



Entrepreneur Fast Track



Part I: Exponential Times

Where were you 30 years ago?






Holiday Inn

www.hglasgowairportohotel.co.uk

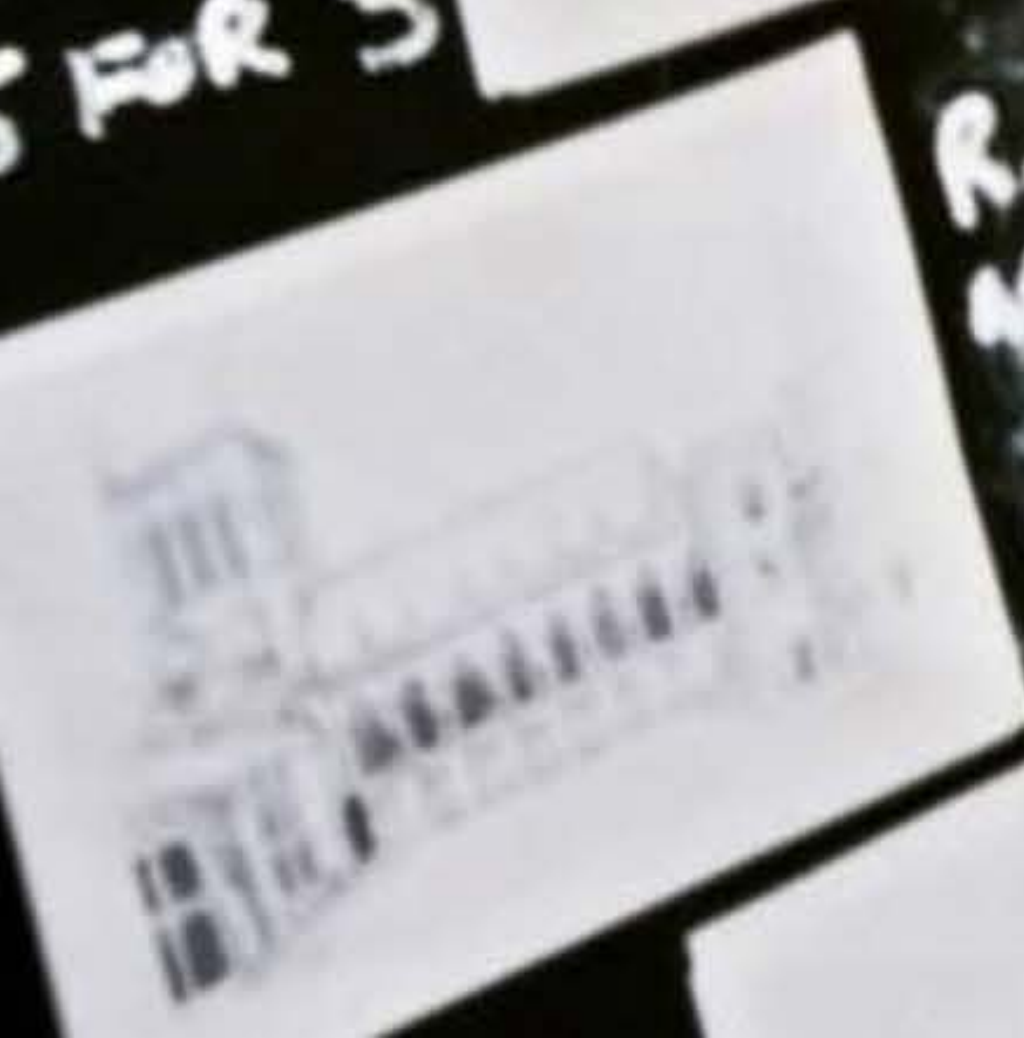
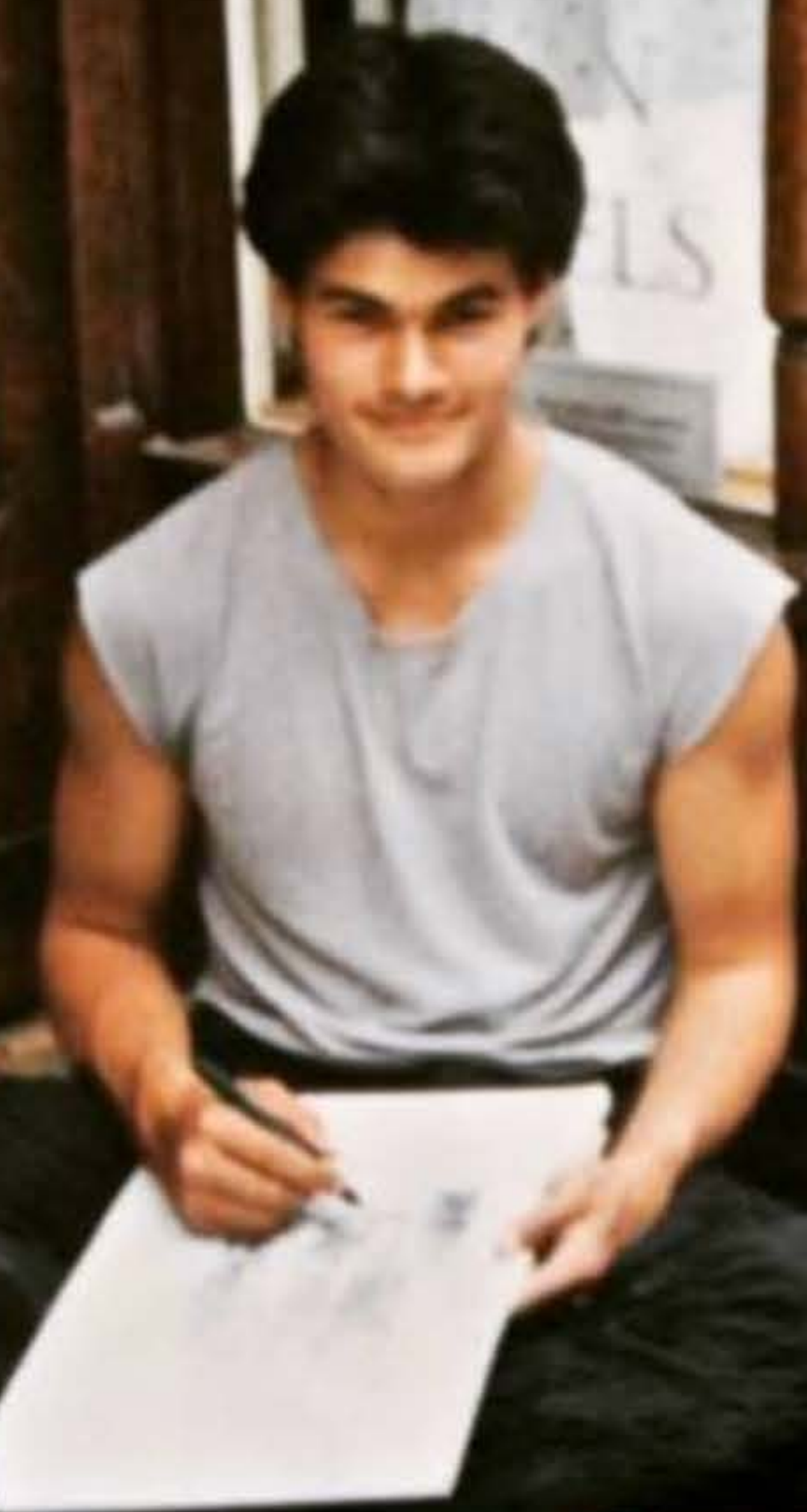
Holiday Inn
Welcomes
You to
Glasgow

 Cityscape Maps

UNIVERSITY OF
BRIDGE
COLLEGE
CHAPELS

PRINTS
ONLY
FOR \$

BY
R. HAMILTON
ARTIST IN RESIDENCE
AT
TRINITY
COLLEGE









THE *PayPal* MAFIA



Elon Musk
SPACEX



Peter Thiel
Palantir



Reid Hoffman
LinkedIn



Steve Chen
YouTube



Chad Hurley
YouTube



Premal Shah
KIVA



David Sacks
Yammer



Russel Simmons
yelp



Max Levchin
yelp

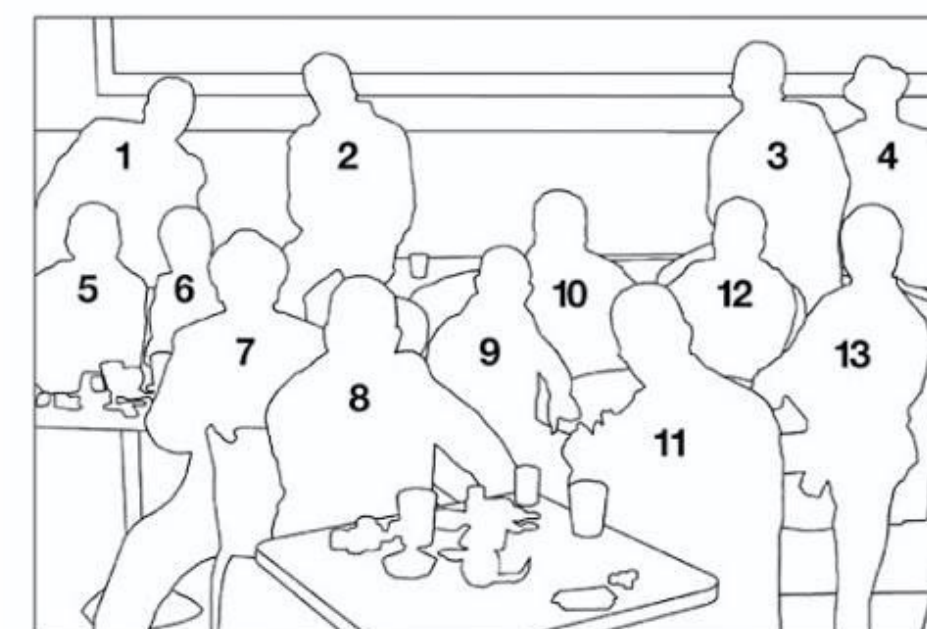


Dave McClure
500startups

Your network is your net worth



- 1 / **Jawed Karim**, co-founder, YouTube
- 2 / **Jeremy Stoppelman**, co-founder, Yelp
- 3 / **Andrew McCormack**, co-founder, Valar Ventures
- 4 / **Premal Shah**, president, Kiva
- 5 / **Luke Nosek**, co-founder, the Founders Fund
- 6 / **Kenny Howery**, co-founder, the Founders Fund
- 7 / **David Sacks**, CEO and co-founder, Yammer
- 8 / **Thiel**
- 9 / **Keith Rabois**, investor, YouTube and LinkedIn, and former COO, Square
- 10 / **Reid Hoffman**, founder, LinkedIn
- 11 / **Max Levchin**, co-founder, Slide, and chairman, Yelp
- 12 / **Roelof Botha**, partner, Sequoia Capital
- 13 / **Russel Simmons**, co-founder, Yelp



**MY PROCEEDS FROM
PAYPAL WERE \$180M.**

**I PUT \$100M
IN SPACEX,
\$70M IN TESLA
& \$10M IN
SOLAR CITY.
I HAD TO BORROW
MONEY FOR RENT.**

NEIL PATEL

-ELON MUSK

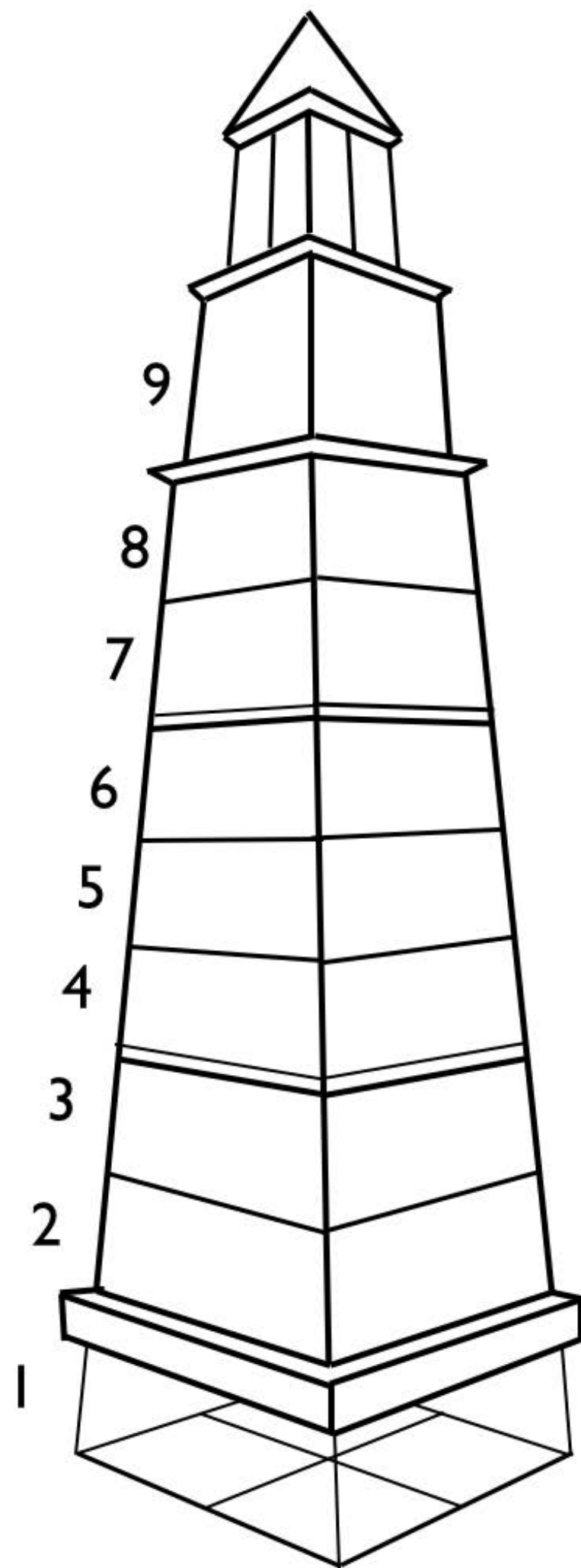


x10⁶

The Power of Zero



The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy
Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future
Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships
Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business
Am I growing my team and time to enable the business to run well without me?



