



FUTURE FILE

Achieving The Unreasonable

As an aspiring member of the elite Genesis Alliance you're clearly ready to push the limits of your current reality: to reach for the unknown. And to do that, you need to be UnReasonable, and we're going to help you with that!

Using your inner well of Passion & Conviction, you'll have the answer to whatever you ask yourself. However you define UnReasonable, whether it's getting rid of fossil fuels or ramping up your business significantly and sustainably, these steps will make the outcome much more likely.

8 STEPS TO ACHIEVING THE UNREASONABLE:

- 1. Clear Outcome** — a vision of exactly what you want to create.
- 2. Intense Determination** — how badly do you want it? The bigger the goal, the harder you're going to fall. And you will fall. What will get you back up is why you want it.
- 3. High Stakes** — what "skin" have you put into the game? Also known as throwing your hat over the wall (now you have to climb the wall to retrieve it).
- 4. Smart Strategy** — create specific and measurable results and milestones to get there. Remember, what can be measured can be monitored. Vague goals get you vague results. Create your "what and by when" here.
- 5. System for Obstacles** — the bigger the goal, the bigger the obstacles. How will you manage them to move things forward?
- 6. Powerful Support** — if you think you can do this alone, most likely you are either fooling yourself or your goal is too small. Support helps you stretch, focus, and be accountable. Board of Advisors, business colleagues, mastermind groups, mentors and coaches are great for this.
- 7. Stay Open** — others may have better ways of accomplishing your goal. Listen, contemplate, decide, then act.
- 8. Powerful Questions** — it's easy to psych yourself out. "Why can't I land this client?" vs. "What is the fastest way to land this client?"