get to take all the value from your research and development and multiply it. This is where you'll structure a 25-year future for yourself that enables you to continually maximize the learning value of everything you've experienced up until now.

With Game 2, you get really lightweight, letting go of the burden of anything from your past that won't be useful in your future. You keep only the lessons and the learning.

Leaving behind the scaffolding of your life so far.

If you're going to build a great structure, you need scaffolding. However, many people build scaffolding and then live in that scaffolding for the rest of their lives. They never get to the actual building.

Your entire life up until now has been scaffolding. Now, let's figure out what you've been building—and what you are now going to be building in your much bigger future.

If you think about everything you know and learned in your past, it likely came along with a lot of complexity. This framework gets rid of the complexity and gets back to the simplicity of the great thing you've created, and you can go forward from that while shedding the scaffolding you used to build it.

You are who you are today, operating the way you're operating, because of everything that was important in your R&D period—Game 1—and there isn't anything more to get out of it. You can let it go.

You can move on to Game 2 and your bigger future. Now, you have the opportunity to start all over, except at a much higher level. And the best way to do this is within your 25-Year Framework.

Chapter 5

Intentionally Focused Growth

You find you're increasingly doing only those things that will produce bigger and better results.

Once you develop a 25-Year Framework for your future, you have a filter that increasingly weeds out ideas, activities, and enterprises that won't last 25 years. This filtering mindset grows naturally over each of your 100 quarters as a result of the Moving Future thinking process.

Focusing on what will grow for 25 years.

The biggest impact that The 25-Year Framework has on ingenuity, invention, and innovation is that you very quickly size up how long the best thing you have going for you is going to last. In my case, some of our Strategic Coach mindsets, concepts, and tools have already lasted 25 years, and they continue to grow more useful as we go along. I know that these unique assets will have an even bigger and better impact 25 years from now.

At the same time, many of our initiatives have lasted only 90 days or a year at most. All of these shorter-term innovations and experiments have also been valuable to me and our Strategic Coach team because they've clarified my understanding of what kind of thinking processes and structures will continually develop and expand over 100 quarters.

What The 25-Year Framework does is tell your brain what to pay attention to and what to ignore.

More and more, I'm not interested in things that don't last 25 years. I might be entertained by them, but I don't invest in them.

To maintain a mindset that continually grows and filters out ideas that won't last, ask yourself the following question:

“Since I’m focused and committed for 25 years, what ideas, projects, relationships, and activities in my present day life are going to grow and improve each and every quarter over those 25 years?”

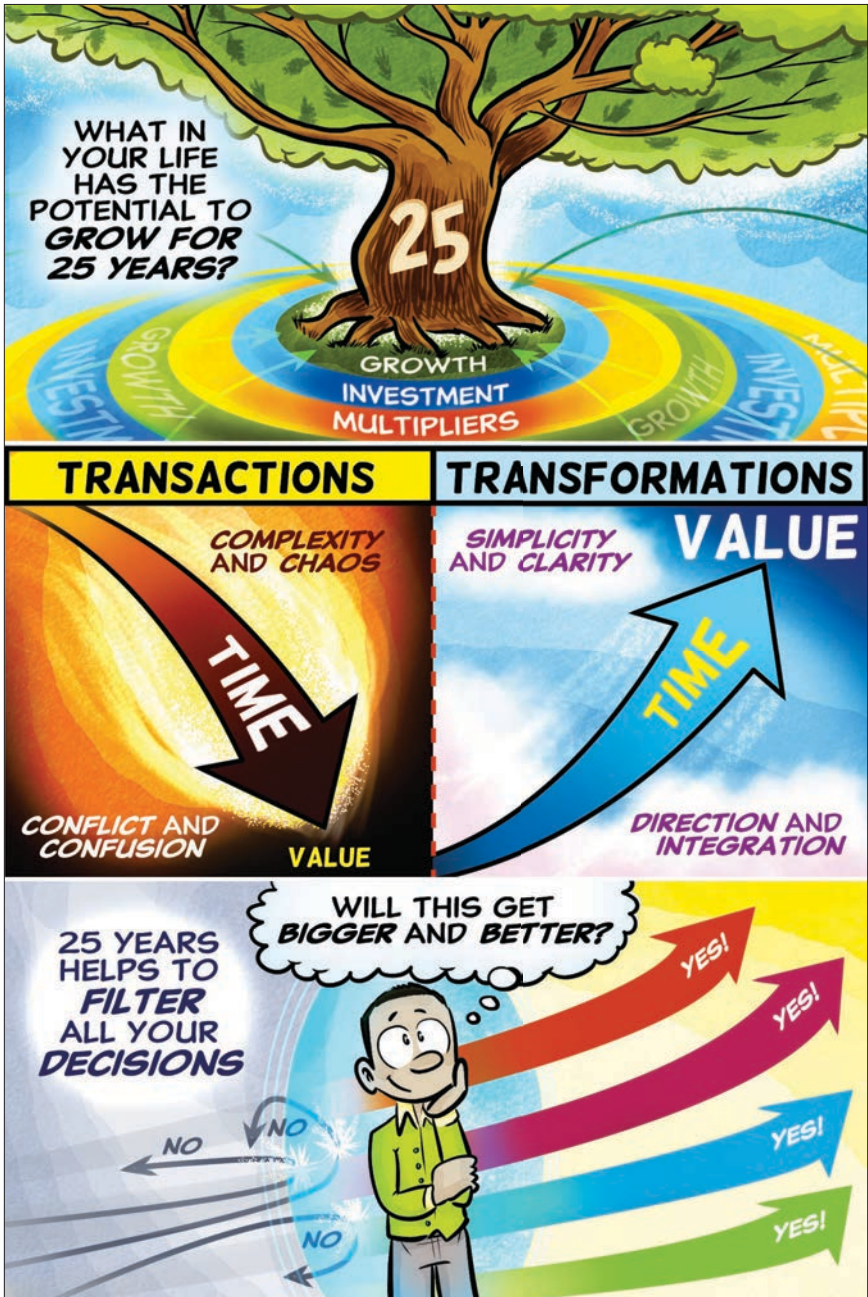
Growing from transactions to transformations.