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with
Have I found a repeatable pathway from my market's need to my solution that I can measure?



LEVEL 2
10 customers

Intimate user group to maximise value and market fit
Can I scale my solution to ten people such that they are willing to pay and refer me to others?

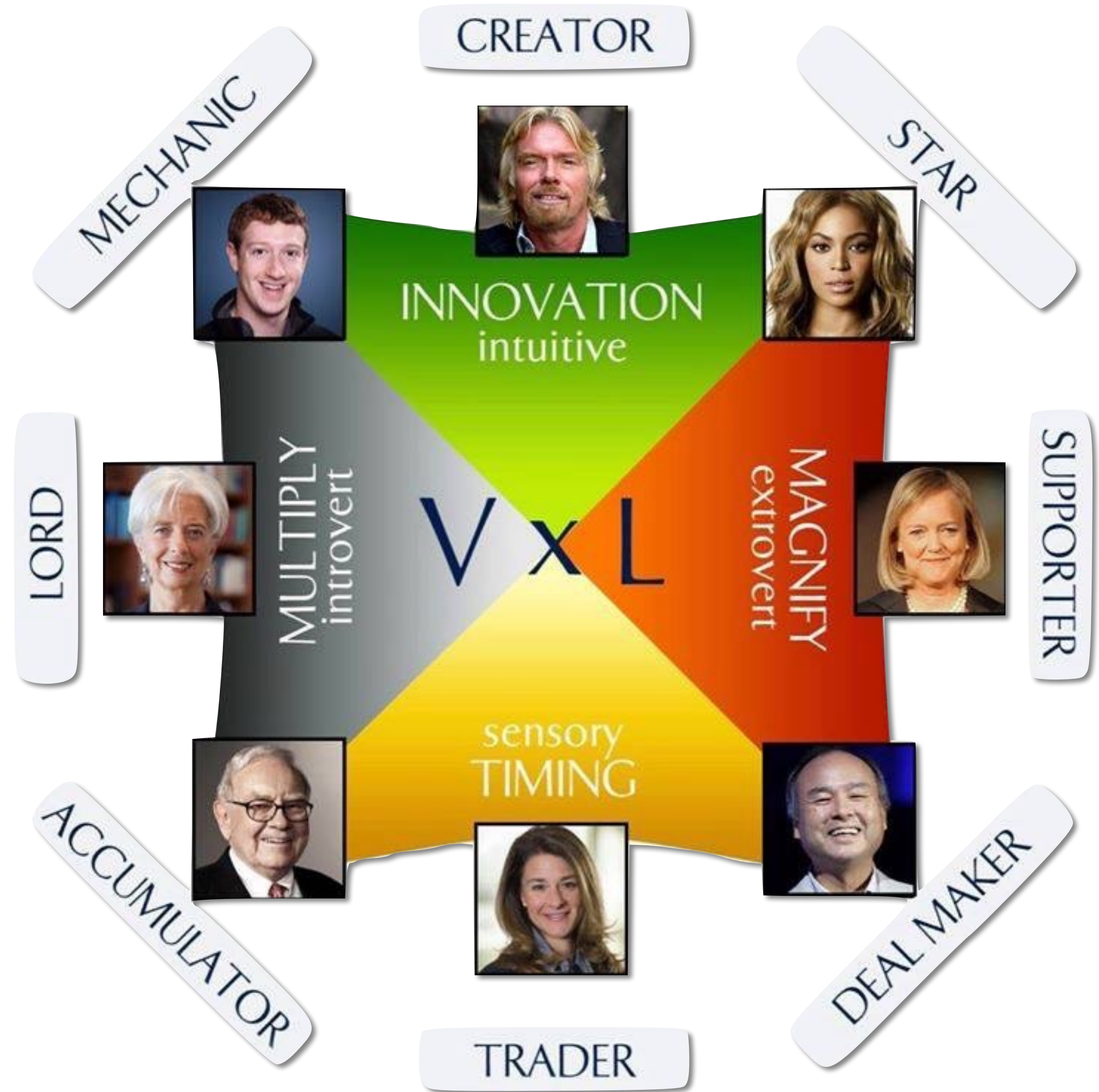


LEVEL 1
1 customer

Personal service to solve one person's problem.
Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Wealth Dynamics

Your natural path to your personal flow



Entrepreneur Dynamics

The No.1 agile system for entrepreneurs

Ultraviolet - Legend



Violet - Composer



Indigo - Trustee



Blue - Conductor



Green - Performer



Yellow - Player



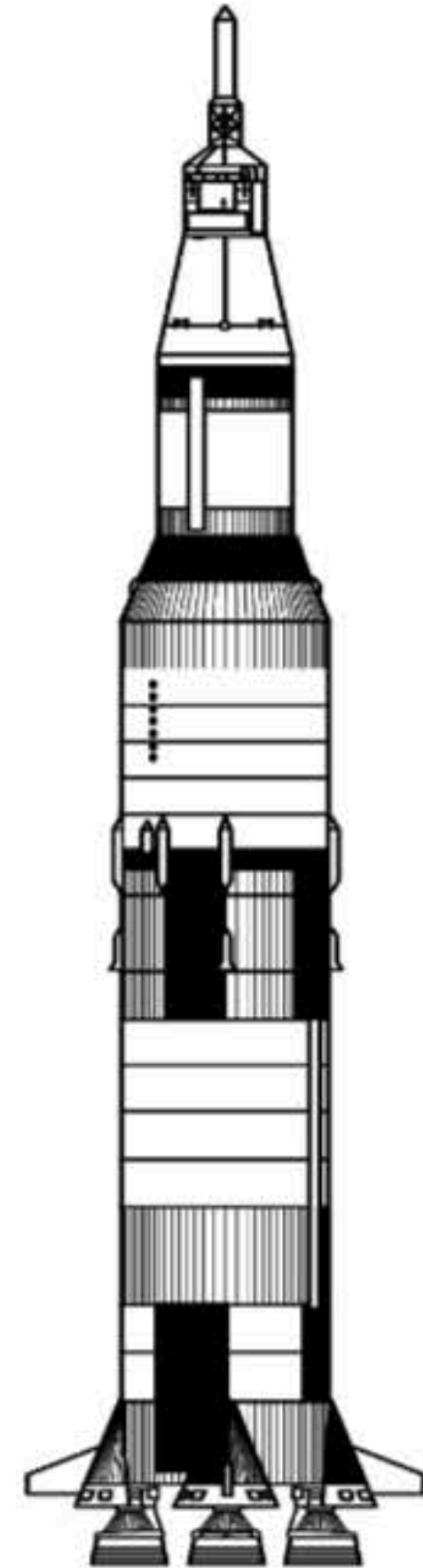
Orange - Worker



Red - Survivor



Infrared - Victim



Level 8

Level 7

Level 6

Level 5

Level 4

Level 3

Level 2

Level 1

Level 0



Talent Dynamics

Wealth Dynamics



Society 5.0

Leadership 5.0

Entrepreneur 5.0

1 Entrepreneur Impact Test

What's your level of flow and level of impact?


2 Wealth Dynamics

How to grow your flow

3 Impact Dynamics

How to grow your impact

ARE YOU READY FOR THE DIGITAL DECADE?

The background of the entire image features the Avengers team from the movie 'The Avengers' standing in a line against a dark, blue, textured background. From left to right, the characters are: Thor, Iron Man, Captain America, Black Widow, Hulk, and Hawkeye. They are all looking forward with serious expressions.

We're living in an age where it isn't possible to keep up with the pace of change and face the world's greatest challenges.

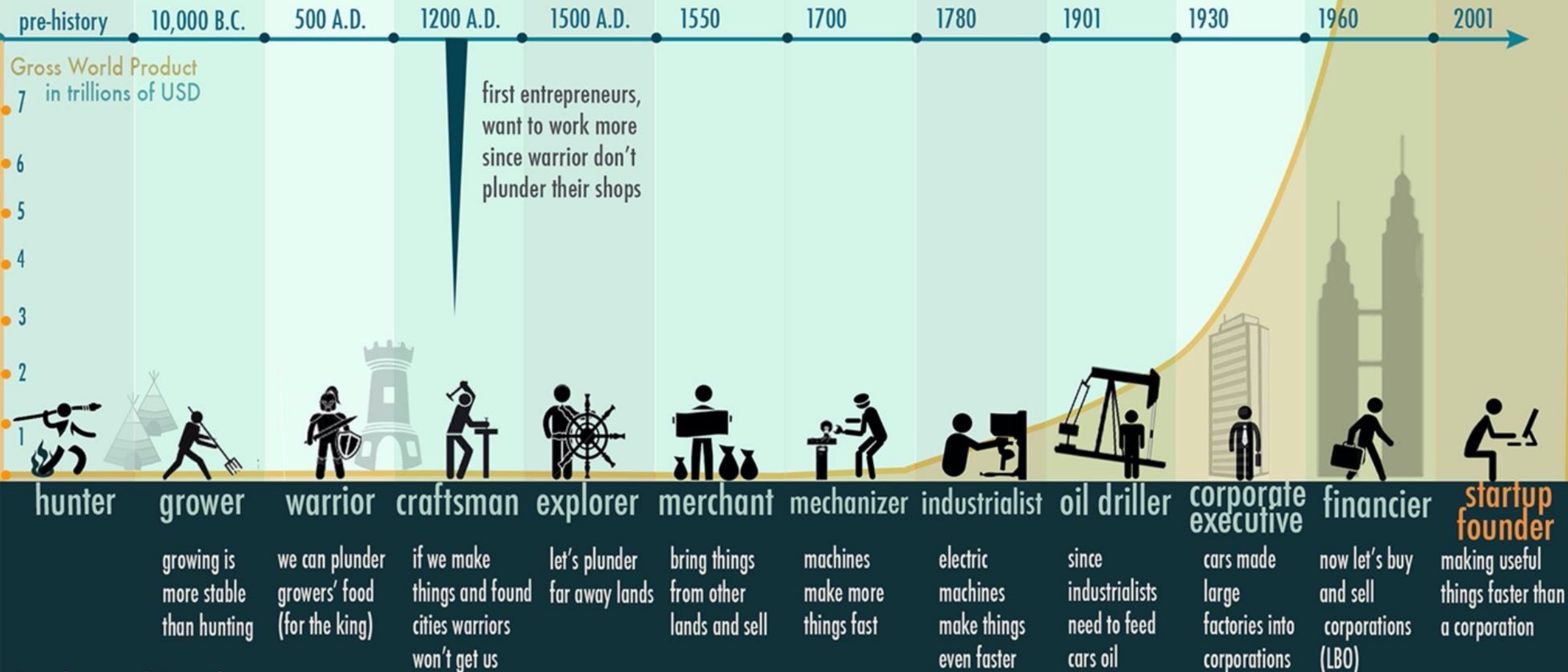
Unless we can unlock new superpowers.

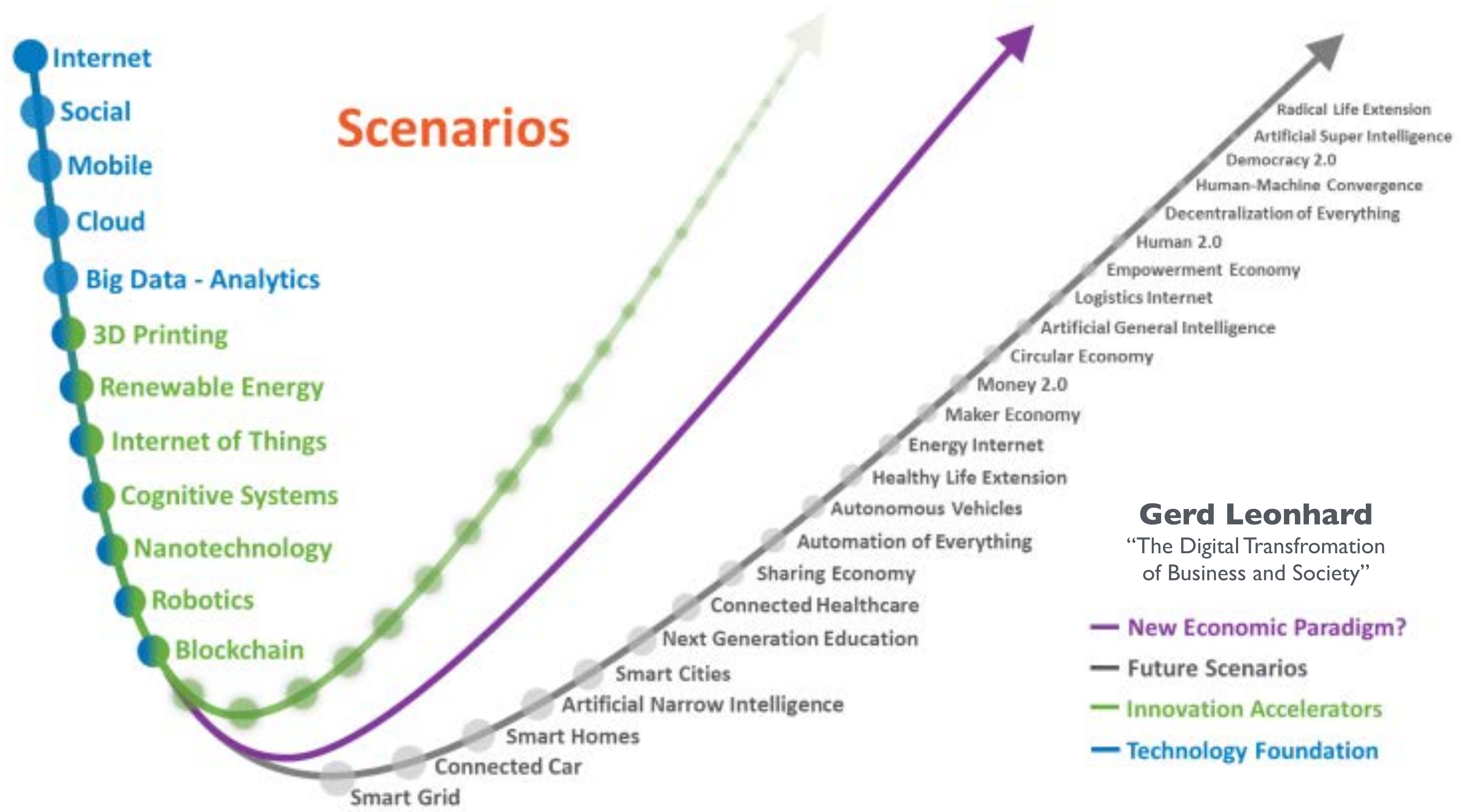
THE HISTORY OF OPPORTUNITY

by Anna Vital

How Humans Created Value and Made Money

in 2012
Gross World Product
\$71 trillion

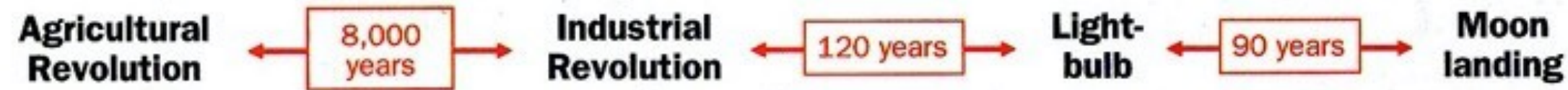




Gerd Leonhard
 “The Digital Transformation
 of Business and Society”

The Digital Decade: 2020 - 2030

1 The accelerating pace of change ...



2 ... and exponential growth in computing power ...

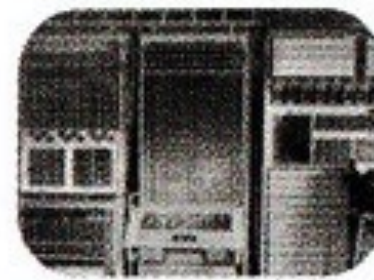
Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

COMPUTER RANKINGS

By calculations per second per \$1,000



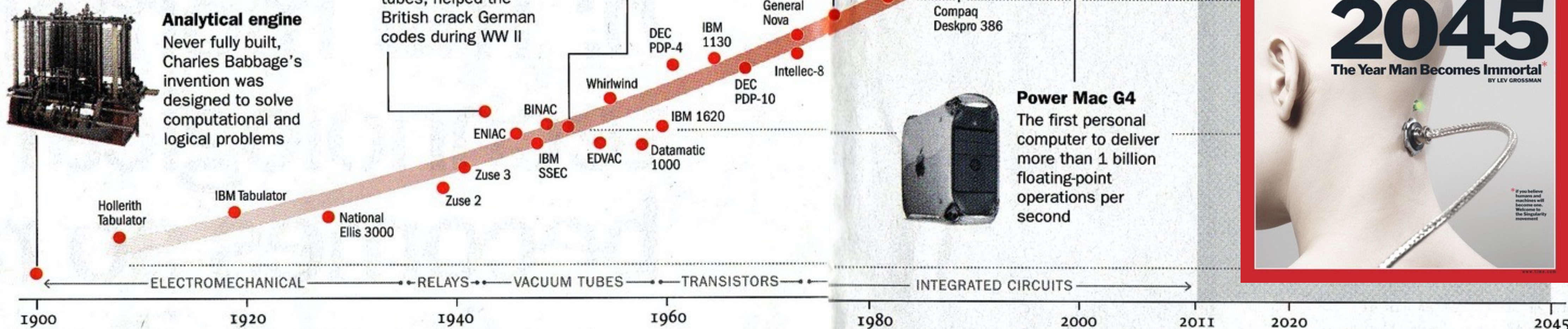
Analytical engine
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



Colossus
The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



UNIVAC I
The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



3 ... will lead to the Singularity



Apple II
At a price of \$1,298, the compact machine was one of the first massively popular personal computers



Power Mac G4
The first personal computer to deliver more than 1 billion floating-point operations per second



2045
Surpasses brainpower equivalent to that of all human brains combined

Surpasses brainpower of human in 2023




Surpasses brainpower of mouse in 2015

10^{26}

10^{20}

10^{15}

The “Father of Artificial Intelligence” Says Singularity Is 30 Years Away

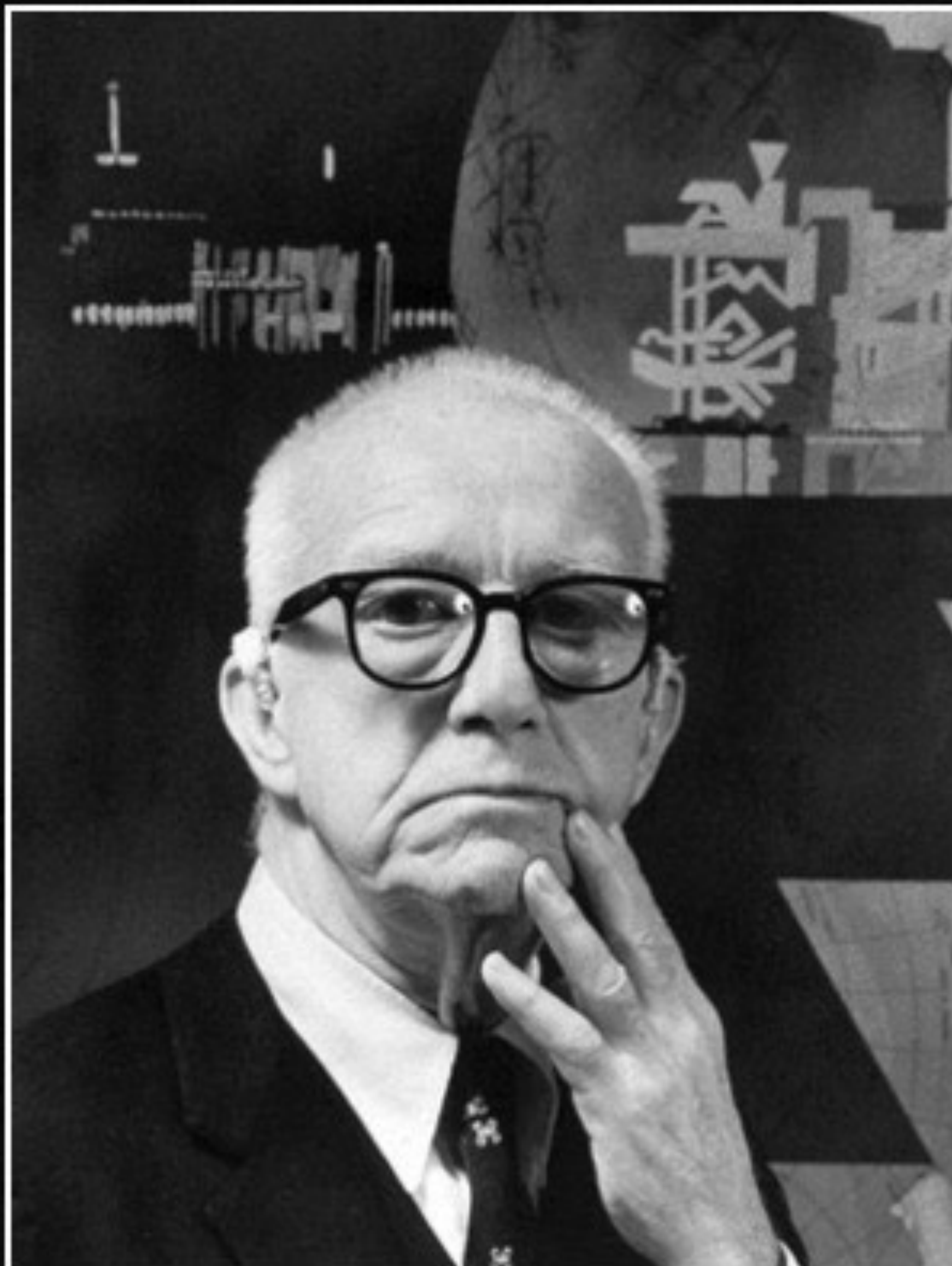
by Jolene Creighton on February 14, 2018  11124

At the [World Government Summit in Dubai](#), I spoke with Jürgen Schmidhuber, who is the Co-Founder and Chief Scientist at [AI company NNAISENSE](#), Director of the Swiss AI lab IDSIA, and heralded by some as the “father of artificial intelligence” to find out.

He is confident that the singularity “is just 30 years away, if the trend doesn’t break, and there will be rather cheap computational devices that have as many connections as your brain but are much faster,” he said.

Today, the world faces a number of hugely complex challenges, from global warming, to the refugee crisis. These are all problems that, over time, will affect everyone on the planet, deeply and irreversibly. But the real seismic change, one that will influence the way we respond to each one of those crises, will happen elsewhere.

“All of this complexity pales against this truly important development of our century, which is much more than just another industrial revolution.” Schmidhuber says. “It is something that transcends humankind and life itself.”



Whether it is to be Utopia or
Oblivion will be a touch-and-go relay
race right up to the final moment....
Humanity is in 'final exam' as to
whether or not it qualifies for
continuance in Universe

— *R. Buckminster Fuller* —

A composite image of Earth from space. The top half shows a bright sun with a lens flare effect, set against a dark background filled with stars. The bottom half shows the Earth's horizon with a blue atmosphere and a view of the planet's surface, including clouds and landmasses. The text "Part 2: The Impact Meter" is overlaid in the center in a white, sans-serif font.

Part 2: The Impact Meter

**MY PROCEEDS FROM
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-ELON MUSK



x10⁶

The Power of Zero





We've moved from the industrial age where it was all about the product and productization to the technological age where it's all about the customer and customization.

Instead of focusing at product development and production lines (which we learned about and were a part of at school), focus at customer experiences and customization lines.

Your business doesn't start when you have a product. It starts when you have a customer. So who is your perfect customer? Start from there and ask yourself (and them):

**Problem - What's the problem they need solved?
Promise - What's the benefit you deliver to them?
Product - How will you solve it better than others?
Proof - Why should they trust you?**

   Holly Rutter, Kyron Gosse and 27K others

9,094 Shares

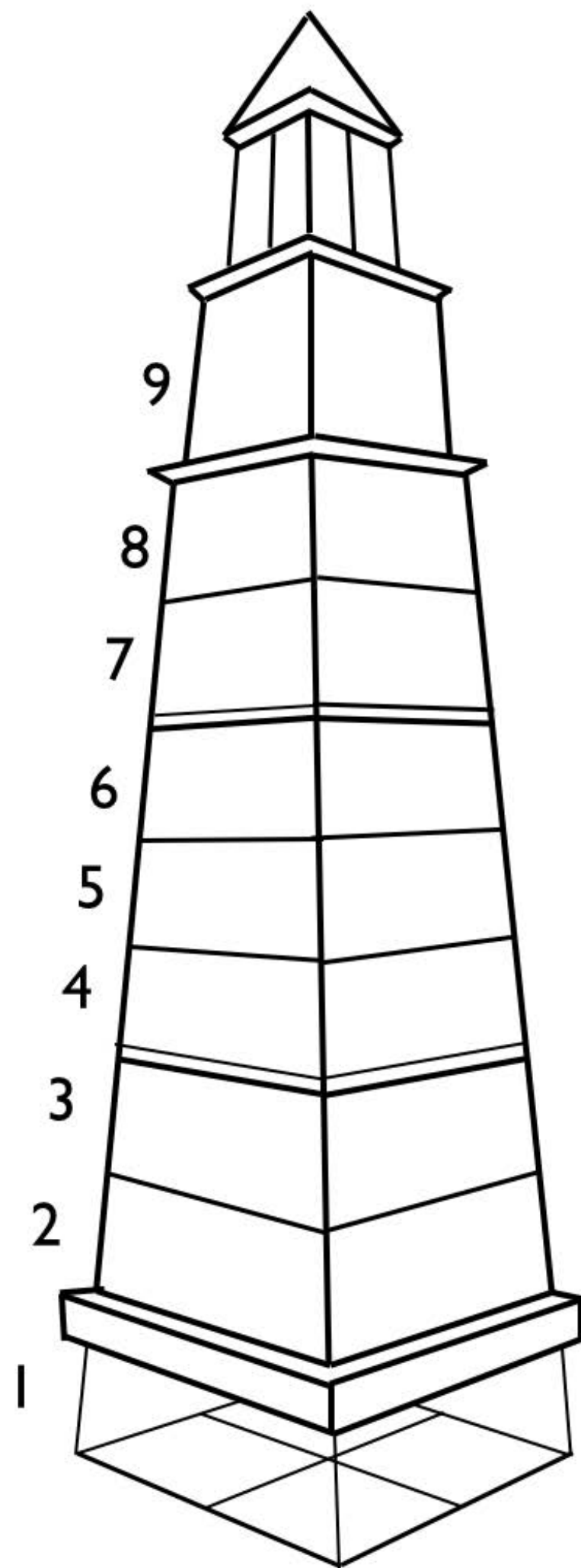
2.8K Comments



Write a comment...