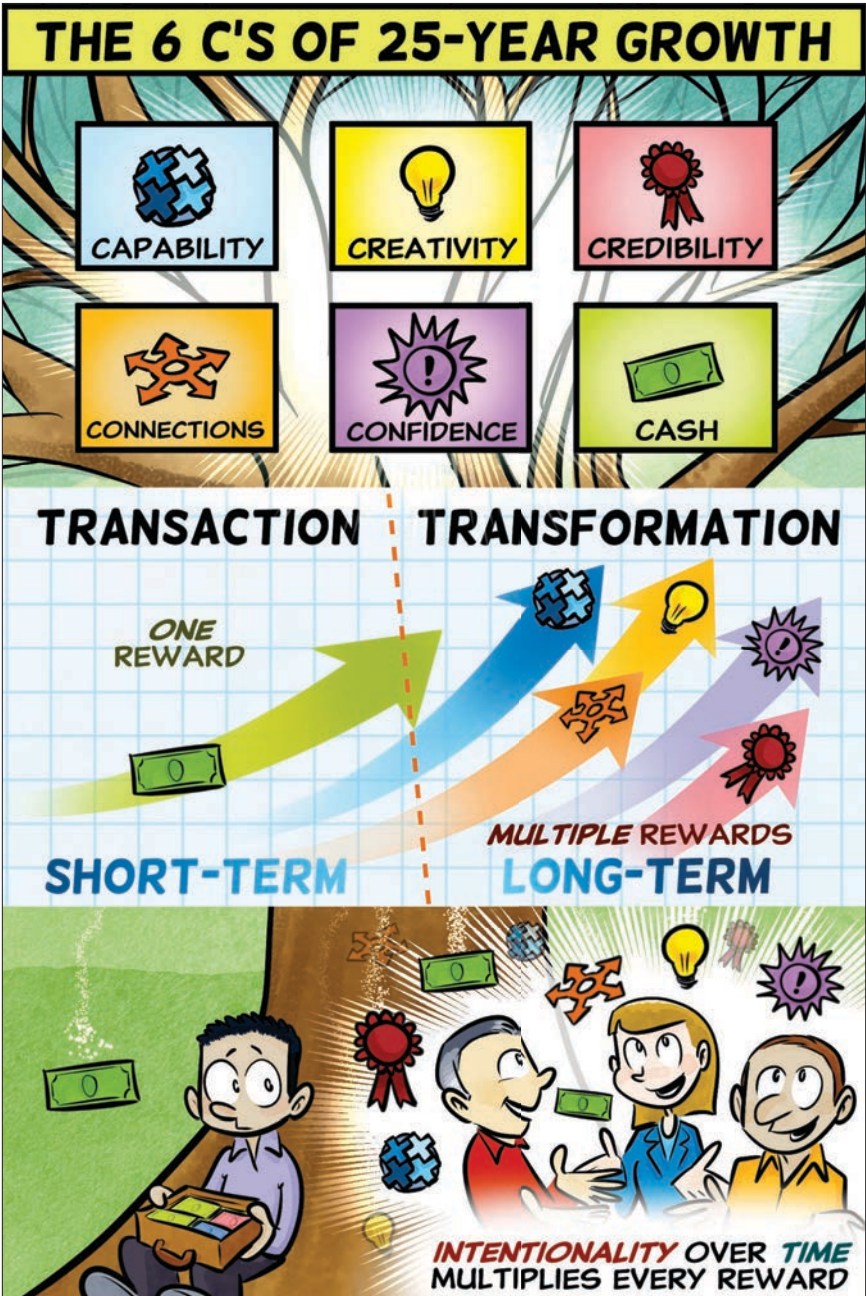
Short-term thinking is always quick, usually rushed, and often involves investments that produce minimal returns. In other words, it's *transactional*.

With a 25-Year Framework, on the other hand, your thinking is increasingly *transformational*. This means you can trust that you're going to maximize your investment and returns, and these results will increasingly improve every part of your personal and entrepreneurial life.

You'll enjoy working at a great pace that's continually fascinating and motivating for you and everyone around you.

This transformation also means, of course, that you always have more than enough time, and you're going to attract a team around you who will be there for the long haul, always interested in learning and growing. You'll take advantage of new technologies that have a lasting impact, and you're not going to get caught up in any energy-draining “stuff” coming at you. Your longer-term perspective protects you from everything that doesn't continually grow over a 25-year period. In short, transformation means that you always have an abundant way to look at things.





The 25-Year Framework gives you a filter.

The 25-Year Framework forces you to simplify your ideas and strip out the complications. Simple ideas last, and the best ideas are the ones that will transcend time.

This mindset allows you to be incredibly confident about your ideas in the present because you've put them through the filter and you know they're going to be bigger and better 25 years from now.

Having this filter means you'll make better choices about all of your marketplace relationships, about your products and services, about your growing networks of team members, and about every aspect of your personal development and expansion outside of work.

The “6 C’s” rewards of growing intentionally.

The vast majority of what this 25-year transformation does for you will be discovered along the way. You'll find out very quickly as you go along that the actual results are going to be extraordinarily bigger and better than the biggest goal you can think of right now. Your ambition and vision are going to grow. Your biggest measurable goal is also going to be much easier to achieve than you're imagining right now. Your capabilities, opportunities, and resources are going to expand exponentially—but only because you have a 25-Year Framework.

The biggest and best rewards of The 25-Year Framework are entrepreneurial multipliers that can be expressed as 6 C's—capability, creativity, credibility, connections, confidence, and cash:

Capability. Your personal and organizational ability to envision bigger results and achieve them quickly with little time and effort on your part keeps growing and extends into exciting new areas.

Creativity. Increasingly, you combine your growing capabilities with those of others to create entirely new opportunities for greater numbers of individuals.

Credibility. Your reputation for creating value in the world continues to expand through networks of other talented, successful, and ambitious multipliers.

Connections. More and more, you feel connected to situations throughout the world where the greatest growth and progress are taking place.

Confidence. You find that as you progress, quarter by quarter, through your intentionally created 25-Year Framework, an increasing number of global factors improve your daily confidence.

Cash. And, of course, there is more money—far more than you could have ever imagined. But all of it, no matter how large the amount, will always have intentional uses and purposes that expand your own future and the futures of everyone who encounters you during these 100 quarters.

As big as this rewarding vision of the future is, it gets surprisingly easier to achieve to the degree that you productively enjoy each of the 9,131 days that make up the 100 quarters of your next 25 years.

Chapter 6

New Time Frame “Tricks”

You keep finding new ways of expanding your creative and productive use of time.

In this chapter, I lay out eight “time tricks” from The Strategic Coach Program that will give you an advantage in the way you approach your time.

1. Changing Your Game

Visualize all of your work activities as three different types: A, B, and C. “A” stands for everything you find *irritating*. “B” represents the activities that are just *okay*—they’re not irritating, but they’re not very exciting either. Finally, there’s a smaller circle of activities that you find *fascinating and motivating*—that’s “C.”

Now, determine the three things you’re doing in each area of activity that use up most of your time. Calculate what percentage of your time you’re spending in each area right now. Then put together a game plan for the next 90 days that eliminates your time spent doing A activities, significantly reduces your time doing B activities, and increases your time doing C activities.

Finally, use this analysis to create your Moving Future decision-making for the next 90 days. In this way, you’ll find that each quarter’s progress increases the amount of your work time spent doing fascinating and motivating activities.

2. The 4 C’s Formula

The four stages of the 4 C’s Formula—commitment, courage, capability, and confidence—are a way of channeling and focusing your emotions and your ambitions so that *you can dramatically eliminate and bypass perfectionism and*

procrastination in all areas of your personal and work life.

The 4 C's process quickly and permanently enables you to move powerfully forward in all areas of your life with this simple formula: 1. Commitment creates Courage, 2. Courage creates Capability, 3. Capability creates Confidence, and 4. Confidence creates Commitment. Once you begin applying this to all of your growth projects, The 4 C's Formula liberates you from energy-draining perfectionism for the entire period of your 25-Year Framework.

3. The Lifetime Extender

When I was 43 years old, I had the idea that I wanted to live for a full century. Since I was born in 1944, partway through the 20th century, it would have to be the 21st. And living until the year 2100 would mean living to be 156 years old. This became my number in my head—the age I'm going to live to. Although it's only a concept, it's changed the way I approach my time. I consider how I want my life to be in my last year, and I work toward achieving those things now in terms of my health, relationship, mental, and financial goals.

By imaginatively extending my lifetime, I have total confidence that my biggest and best entrepreneurial achievements are still ahead of me and that they are all structured within a 25-Year Framework.

4. Free, Focus, and Buffer Days

One of the biggest “time tricks” in Strategic Coach is organizing all of your personal and work time into just three kinds of 24-hour days: Free Days for *rejuvenation*, Focus Days for *productivity*, and Buffer Days for *preparation*.

By differentiating my entrepreneurial life in this way for the

EIGHT STRATEGIC COACH "TIME TRICKS"

1. CHANGING YOUR GAME



FOCUS ON **FASCINATING AND MOTIVATING** BREAKTHROUGHS.

2. THE 4 C'S FORMULA



APPROACH EVERYTHING WITH **COMMITMENT, COURAGE, CAPABILITY, AND CONFIDENCE.**

3. THE LIFETIME EXTENDER



LIVE **DECADES** BEYOND NORMAL EXPECTATIONS.

4. FREE, FOCUS, BUFFER DAYS



INCREASE YOUR PERSONAL **REJUVENATION, PRODUCTIVITY, AND PREPARATION.**

<p>5. UNIQUE ABILITY TEAMWORK</p>  <p>UNIQUE ABILITY</p> <p>UNIQUE ABILITY</p> <p>EXPAND YOUR TEAMWORK WITH TALENTED INDIVIDUALS IN ALL AREAS.</p>	<p>6. THE GAP AND THE GAIN</p>  <p>IDEAL</p> <p>THE GAP</p> <p>GOAL</p> <p>THE GAIN</p> <p>START</p> <p>EXPAND FORWARD WHILE MEASURING BACKWARD.</p>
<p>7. THE LARGEST CHEQUE</p>  <p>COMFORT</p> <p>COMPLEXITY</p> <p>MULTIPLY YOUR BIGGEST AND MOST PROFITABLE SALES.</p>	<p>8. THE 10X MIND EXPANDER</p>  <p>10X</p> <p>GROWTH</p> <p>NOW</p> <p>BECOME A 10X BIGGER AND BETTER COMPANY.</p>

past 25 years, I've been able to establish and strengthen a predictable annual cycle of 155 Free Days, 180 Focus Days, and 30 Buffer Days. Because of the rejuvenation days, I never get burned out; because of the productive days, I keep achieving bigger and better results; and because of my preparation days, my organization keeps growing around me.

5. Unique Ability Teamwork

Everyone has a Unique Ability: a set of skills or activities they both excel at and have great passion for. Every time you complete the ABC process, your Unique Ability activities will be the ones you identify as “fascinating and motivating.” When you combine your Unique Ability (your “C” activities) with those of others, you get Unique Ability Teamwork.

In the 100 quarters of your 25-Year Framework, you can expand the time you spend in your own Unique Ability as well as the amount of time your company spends in Unique Ability Teamwork. The overall impact of this will be that your entrepreneurial company keeps achieving greater results with less time and effort.

6. The Gap And The Gain

The term “Gap” refers to measuring your achievements by your *ideals*, which will always make you feel like a failure. The term “Gain” means measuring your achievements by your *progress*, which will always make you feel like a success.

The “time trick” here is to permanently avoid spending any time feeling like a failure and increasing the amount of time you spend feeling successful. What you get from understanding The Gap And The Gain mindset are 100 quarters of greater satisfaction and enjoyment from all of your progress throughout The 25-Year Framework.

7. The Largest Cheque

Another trick is to look at your “Largest Cheque” — the average of the total amount of money you receive from your top five clients in a year—and increase that amount over the next 12 months. This will help to grow your bigger future and improve the quality of your relationships and your overall organization.

Indeed, the experience of feeling increasingly fascinated and motivated that comes from working in your Unique Ability also comes from spending more and more of your time each quarter with Largest Cheque relationships—those clients and customers who continually reward you with greater payment for your greater value creation.

8. The 10x Mind Expander

This eighth time trick is simple and powerful: Multiply your last year’s company revenues or profits by 10x and pretend that you have already achieved that breakthrough result. Then ask yourself what the 10x changes were that enabled you to grow your business in such an extraordinary way. As you move your mind 10x into the future, you begin to see the logic of how you can pull this off. This “mind expander” trick makes going 10x seem very doable. Finally, at the end of this exercise, you establish the future date when the 10x result will be achieved.

Each of these eight mental exercises helps you to think about time as something that is very flexible. Together, they enable you to be increasingly creative and productive throughout the entire 100 quarters of your 25-Year Framework.

Chapter 7

Increasing Everyone's Freedom

Your mastery of time increasingly enables others around you to be more confident and creative.

Growing up on my family's farm as the fifth of seven children, I was given an enormous amount of freedom. I was allowed to spend a lot of time on my own, and my mother gave me a lot of flexibility when it came to attending school or learning on my own in the library using a system I devised. Because of this very early experience of extraordinary personal freedom, I never really accommodated myself to the notion of operating within other people's time frames.

I developed The 25-Year Framework as one means of expanding my sense of freedom, and I share it with others to expand theirs.

Eliminating the pressure to get things perfect.

Because of my lifelong pursuit of and appreciation for ever-expanding freedom, one of the things I try not to do is to put time pressure on my team members, especially if they're doing a great job. Most people are quite gifted at putting their own time pressures on themselves—you don't have to add to the burden.