The Impact Meter



LEVEL 7
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Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



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LEVEL 2
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Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?



LEVEL 1
1 customer

Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Level 1 Enterprise: 1 customer



Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Leadership

DO

Team up with others in flow, where you are directly in contact with your customer.

DON'T

Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.

Product

DO

Focus at solving your customers problem in a way that puts money in their pocket.

DON'T

Focus at trying to sell your product or do anything that isn't 100% focused at solving your customer's problem.

Customer

DO

Begin with someone who trusts you and who you see as your ideal customer

DON'T

Begin by building websites, brochures and fancy material with the expectation that if you "build it they will come".

Service

DO

Build a relationship through the service you provide with the goal to create a customer for life

DON'T

Rush on to a second customer once you have your first, expecting to be able to find customers faster than they leave.

Systems

DO

Leverage on the systems of others, with the time and effort you put in kept to a minimum

DON'T

Distract yourself with time and money being put into systems before you know what is of real value that you can and should replicate.

Level 2 Enterprise: 10 customers



Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

Leadership

DO

Build a contract team around delivering to your followers and community while you focus on your prospects and customers

DON'T

Hire too many too early, try and manage everything yourself, or delegate the customer co-creation too early.

Product

DO

Focus at finding out what is and isn't replicable in the solutions your customers find most value in.

DON'T

Get caught up in delivering results without turning your replicable value into a product, or productizing too early.

Customer

DO

Grow your customer base from people who trust you to people who trust them.

DON'T

Trying to scale to strangers who don't know or trust you too early, or staying with too few customers.

Service

DO

Deliver a service that results in repeat purchases and referrals from your user group.

DON'T

Abdicate service before you know what it takes to grow life time value through repeat purchases and referrals.

Systems

DO

Implement basic systems to track and serve your followers, community, prospects and customers.

DON'T

Get carried away with too many systems you don't need yet, or spend too much time in any one of the four lanes of your impact highway.



SUCCESS STORY: Deb & Jeremy Harris

www.growcfoco.com

Comfort Zone

Deb and her husband Jeremy's business offer a targeted range of strategic financial consulting services and team training to help grow people's business. Part of a very traditional business for 25 years, they had this idea as a "side hustle" that grew tremendously in the last 12 months. Just when they decided to take their business to the next level, Covid hit...

Next level

By applying a new Pivot Plan and implementing a new structure they were able to rapidly change their business in 6 months. They remodeled their practice and scaled quickly. Helping one client who achieved 16K in April to make 134K in April, along the way.

Results:

- 200 participants in a 5 day online challenge
- Profits are up 714%
- 300% return in investments
- 50%-60% growth in clientele

"Everyone of our programs is linked to a worthy cause. We exist to serve your purpose "

Member since 2015
Mechanic & Creator Profile



THE
SHINE AWARDS

Level 3 Enterprise: 100 customers



Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?

Leadership

DO

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

DON'T

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

Product

DO

Focus at combining your value with market leaders, to extend trust and flow across all four lanes.

DON'T

Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.

Customer

DO

Link your customer pathway from new followers through to new customers in a predictable and replicable way.

DON'T

Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.

Service

DO

Create a consistent service model that leads to predictable and replicable repeat business and referrals.

DON'T

Lose sight of service as your greatest source of revenue as you grow the front end of your business.

Systems

DO

Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.

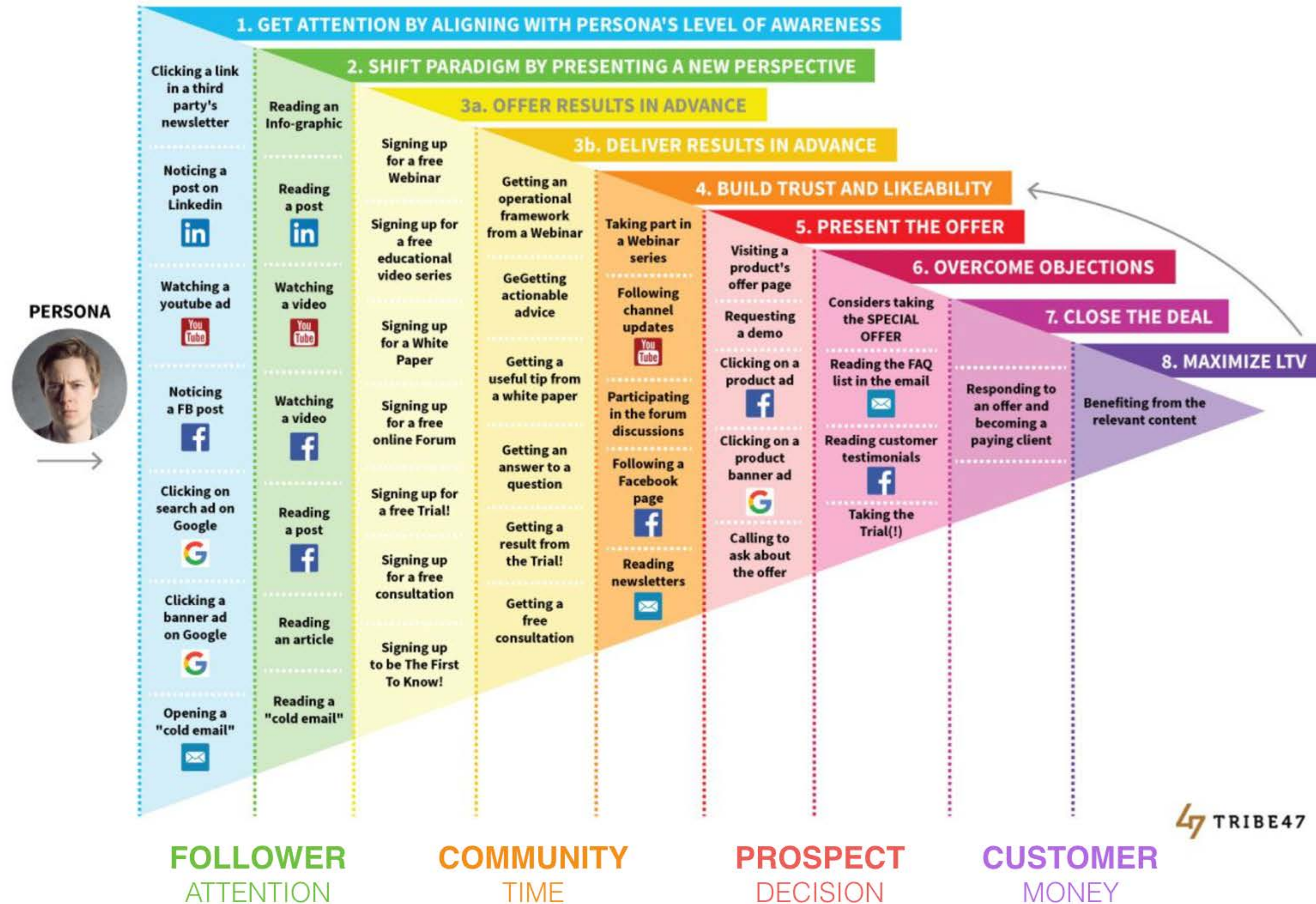
DON'T

Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.

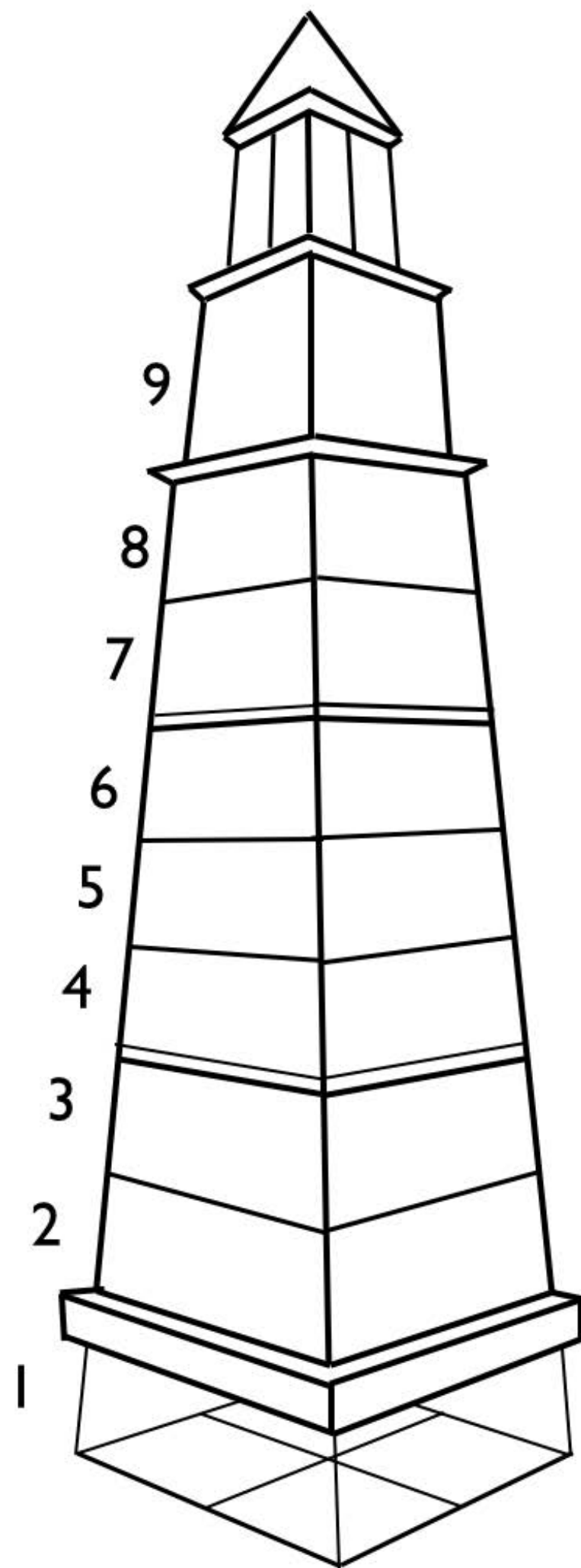
The Impact Highway

**“Controlled time
is true wealth”**

~ Buckminster Fuller



The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

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LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



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LEVEL 2
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LEVEL 1
1 customer

Personal service to solve one person's problem.

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Impact Metrics

		Followers	Community		Prospects		Customers			
			Engagement %		Registration %		Conversion %		Average \$	
	LEVEL 5 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	LEVEL 4 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	LEVEL 1 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K



SUCCESS STORY: Jonathan Boyd

www.breakthroughguitar.com

One Man Doing It All

Jonathan has a marketing background and is a guitar player who had a passion to use both skills to support budding guitarists to achieve their musical goals. He started as a solopreneur with a vision which quickly grew to a large community bring him in \$115,000+ per month.

Startup, small sales, one man doing it all.

Team of 9

Jonathan joined our Enterprise level Crystal Circle in Sept 2019, he's one of the quiet achievers who shows up, steps up, and immerses into massive action.

Results:

- Zero to 1 million gross in under 10 months
- 17,000+ clients
- ** May 2021, at \$500k per month and growing!



Member since 2019
Creator Profile



THE
SHINE AWARDS

Level 4 Enterprise: 1,000 customers



Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?

Leadership

DO

Build a Board to support you strategically, and attract operational leadership to manage each area of flow.

DON'T

Continue to try and manage the company on your own, or to become detached from the customer flow.

Product

DO

Focus at partnerships to enable your products to be offered by others in your market, including your customers.

DON'T

Over-leverage your product range without enough variety or novelty, or lose sight of the path your best customers are taking.

Customer

DO

Extend your customers beyond your own pathway to partner pathways, and vice versa.

DON'T

Rely on your existing customer base to expand on your own in competition with the rest of the market.

Service

DO

Extend your service to be customer-focused whether your customers buy from you or your partners.

DON'T

Try and hold on to your customers in a way that cannot scale, leading to a churn regardless of the value of your products.

Systems

DO

Upgrade your systems to ensure you can manage your business remotely with daily data steering your company.

DON'T

Have any part of your company still relying on manual processes when they can be automated or outsourced.

Level 5 Enterprise: 10,000 customers



Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?

Leadership

DO

Shift your focus to attracting resources in money and talent as your team grows the business.

DON'T

Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.

Product

DO

Ensure a full product range to serve your market now and in the future, with at least a three year product plan in place.

DON'T

Becoming too near-sighted in delivering what works today without anticipating what your customers will be needing three years from now.

Customer

DO

Grow those you are customizing for from your customers to your partners, investors, team and community.

DON'T

Expect to keep a leadership position by simply scaling your earlier success with the customers and team you have.

Service

DO

Grow your service to become a guardian for your community, with advocates and leaders rising from within.

DON'T

Try and keep a division between your value delivery and your customer's value consumption, with the inevitable loss of trust.

Systems

DO

Invest in world class systems to provide fully seamless and scalable growth, with your culture being at the heart.

DON'T

Become overly process driven, overly controlling or overly chaotic. Or have any systems that don't put the customer first.



SUCCESS STORY: Chad Pope

www.cashbox.global

Clear Goals

Chad is passionate about financial freedom and legacy planning. He, along with his business partner Andrew Mobsby, who has been advising in this space for over 20 years created a new Startup company called CashBox. Cashbox carefully selects income protected products for clients that offer certainty of return on their investment, in a highly uncertain time.

"Parachute" Action Plan

Having been a Crystal Circle member since 2018, it's through the guidance of Roger and his coaching team they learned how to team up with the right partners to collaborate with, enabling them to "parachute" into a network of ideal clients, and ultimately purveying a new investment product, closing 6 million dollars in investments in just 9 months.

Results:

- Zero to 12+ million in investment funds in just over 12 months
- Engaged partnerships and key person referrals.



Member since 2018
Mechanic Profile



The cost of missing your impact



Living a life of hard work

Loss in quality of life

High stress and anxiety

Broken relationships

Lost opportunity

Inability to keep current

The joy of following your impact



Living a life in flow

Quality of life

Race with grace

Igniting genius of others

Attracting opportunity

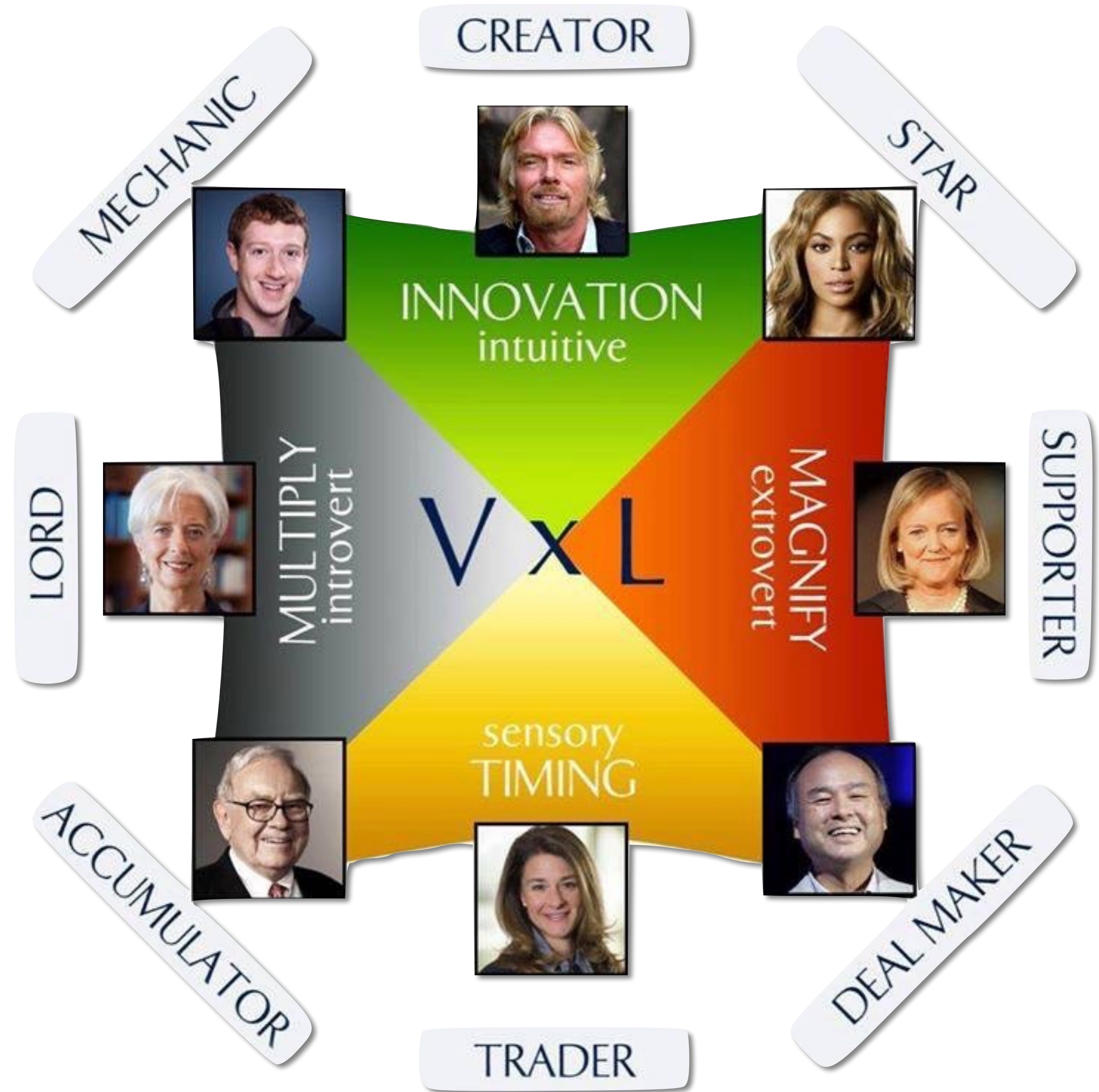
Stepping into the future



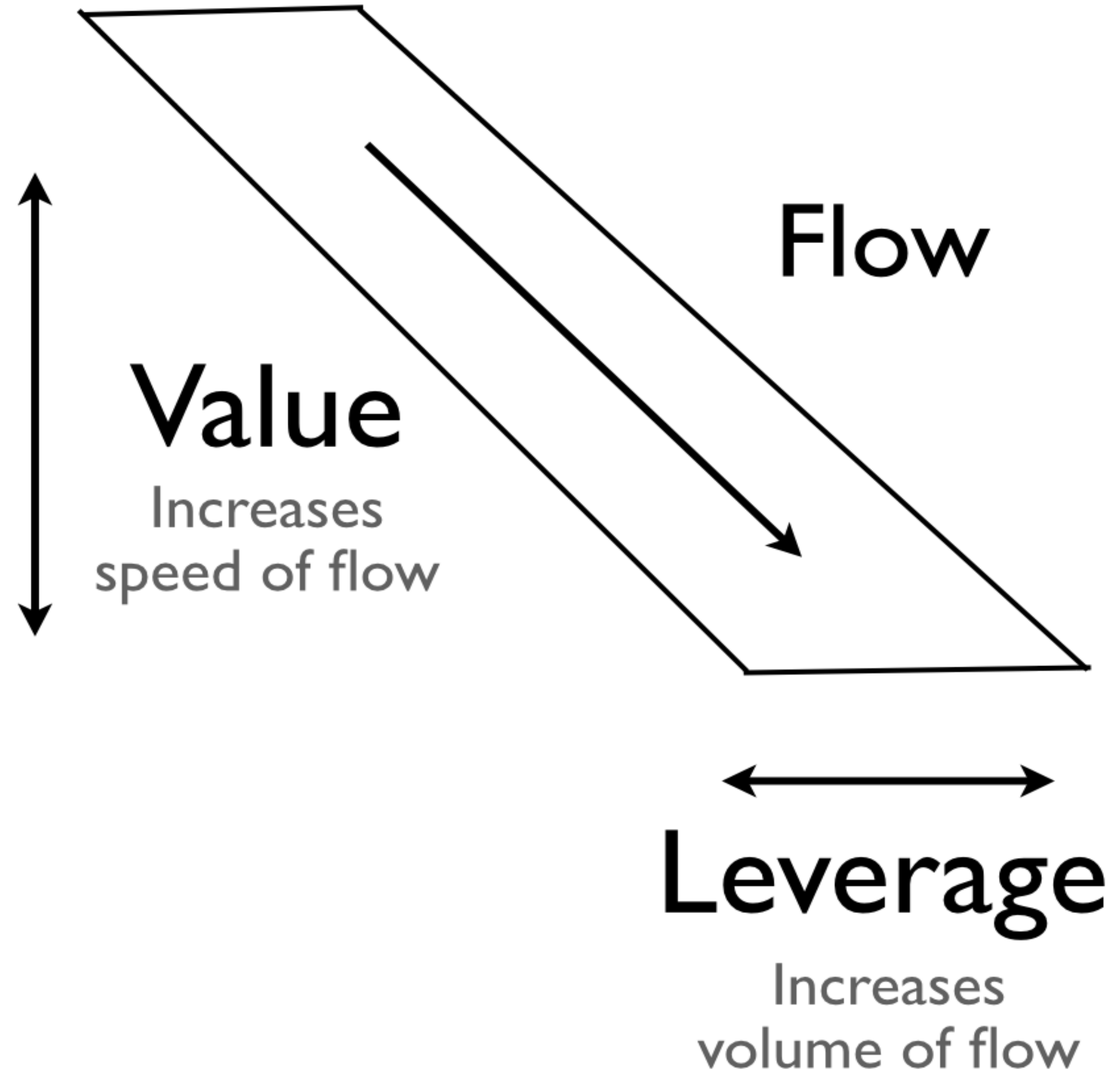
Part 3: Wealth Dynamics

Wealth Dynamics

Your natural path to your personal flow

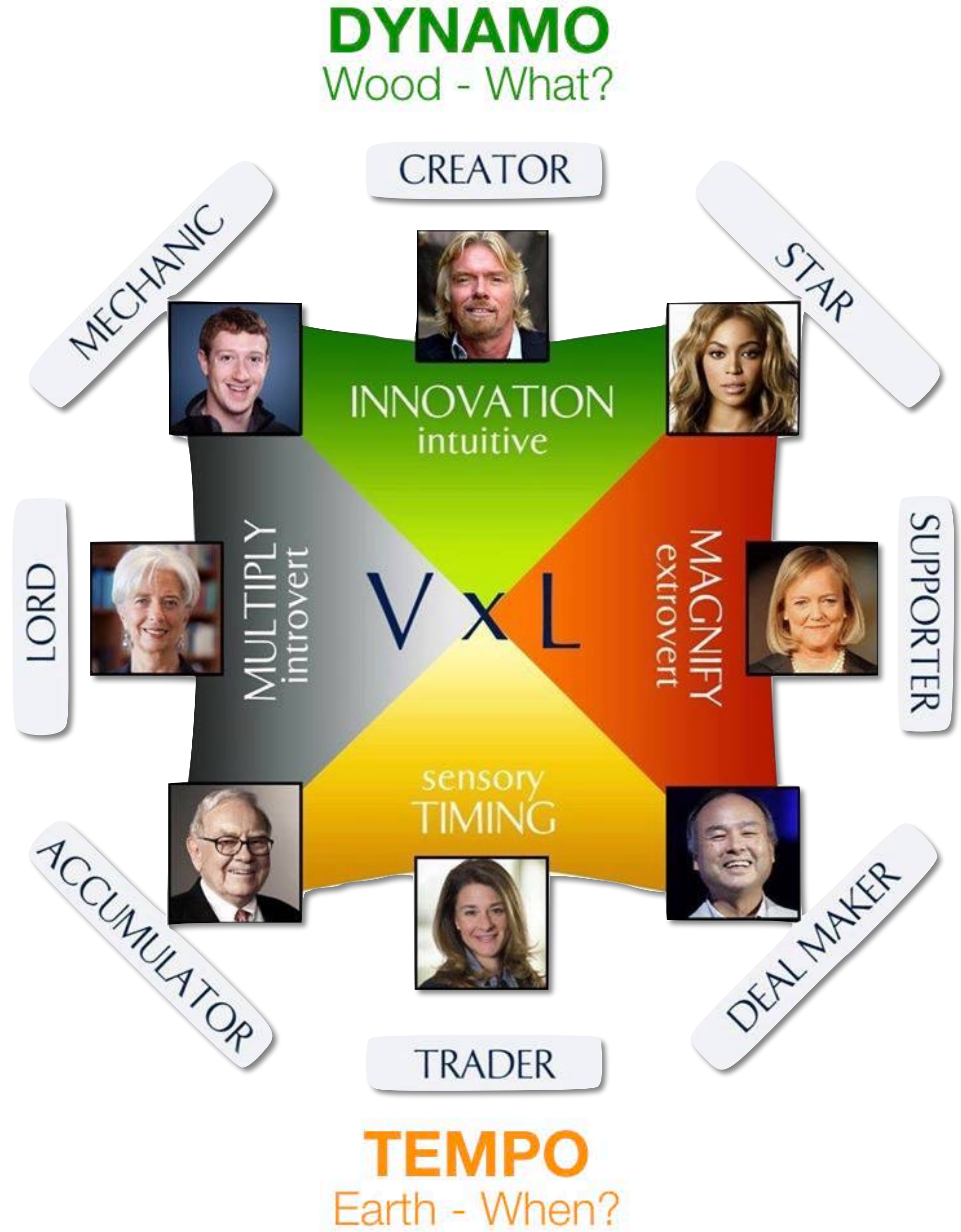


$$\text{Wealth} = \text{Value} \times \text{Leverage}$$



STEEL

Metal - How?

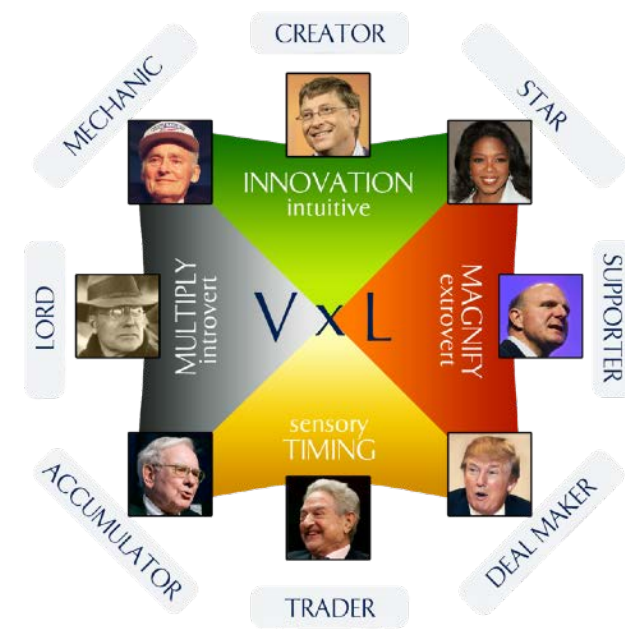


BLAZE

Fire - Who?



The 'Creator'



Examples of Creators



Steve Jobs, Apple / Pixar

Steve Jobs created billion dollar businesses with Apple and Pixar, and through his innovation revolutionized the computer, music, and mobile industries.