When you're operating inside of a 25-Year Framework in which every quarter is another chance to get things right, the pressure to achieve perfection is lifted off of you as well as off your team.

You know you'll get another crack at it. It's never perfect, but it's always getting better.

This "no perfection" mentality leads you to do the best you

can right now without putting yourself or others around you into the panic mode that comes with perfectionism.

In Strategic Coach, when we hire someone and feel that they really have something to contribute, we give them an enormous amount of time to figure things out, as long as they are engaged, enthusiastic, and working toward producing great results.

This approach to management attracts people who are interested in a bigger picture and in evolving their unique strengths and talents to make a bigger contribution and to play a different game.

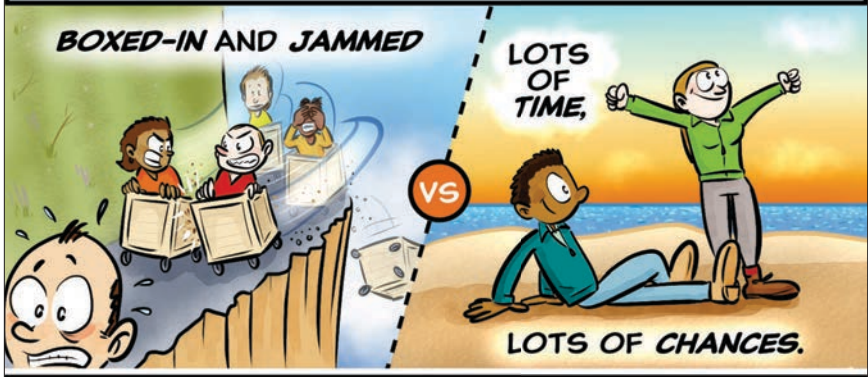
How you relate to time impacts others.

The 25-Year Framework allows you to be generous, not only with yourself, but with other people around you. Because you're not feeling the time pressures that other mindsets and other approaches to time impose on people, you don't impose them on anyone else. You're more willing to give them the freedom of time that you're experiencing, and you know that this investment will yield exponential results.

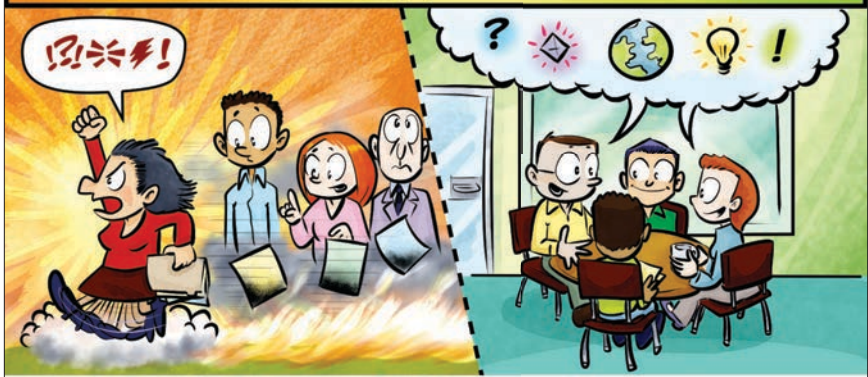
How you relate to time directly impacts how you relate to others. For example, the more that time slows down for you, giving you the feeling of having more than enough time for yourself, the more you expand the time you have for others, including your team members. Your ability to multiply creative teamwork in your company is a result of the 25-year mindset.

Your mastery of your own time shows up in the full attention you give others and in your ability to fully listen to and