Bill Gates, Microsoft

Bill Gates co-founded Microsoft, and has become the richest man in the world. Today, he uses his creativity for philanthropic projects in the Gates Foundation.



J.K. Rowling, Harry Potter

J.K. Rowling went from state benefits to the UK's best-selling living author with the Harry Potter book series, which has sold over 400 million copies.



Sara Blakely, Spanx

Sara Blakely is a self-made billionaire and founder of Spanx, which she began in her apartment while selling fax machines, and grew it to a billion dollar company.



Jack Ma, Alibaba

Jack Ma is the richest man in China, having gone from an English teacher to growing the Alibaba group into the world's largest online marketplace.

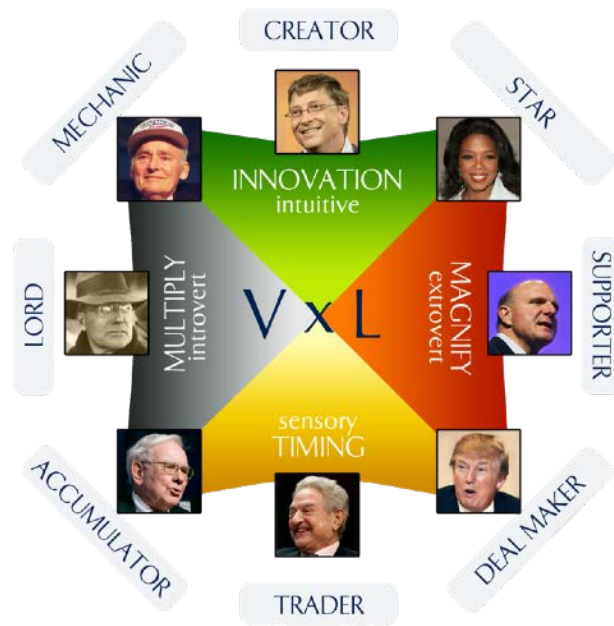


Elon Musk, Tesla / SpaceX

Elon Musk is a billionaire inventor and entrepreneur who co-founded Paypal and now runs three pioneering companies, Tesla Motors, Solar City and SpaceX



The 'Star'



Examples of Stars



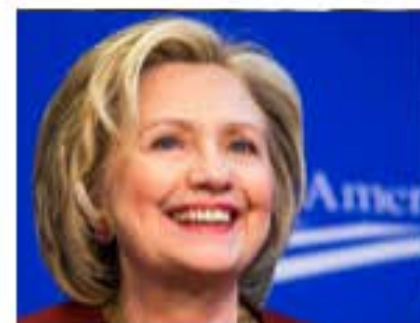
Arnold Schwarzenegger, Actor

“Arnie” has risen to the top of three disciplines, in body building (7 time Mr Olympia), in Hollywood (Action star), and in politics (38th Governor of California)



David Copperfield, Magician

David Copperfield is the highest grossing solo performer in the world, with \$4 billion over his career, and over 600 performances in his Las Vegas magic show.



Hillary Clinton, Politician

Hillary Clinton is former U.S. First Lady and U.S. Secretary of State, and one of a long line of Star Profiles who has run for US President.



Beyonce Knowles, Singer

Beyonce Knowles has used her ‘star power’ to build a \$250 million empire. She was the No.1 highest-paid celebrity in 2015 according to Forbes Magazine.



David Beckham, Footballer

David Beckham, captain of the England Football team for 6 years, built his brand through his career, and earns more now than when he was playing.

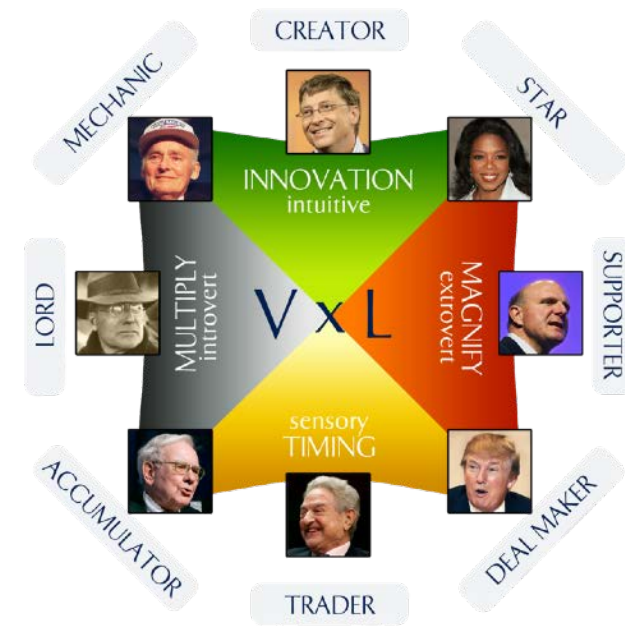


Martha Stewart, Martha Stewart Omnimedia

Martha Stewart became one of the world’s first self-made billionaires by building her brand into the media and merchandise empire, Martha Stewart Omnimedia.



The 'Supporter'



Examples of Supporters



Steve Case, AOL / Time Warner

Steve Case used his people skills to build AOL into one of the most successful early .com companies, only to see it unravel with his \$164B Time Warner deal.



Steve Ballmer, Microsoft

Steve Ballmer has built a \$42 billion fortune, using his Supporter profile as CEO of Microsoft for 14 years, supporting Bill Gates in the growth of Microsoft.



Meg Whitman, eBay / HP

Meg Whitman has become a multi-billionaire by leading first eBay (growing it from \$4 million to \$8 billion in sales) and now Hewlett-Packard as CEO.



Sheryl Sandberg, Facebook

Sheryl Sandberg has supported Mark Zuckerberg in the growth of Facebook as COO, and has built a net worth of over \$1 billion.



Howard Schultz, Starbucks

After buying Starbucks, Howard Schultz has grown the company from a small Seattle coffee house to 191,000 staff and \$16 billion in revenues.

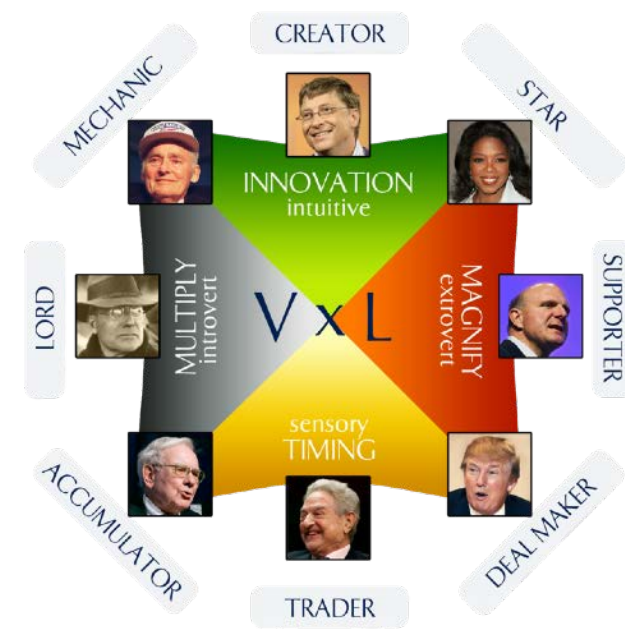


Ginni Rometty, IBM

Ginni Rometty is the Chairman, President and CEO of IBM, and has ranked No. 1 in the Forbes 50 Most Powerful Women list for four years in a row.



The 'Deal Maker'



Examples of Deal Makers



Masayoshi Son, Softbank

Masayoshi Son has become one of the richest men in Japan, with a \$14 billion fortune, through online and mobile deals through his company, Softbank.



Charles Koch, Koch Industries

Charles Koch, and his brother David, run Koch Industries, which has grown through deals and acquisitions into a \$115 billion empire.



Susan Wojcicki, YouTube

Susan Wjocicki has led some of Google's biggest deals, including DoubleClick and Youtube, where she is now bringing her people skills as head of YouTube.



Lynda Resnick, Roll Global

Lynda Resnick has become a billionaire by buying and growing branded companies including Fiji Water, Interflora and Franklin Mint.



Sheldon Adelson, Las Vegas Sands

Sheldon Adelson is Chairman and CEO of Las Vegas Sands Corp, which he has grown through a series of deals to be the biggest gaming company in the world.

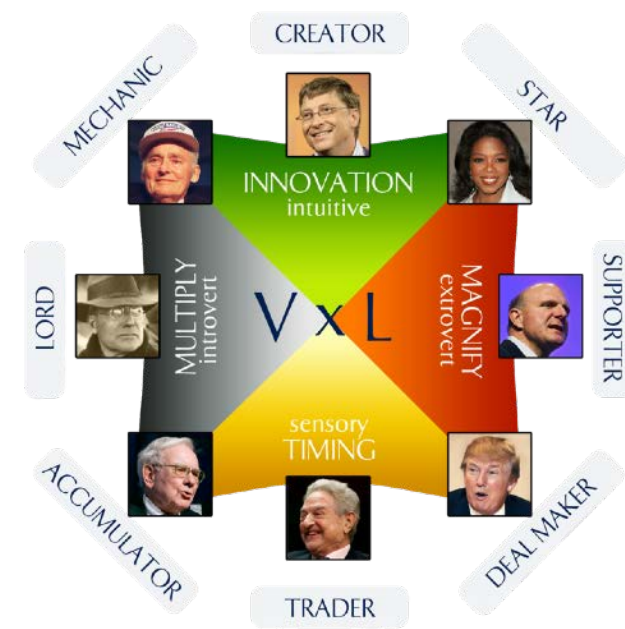


Jorge Paulo Lemann, InBev

Jorge Paulo Lemann is Brazil's richest man, with a \$25 billion fortune, built through acquisitions, including InBev, which dominates the beer market.



The 'Accumulator'



Examples of Traders



Carl Icahn, Icahn Enterprises

Founder of Icahn Enterprises, Carl Icahn has built a \$21 billion fortune and a reputation as an activist investor, with board seats in companies he invests in.



Azim Premji, Wipro

Azim Premji converted his family business, Wipro, from trading soap and cooking oil to trading IT services, and today has revenues of \$7 billion.



Melinda Gates, Gates Foundation

Starting as a project manager at Microsoft, Melinda married Bill Gates and now has a key role in the growth of the Gates Foundation, with \$30b in donations



Joanne Liu, Doctors without Borders

Joanne Lui is President of Medecins Sans Frontieres (Doctors without Borders) and as with many service-based Traders has spent her life in health care.



Ray Dalio, Bridgewater

Ray Dalio became a billionaire by growing Bridgewater Associates into the world's largest hedge fund, which manages over \$160 billion in funds.

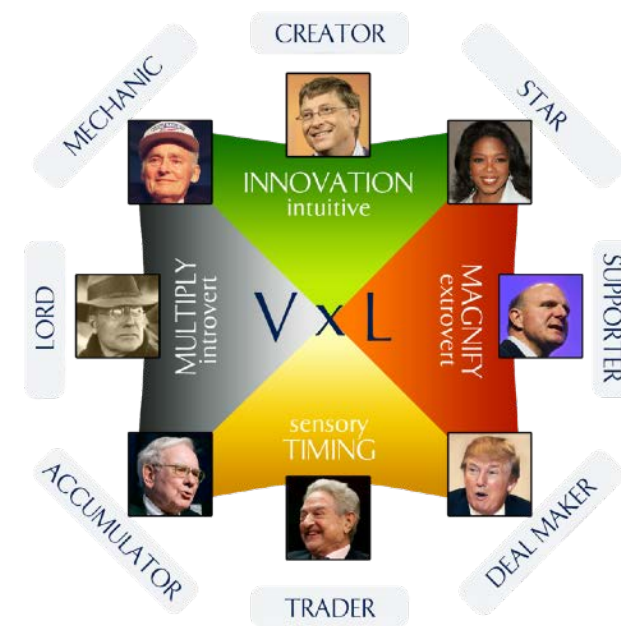


Jason Simons

Jason Simons, known as the "Quant King", built Renaissance Technologies into one of the world's largest hedge funds before retiring recently.



The 'Trader'



Examples of Accumulators



Carlos Slim, Telmex

Known as “The Warren Buffett of Mexico”, Carlos Slim is the richest man in the world, with a net worth of \$67 billion from his investments in Mexico companies.



Li Ka Shing, Cheung Kong Holdings

A self-made billionaire, Li Ka Shing’s companies make up 15% of the Hong Kong stock exchange, and today he is one of the richest men in Asia.



Gina Rinehart, Hancock Prospecting

The wealthiest person in Australia, Gina Rinehart took over her father’s mining company, and has since diversified into cattle stations and media stations.



Helen Clark, UNDP

After serving three consecutive terms as New Zealand Prime Minister, Helen Clark is currently the Administrator of the United Nations Development Program.



Leonardo Del Vecchio, Luxottica

The richest man in Italy, Leonardo Del Vecchio is the founder of Luxottica, which owns brands including Oakley, Sunglass Hut and Rayban.

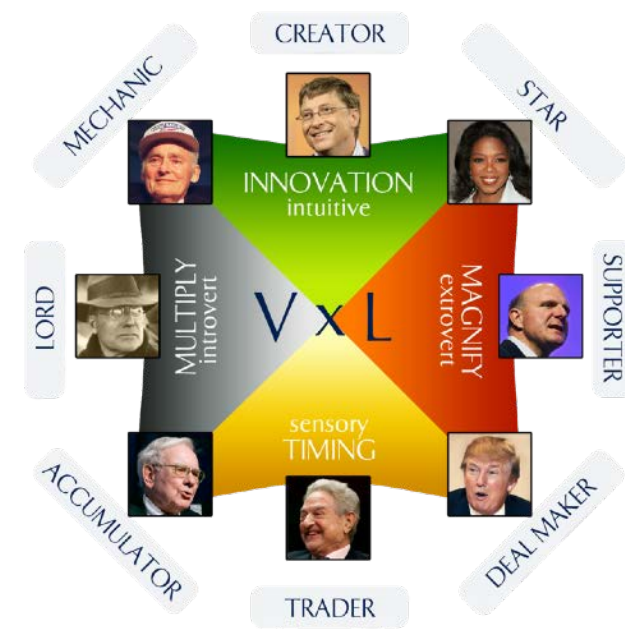


Joseph Safra, Safra Group

Joseph Safra is a billionaire Brazilian banker, and the richest banker in the world. His company, Safra Group is one of the world’s largest private banks.