25 YEARS ELIMINATES THE PRESSURE TO BE PERFECT

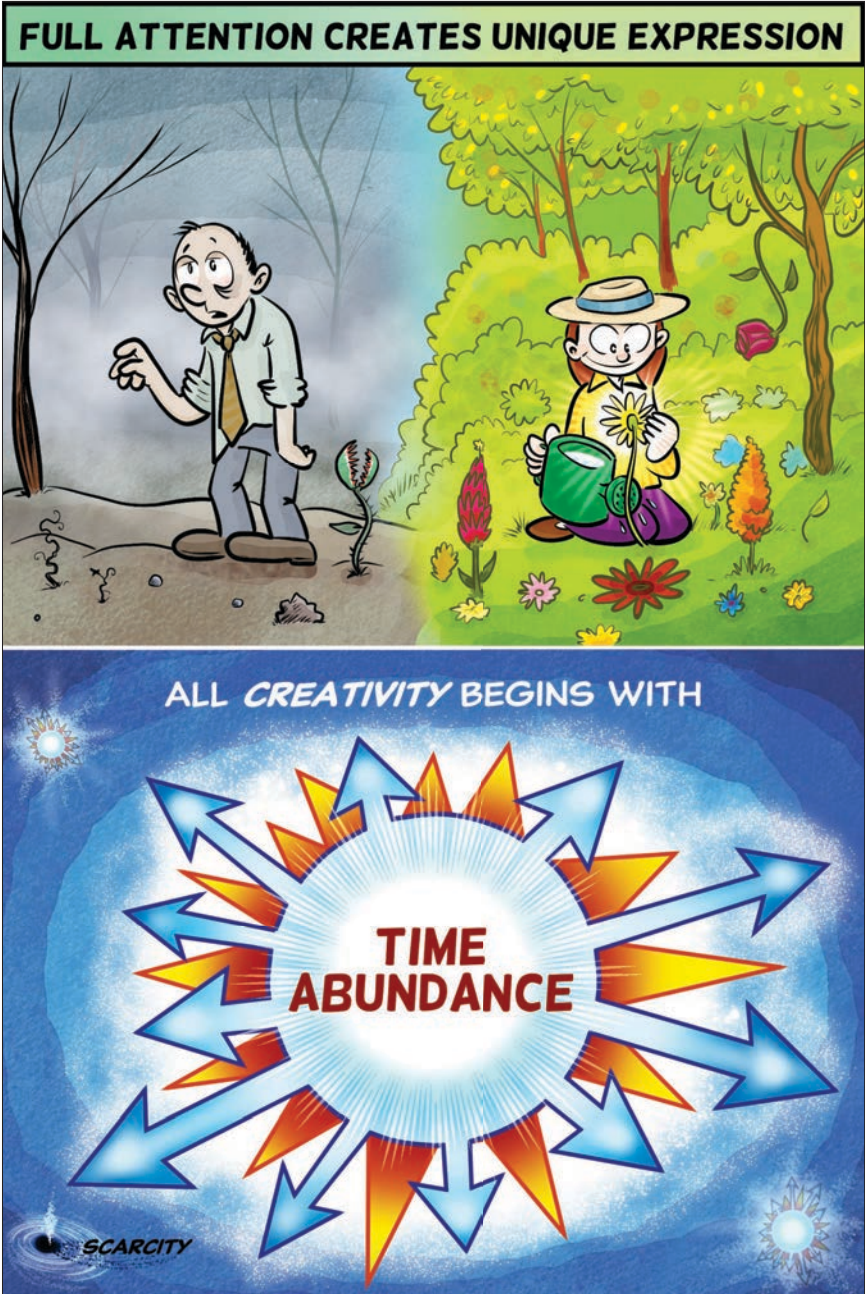


HOW YOU TREAT TIME IS HOW YOU TREAT OTHER PEOPLE



TIME ATTENTION TRIGGERS GREAT TEAMWORK





understand them, with the result that everyone who encounters you comes away with the sense that they're important to you. Because of your growing "time generosity," others are increasingly motivated to think, say, and do new things. It inspires, rather than stamps out, creativity in others.

Great teamwork is triggered by "time attention."

I believe that all individual greatness that can be seen is the result of great behind-the-scenes teamwork that is not seen. Teamwork, in turn, is triggered by the time and attention that one person gives to another.

This full focusing of time and attention conveys a powerful, motivating purpose and commitment. When you communicate this to everyone around you, their confidence jumps. Because they have your time and attention, they automatically become more creative.

None of this happens when you habitually trap yourself in a neverending series of short-term time frames. None of this happens when you convey that you don't have enough time. If you feel that you never have enough time for yourself, you'll also have little or no time to focus on others. And they'll feel that you're not interested and that they're not important to you. You continually lose the possibility of teamwork.

But when you do feel you have enough time, your 25-year mindset continually increases the amount of confidence and creativity around you. One of the most important breakthroughs you derive from strengthening your 25-Year Framework is more focused teamwork with a growing number of other talented, successful, and ambitious individuals whose support makes you increasingly productive.

Full attention creates greater unique expression.

The high points of our lives are when we're provided with the time and full attention of another person. We consider these highlights for two reasons: One, it's not commonplace. Two, all sorts of really interesting things happen to your thinking when you know you're not competing for the other person's time and attention.

If you're competing for the other person's time and attention, you're going to commoditize your experience. You make it common. The more time you're given, however, the more you describe and express your experience uniquely because you don't feel the other person is going to cut you off or tune you out.

Being able to tap into and express the uniqueness of your experience is the beginning of all creativity.

Instead of translating it through conventional terms, you communicate it directly to the world in the way you actually experience it without the fear of being ignored or not taken seriously. As you do this, you get more fully into the experience of expressing yourself uniquely.

If that same time and attention you were given by someone is guaranteed in the future, you will be highly motivated to be even better at this the next time you're together with that person. That's the electricity of human interaction, and there's nothing else that can trigger this except the full attention and time of another human being. This can only come about when you give yourself freedom of time and when you recognize the abundance of time you have, which allows you to always be present.

Chapter 8

Escaping From Time Tyranny

You feel yourself and your future less and less controlled by outside expectations and demands.

Thomas Edison thought that sleep was a waste of time. He could see the huge impact of his ideas and was tortured by what he saw as insufficient time available to achieve his goals.

He permitted himself to sleep no more than four hours a night and would take “working naps”: He would sit in a chair to prevent himself from falling completely asleep and would hold metal ball bearings in each hand, positioned over metal saucers on the floor. The moment he fell completely asleep, the ball bearings would fall onto the saucers, and he’d be woken up by the sound and then continue to work in this semi-conscious state.

He was so consumed with his lack of time that he insisted those who worked for him also function on very little sleep.

To him, time was a scarcity. He probably thought that his way of managing time was the secret to being so creative and productive.

But the truth may have been that Thomas Edison would have been much more successful for a longer period of time if he had understood the extraordinary multiplier impact of having a time frame and mindset like The 25-Year Framework.

When you’re inside of The 25-Year Framework, time becomes more abundant and, as a result of this, you become increasingly creative and productive with each

passing quarter. The more you achieve inside of the 25-year mindset, the more you are rewarded with a greater abundance of time, leading to even greater achievement.

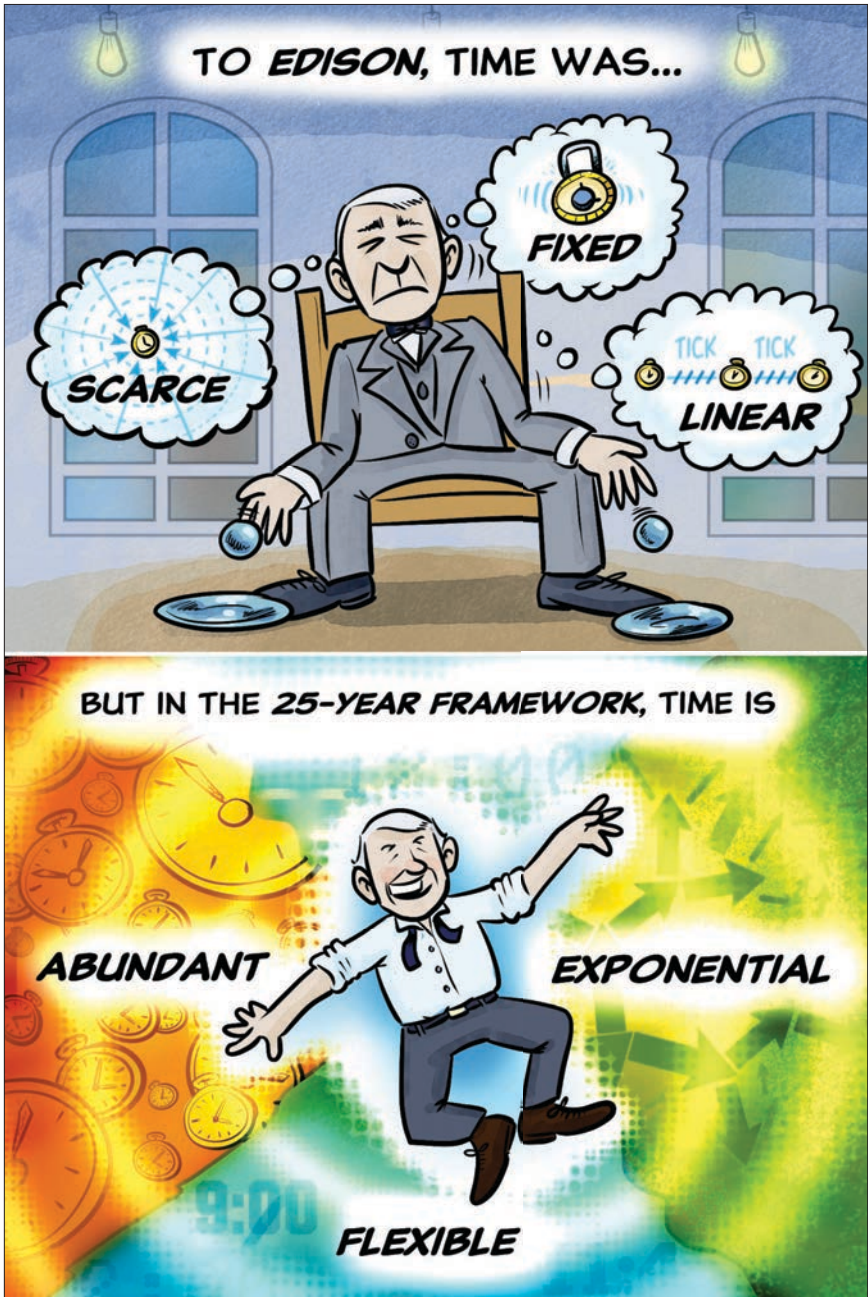
Time that is abundant, flexible, and exponential.

Extraordinarily successful entrepreneurs like Edison want to become masters of their time but end up being prisoners of a self-imposed tyranny, always trapping themselves in three ways:

1. *They believe that time is scarce* when in fact time is as abundant as you want it to be. It all depends on your mindset.
2. *They believe that time is fixed* and if they don't use it, then they've lost it. But time is actually a flexible and malleable resource that grows with your imaginative uses for it.
3. *They believe that time is linear* and that everyone experiences it the same way. But if you have an imaginative mindset about time, you experience it in unique ways that are increasingly exponential.

“Time tyranny” is the result of believing that time is scarce, fixed, and linear. The 25-Year Framework, on the other hand, as soon as you choose it as your mindset, increasingly makes you aware that time is abundant, flexible, and exponential.

It's a choice that will make all the difference in your world for the rest of your life.



FOUR TIME PREDICTIONS: YOU WILL...

- 1** LOVE ESCAPING TIME TYRANNY

- 2** WHO I AM WHERE I AM WHAT'S POSSIBLE
BECOME MORE CONSCIOUS

- 3** ACHIEVE BIGGER THINGS WITH LESS EFFORT

- 4** BECOME MORE AMBITIOUS


ENTREPRENEURS ARE KEENLY INTERESTED

WE WANT THIS!


Four predictions about your transformed time.

Rather than working harder and longer (and depriving yourself of sleep), adopting the structure of a 25-Year Framework allows you to work less busily (and frantically) while being more productive. It introduces daily focus on energizing achievements that multiply your sense of value, meaning, and enjoyment.

Here are four predictions for you that I can confidently make from my own experience of intentionally completing my first 25-Year Framework period from 1978 to 2003, and from moving forward in the current period that ends in 2039:

You'll love escaping from the tyranny: Everyone has had the isolating and anxious experience of feeling pressured and jammed by the sense of never having enough time. The moment you switch your mindset to the framework, the anxiety and pressure immediately disappear and you have a growing confidence that they will return less and less.

You'll become more conscious: As your confidence grows inside the framework, so does your awareness. You become increasingly more conscious of the value of your daily opportunities to grow and make progress. Your existing relationships, situations, and commitments become more valuable and meaningful. Everything is more enjoyable and rewarding, and your excitement about tomorrow grows.

You'll achieve bigger things with less effort: Other people will love being around you as you transform your sense of time because they'll feel that they're also being transformed. They'll feel increasingly released from their anxieties and pressures regarding time and will also become more con-

scious of their present possibilities. They'll become more interested and engaged in ways that multiply the teamwork you can have with them. Bigger and better things will start happening in every area of your life, and these things will keep happening with far less effort on your part. Your growth and everyone else's will seem increasingly automatic and continually more enjoyable.

You'll become more ambitious: Ambition is a personal capability that can grow endlessly depending on the quality of your mindset about time. As you escape from the "time tyranny" mindset, you'll continually lose restrictions and limitations about what's possible for you in the future. Your clarity about new breakthroughs will sharpen, your motivation will jump, and your ability to energize and focus others around you will keep strengthening.

Entrepreneurs are keenly interested in this.

I'm a great believer in this new approach to time, but I think it's reasonable that many people would be very skeptical about my transformative claims. I've noticed something remarkable, though, when I share my experiences and insights about The 25-Year Framework with successful entrepreneurs: They are all keenly interested and motivated to know more.

What wouldn't they give to experience the benefits of having more time? What wouldn't they give to escape from the anxious and pressured tyranny of always feeling trapped in a time universe that is scarce, fixed, and linear? Again, it's a matter of choice. Knowing what I know, I encourage you to shift your mindset and see that you're only in your first quarter out of 100 and that your bigger future lies ahead.

Conclusion

Your Reward For Being An Entrepreneur

You made two decisions in becoming an entrepreneur. Now, you're ready for the best one.

When you became an entrepreneur, you made two fundamental decisions:

1. *To relieve the rest of the human race of any responsibility for your financial security and business success.*
2. *To not expect any opportunity to be open to you until you first create value for others.*

Both of these are enormously liberating thoughts. In this book, I've introduced you to another one: The 25-Year Framework as a new structure for taking responsibility for your life and creating value for others.

As an entrepreneur, you've given yourself the freedom of having the most creative possible relationship with time.

Because you've declared independence in other crucial areas, it puts you in a position to develop a totally different relationship with time than most people experience.

You can do anything you want with time.

What The 25-Year Framework does is give entrepreneurs the maximum freedom for having the most ambitious and creative thoughts about their future. It lays out the structure to do this, not only on a continual basis, but on an accelerating basis.

It's important to realize that you can play with time and put in all sorts of structures like the ones I have suggested on the previous pages, and as soon as you do this, your brain

responds to it.

By being increasingly creative with your time, you can be creative with everything else in your life.

As you gain momentum within The 25-Year Framework, you gain a growing sense that you can do anything you want with your time, as long as you think of 25 years in terms of 100 quarters, and as long as you see each of these quarters as just one percent of the whole framework.

And so long as you use the Moving Future thinking process to create five multiplier projects in each quarter, you can do anything you want with your time.

You no longer have to compete with yourself.

Everything that develops, expands, and grows in the world is based on structure, but most people don't have that attitude toward time. With a 25-Year Framework, you'll make your time structure as productive as possible.

You'll allow yourself to have full attention because the time you've given yourself to complete a task within this structure isn't competing with anything else.