The 'Lord'



Examples of Lords



Larry Page, Alphabet / Google

Co-founder of Google with Sergey Brin, with a net worth of \$34 billion, Larry has taken on the role of CEO of Google's new holding company, Alphabet.



Robin Li, Baidu

Robin Li co-founded Baidu, which is modelled on Google for the China market. Baidu became the first Chinese company in the NASDAQ-100 in 2007



Angela Merkel, Politician

Angela Merkel is a former chemist and scientist who became Chancellor of Germany in 2005. She has been named Forbes most powerful woman 7 times.



Janet Yellen, U.S. Federal Reserve

The Chair of the U.S. Federal Reserve, Janet Yellen oversees the financial system of the world's largest economy.



Indra Nooyi, PepsiCo

Indra Nooyi became CFO and President of PepsiCo in 2001. Today, she is Chairperson and CEO, using her detail focus to keep PepsiCo growing.

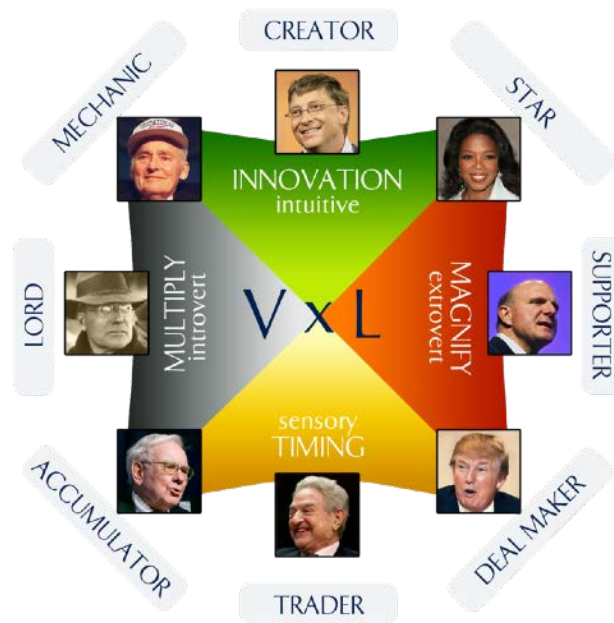


Mukesh Ambani, Reliance Industries

Mukesh Ambani is India's richest man, having built his company, Reliance Industries into a Fortune Global 500 company.



The 'Mechanic'



Examples of Mechanics



Mark Zuckerberg, Facebook

Mark Zuckerberg has built a \$42 billion net worth through the growth of his company, Facebook, which now has over 1 billion daily users.



Jeff Bezos, Amazon

Jeff Bezos is the founder and CEO of amazon.com, with a personal wealth of \$50 billion. He was named Fortune Businessperson of the Year in 2012.



Marissa Mayer, Yahoo!

Studying Symbolic Systems at Stanford, Marissa Mayer joined as Google's first female engineer. Today, she is President and CEO of Yahoo!



Christine Lagarde, IMF

Christine Lagarde is the first female finance minister of a G8 economy (France) and is currently the Managing Director of the International Monetary Fund.



Loretta Lynch, US Attorney General

Loretta Lynch has used her detail focus and quiet leadership to become America's Chief Lawyer. Today, she is the U.S. Attorney General.



Tadashi Yanai, Fast Retailing

Tadashi Yanai has become the richest man in Japan through his company, Fast Retailing, with annual revenues of over 1 trillion yen.

STEEL

Metal - How?

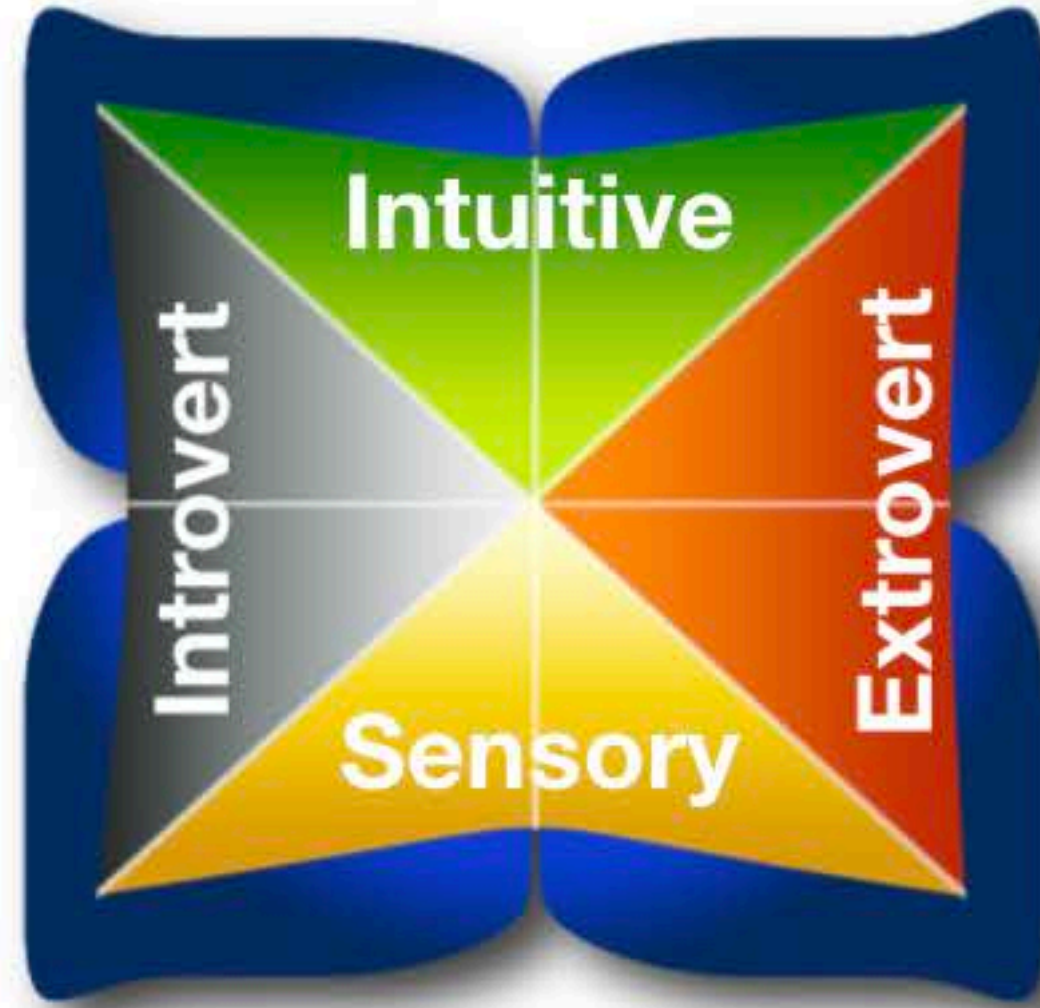
Licensable Model

Cash Flow System

Securable Asset

DYNAMO
Wood - What?

Proven Concept



Tradeable Entity

TEMPO
Earth - When?

Brand Attraction

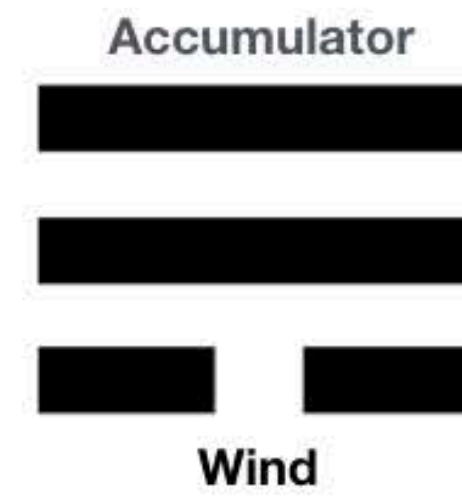
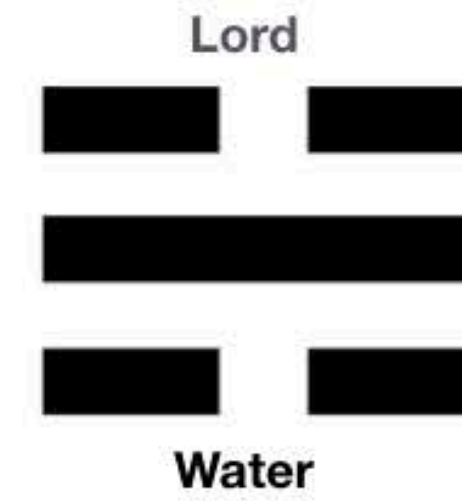
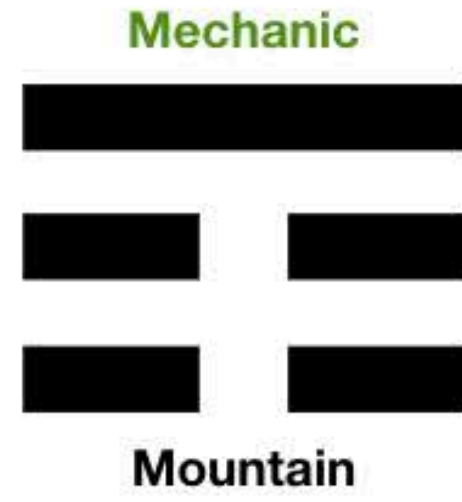
Operating Team

Market Connections

BLAZE
Fire - Who?

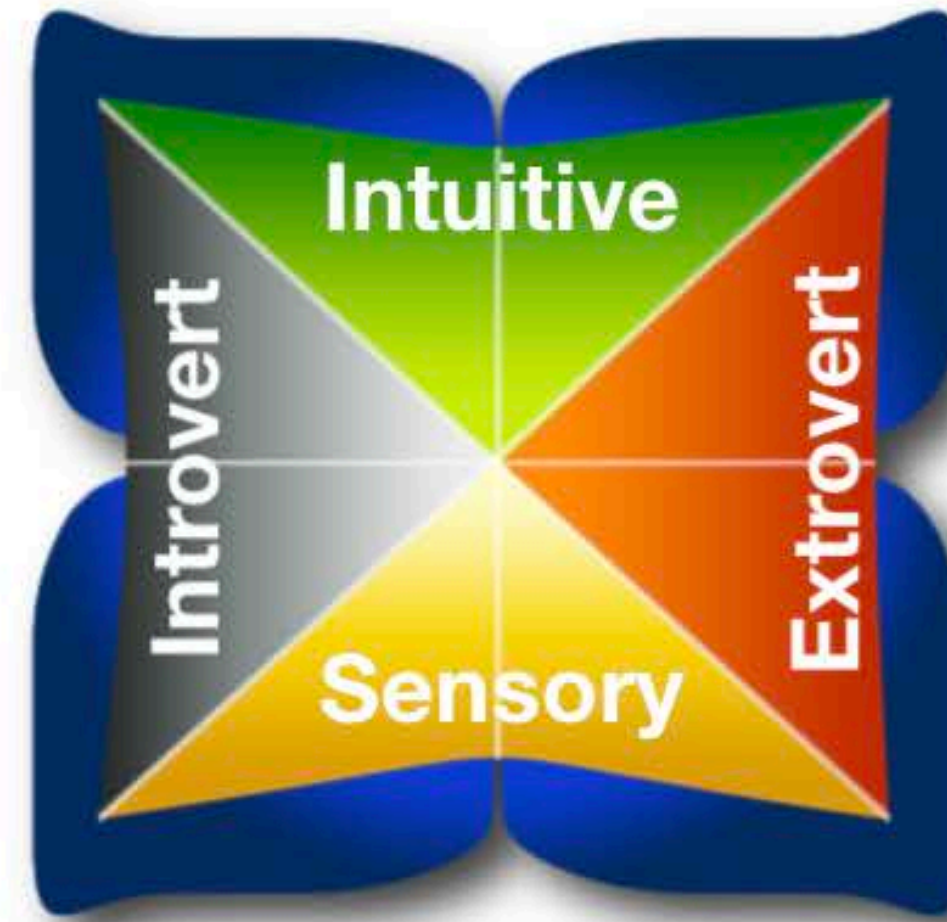
STEEL

Metal - How?



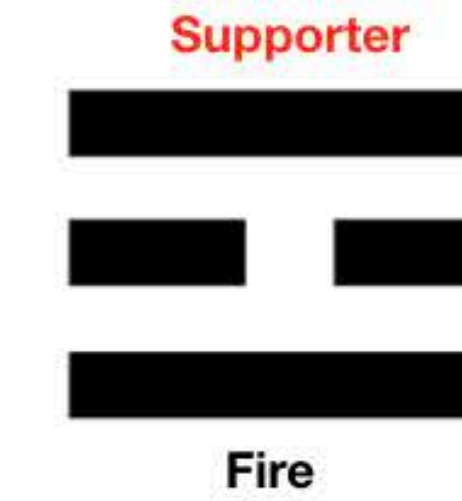
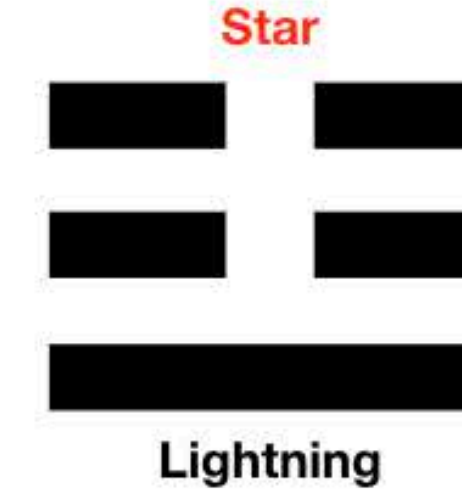
DYNAMO

Wood - What?