There's nothing else pressing on your mind while you're working on a specific project in the time you've given yourself to focus on it.

Many people feel anxiety about time because their brains are so full. They see everything they want to do as having to be done *right now*, all at once, and everything is competing with everything else.

THE TWO ENTREPRENEURIAL DECISIONS

1

I AM **100% RESPONSIBLE** FOR MY SUCCESS AND ECONOMIC SECURITY.



NO ONE ELSE CAN DEMAND

RESPONSIBILITY

2

I DON'T EXPECT ANY OPPORTUNITIES UNTIL I'VE **CREATED VALUE** FOR OTHERS.



NO ONE ELSE CAN JUDGE

VALUE CREATION

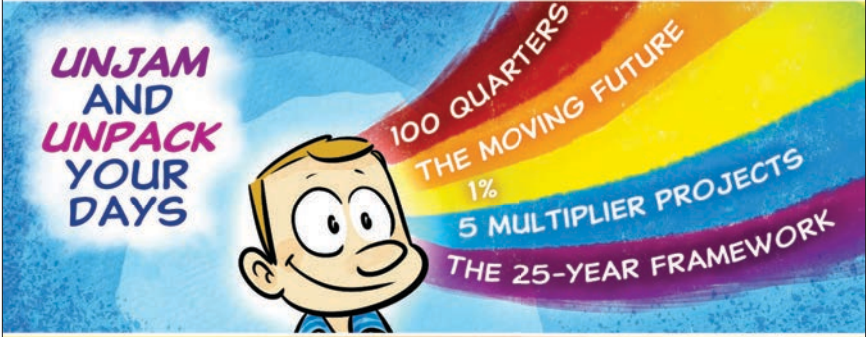
YOU CAN DO ANYTHING WITH YOUR TIME



PRE-DECISION



POST-DECISION



A MORE ENJOYABLE WORLD IN EVERY WAY!



Conclusion

But when you're focused just on the one percent—one quarter out of 100—and only on your most important projects for that quarter, everything is allowed the space and creativity to develop.

Having fewer things on your list slows time down. The more things on your list, the less you're spending focused time on them. But when you give yourself only a few important things to get done in a day—my recommendation is just three—you'll find you get rid of time pressures and can be completely present with no distractions.

Unjamming and unpacking your days.

People don't tend to respond well to nonstop, constant competition, and yet many entrepreneurs set up their time systems in such a way that they're competing with themselves. Nobody else is putting this time pressure on them. Rather, the competition is inside of their minds where there are all sorts of demands on them that are entirely self-generated due to the way they fail to structure their time. Their sense of time feels continually jammed because their days are completely packed.

But this has nothing to do with your entrepreneurial future. This doesn't have to be your sense of time. As an entrepreneur, you have already relieved other people of any responsibility for your success in life, and you take complete responsibility for generating your own opportunities by creating new value for others.

Since you've already liberated yourself in a major way with these two entrepreneurial mindsets, it seems only logical

and sensible to now develop a mindset where you take *total ownership of your time*.

The 25-Year Framework provides an evolving, flexible, and adaptable structure that continually enables you to be more creative and productive as an entrepreneur.

A more enjoyable world for you in every way.

Right now, if you're like the many anxious and pressured entrepreneurs I've described, you have a mindset about time that isn't consistent with your decision to take responsibility for your success and your future. Your mindset about time doesn't really support your desire to create ever-greater value for other people. So now is the *time* to transform your entire thinking and approach toward time.

When you limit your days to only three important things, and you limit your goals per quarter to only five multiplier projects, knowing that you have an abundance of 100 quarters over the next 25 years to achieve your bigger future goals, you're conscious, you're intentional, you're focused, you're present—and that's what creates the impact.

By incorporating The 25-Year Framework into your life, along with the other time-based mindsets and “time tricks,” you grant yourself greater and greater permission to do all sorts of things you *want* to do rather than the things you think you *have* to do. Your freedom of time expands. Your freedom of money expands. Your freedom of relationship expands. Your freedom of purpose expands.

It's a more enjoyable world for you in every way.

The Strategic Coach Program **For Ambitious, Collaborative Entrepreneurs**

You commit to growing upward through three transformative levels, giving yourself 25 years to exponentially improve every aspect of your work and life.

The 25-Year Framework is a crucial capability and a natural result of everything we coach in The Strategic Coach Program, a quarterly workshop experience for successful entrepreneurs who are committed and devoted to business and industry transformation for the long-term, for 25 years and beyond.

The Program has a destination for all participants—creating more and more of what we call “Free Zone Frontiers.” This means taking advantage of your own unique capabilities, the unique capabilities around you, your unique opportunities, and your unique circumstances, and putting the emphasis on creating a life that is free of competition.

Most entrepreneurs grow up in a system where they think competition is the name of the game. The general way of looking at the world is that the natural state of affairs is competition, and collaboration is an anomaly.

Free Zone Frontier

The Free Zone Frontier is a whole new level of entrepreneurship that many people don't even know is possible. But once you start putting the framework in place, new possibilities open up for you. You create zones that are purely about collaboration. You start recognizing that collaboration is the

natural state, and competition is the anomaly. It makes you look at things totally differently.

Strategic Coach has continually created concepts and thinking tools that allow entrepreneurs to more and more see their future in terms of Free Zones that have no competition.

Three levels of entrepreneurial growth.

Strategic Coach members continually transform how they think, make decisions, communicate, and take action based on their use of dozens of unique entrepreneurial mindsets we've developed. The Program has been refined through decades of entrepreneurial testing and is the most concentrated, massive discovery process in the world created solely for transformative entrepreneurs who want to create new Free Zones.

Over the years, we've observed that our clients' development happens in levels of mastery. And so, we've organized the Program into three levels of participation, each of which involves two different types of transformation:

The Signature Level. The first level is devoted to your *personal* transformation, which has to do with how you're spending your time as an entrepreneur as well as how you're taking advantage of your personal freedom outside of business that your entrepreneurial success affords you. Focusing on improving yourself on a personal level before you move on to making significant changes in other aspects of your life and business is key because you have to simplify before you can multiply.

**THREE LEVELS OF
FREE ZONE FRONTIER**

25	26	27	28
29	30	31	32
33	34	35	36

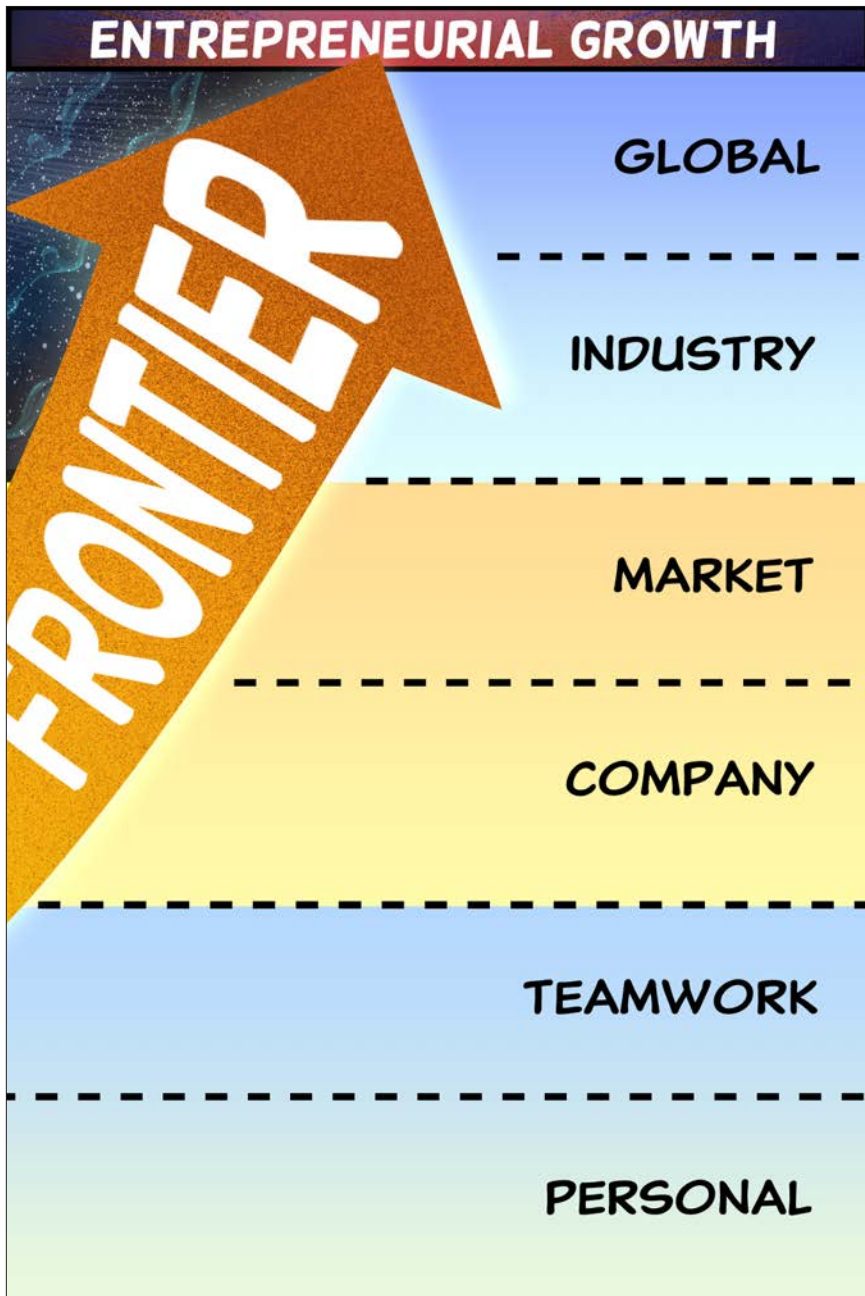
10X AMBITION

13	14	15	16
17	18	19	20
21	22	23	24

SIGNATURE

1	2	3	4
5	6	7	8
9	10	11	12

FREE ZONE



The second aspect of the Signature Level is how you look at your *teamwork*. This means seeing that your future consists of teamwork with others whose unique capabilities complement your own, leading to bigger and better goals that constantly get achieved at a measurably higher rate.

The 10x Ambition Level. Once you feel confident about your own personal transformation and have access to ever-expanding teamwork, you can think much bigger in terms of your *company*. An idea that at one time would have seemed scary and even impossible—growing your business 10x—is no longer a wild dream but a result of the systematic expansion of the teamwork model you’ve established. And because you’re stable in the center, you won’t get thrown off balance by exponential growth. Your life stays balanced and integrated even as things grow around you.

And that’s when you’re in a position to transform your relationship with your *market*. This is when your company has a huge impact on the marketplace that competitors can’t even understand because they’re not going through this transformative structure or thinking in terms of 25 years as you are. Thinking in terms of 25 years gives you an expansive sense of freedom and the ability to have big picture goals.

The Free Zone Frontier Level. Once you’ve mastered the first four areas of transformation, you’re at the point where your company is self-managing and self-multiplying, which means that your time can now be totally freed up. At this stage, competitors become collaborators and it becomes all about your *industry*. You can consider everything you’ve created as a single capability you can now match up with another company’s to create collaborations that go way beyond 10x.

And, finally, it becomes *global*. You immediately see that there are possibilities of going global—it's just a matter of combining your capabilities with those of others to create something exponentially bigger than you could ever have achieved on your own.

Global collaborative community.

Entrepreneurism can be a lonely activity. You have goals that the people you grew up with don't understand. Your family might not comprehend you at all and don't know why you keep wanting to expand, why you want to take new risks, why you want to jump to the next level. And so it becomes proportionately more important as you gain your own individual mastery that you're in a community of thousands of individuals who are on exactly the same journey.

In The Strategic Coach Program, you benefit from not only your own continual individual mastery but from the constant expansion of support from and collaboration with a growing global community of extraordinarily liberated entrepreneurs who will increasingly share with you their deep wisdom and creative breakthroughs as innovators in hundreds of different industries and markets.

If you've reached a jumping off point in your entrepreneurial career where you're beyond ready to multiply all of your capabilities and opportunities into a 10x more creative and productive formula that keeps getting simpler and more satisfying, we're ready for you.

For more information and to register for The Strategic Coach Program, call 416.531.7399 or 1.800.387.3206, or visit us online at *strategiccoach.com*.

About The Author

Dan Sullivan



Dan Sullivan is the co-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 is author of over 50 publications, including *The Great Crossover*, *The 21st Century Agent*, *Creative Destruction*, *How The Best Get Better*, and The Ambition Series of quarterly small books. He is co-author of *Who Not How*, *The Gap And The Gain*, *10x Is Easier Than 2x*, *The Laws of Lifetime Growth*, and *The Advisor Century*.



The 25-Year Framework

Everyone complains about time speeding up, so we've done something fast, easy, and simple to solve this problem for entrepreneurs around the world. The 25-Year Framework is a single solution for dozens of the most irritating and energy-draining time pressures that plague the business and personal lives of even the most successful entrepreneurs and their teams.

What's even better, the transformation from "time scarcity" to "time abundance" begins to occur in the 60 minutes it will take you to read this book.

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