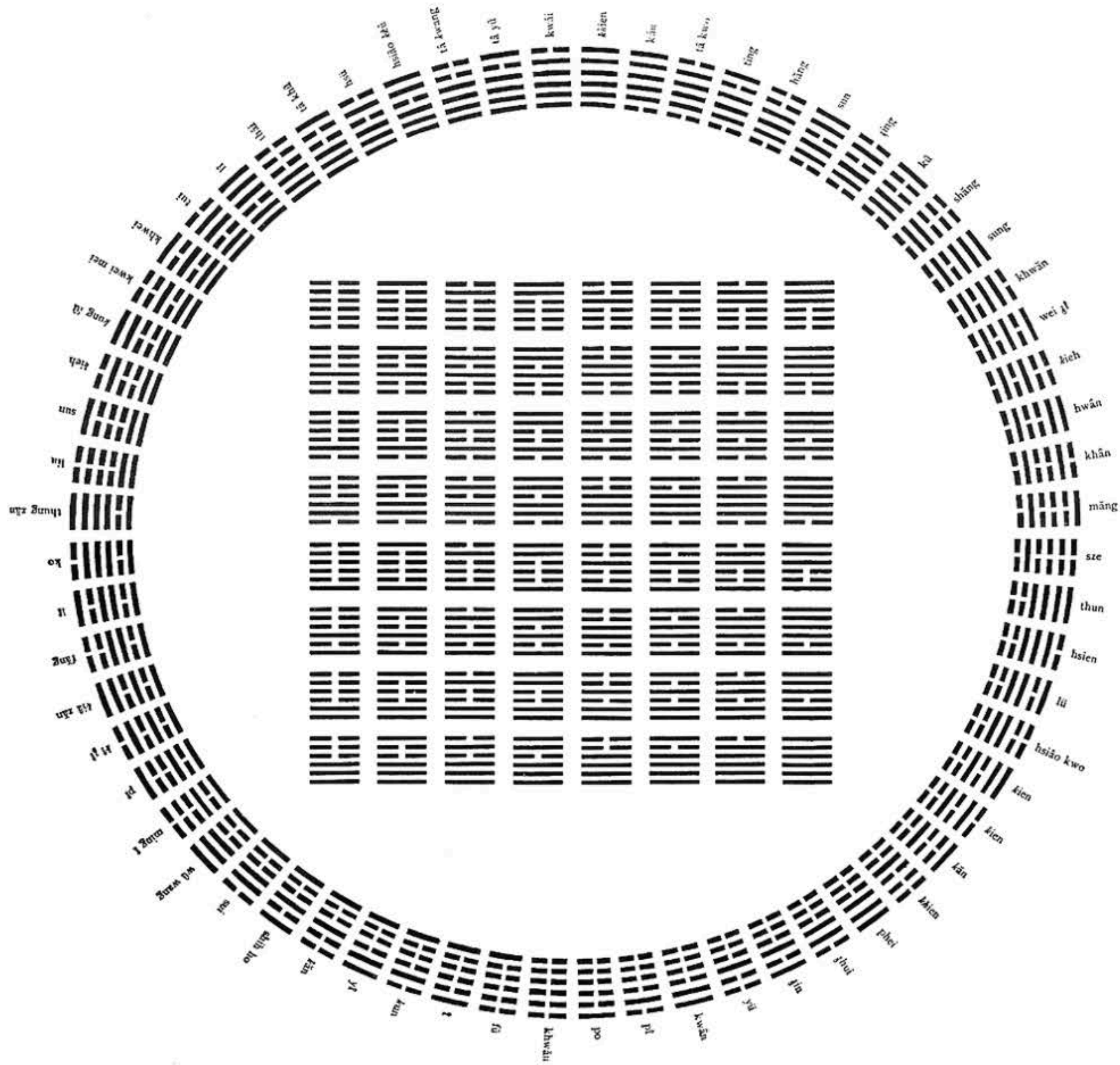
TEMPO

Earth - When?



BLAZE

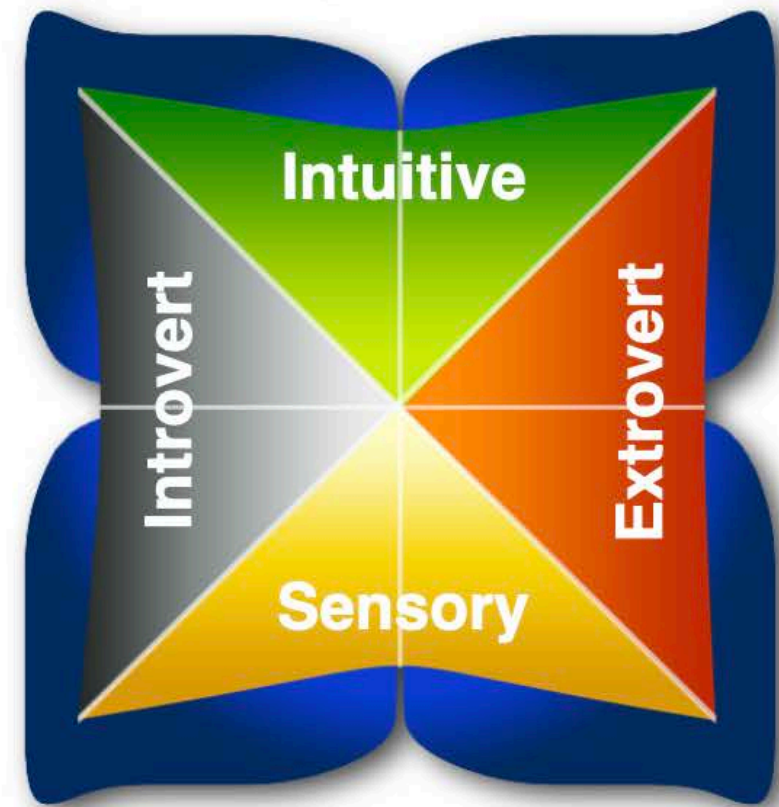
Fire - Who?



CCC	CCT	CCA	CCG	CTC	CTT	CTA	CTG
CAC	CAT	CAA	CAG	CGC	CGT	CGA	CGG
TCC	TCT	TCA	TCG	TTC	TTT	TTA	TTG
TAC	TAT	TAA	TAG	TGC	TGT	TGA	TGG
ACC	ACT	ACA	ACG	ATC	ATT	ATA	ATG
AAC	AAT	AAA	AAG	AGC	AGT	AGA	AGG
GCC	GCT	GCA	GCG	GTC	GTT	GTA	GTG
GAC	GAT	GAA	GAG	GGC	GGT	GGA	GGG

The Five Frequencies

STEEL
Metal - How?

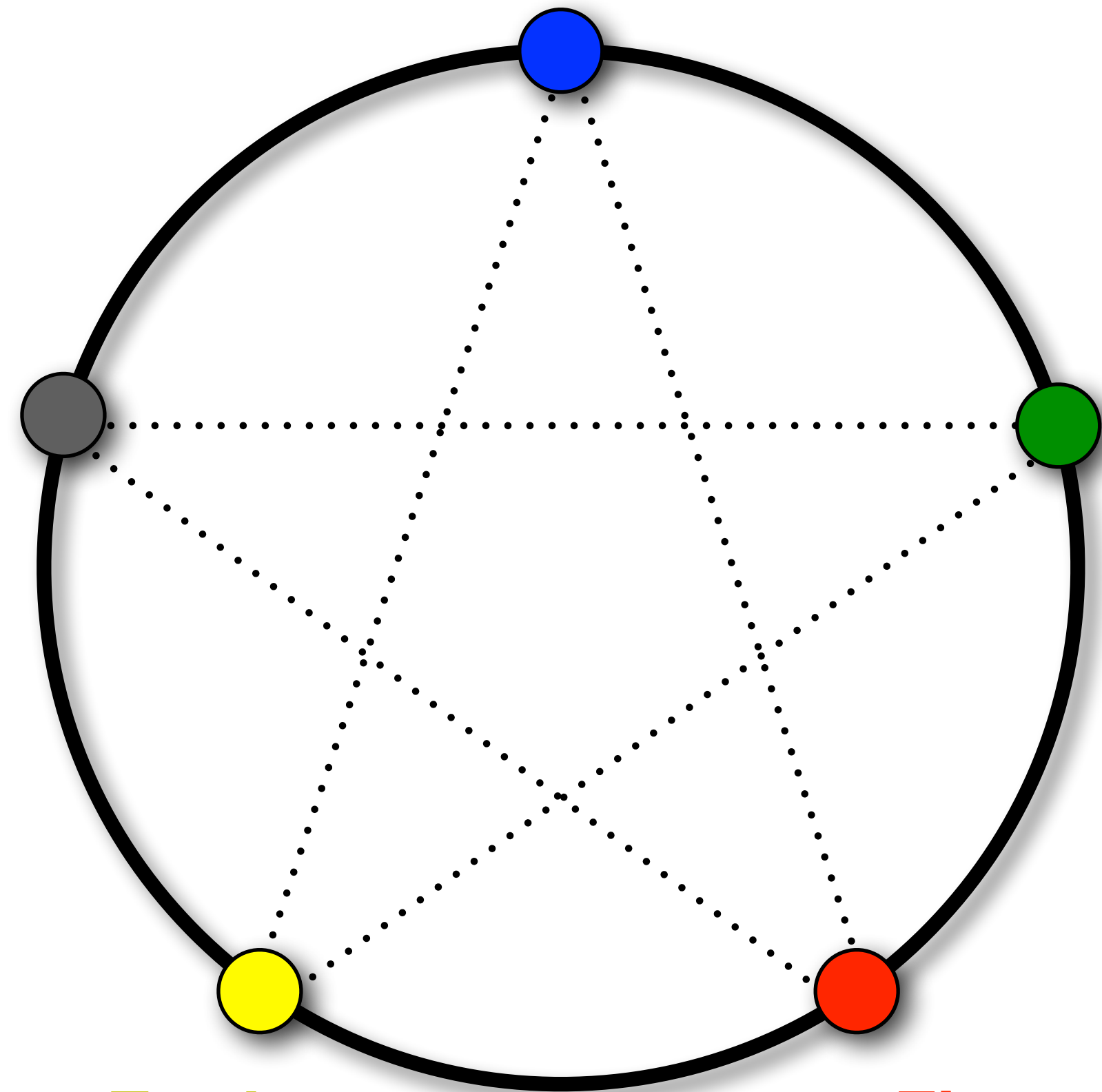


DYNAMO
Wood - What?



BLAZE
Fire - Who?

Metal
How?



Water
Why?

Wood
What?

TEMPO
Earth - When?



Earth
When?

Fire
Who?

Entrepreneur Dynamics

The No.1 agile system for entrepreneurs

Ultraviolet - Legend



Violet - Composer



Indigo - Trustee



Blue - Conductor



Green - Performer



Yellow - Player



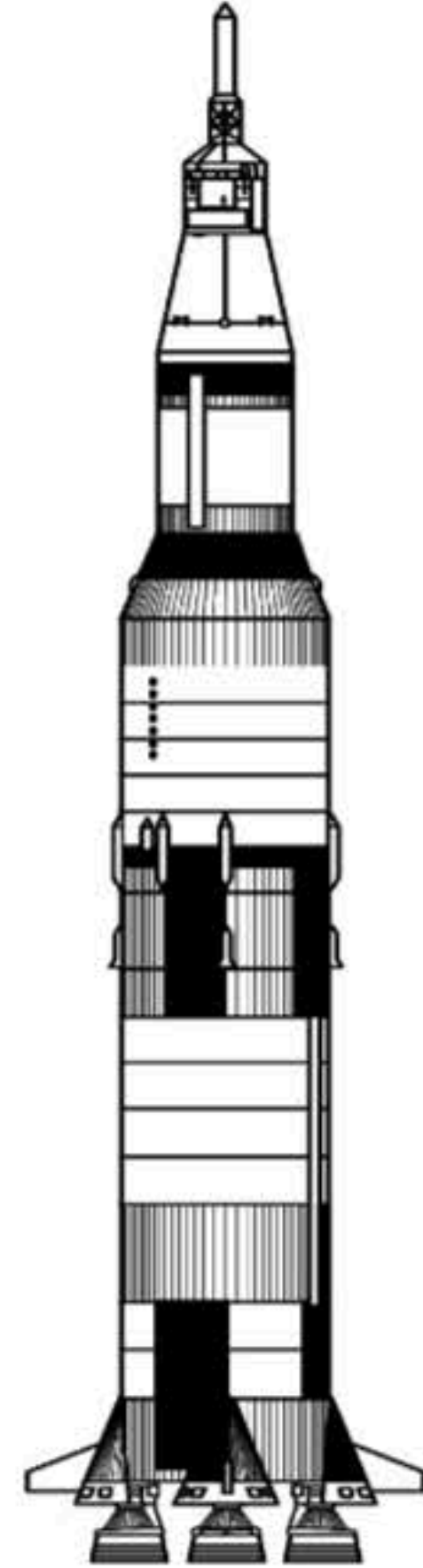
Orange - Worker



Red - Survivor



Infrared - Victim



Level 8

Level 7

Level 6

Level 5

Level 4

Level 3

Level 2

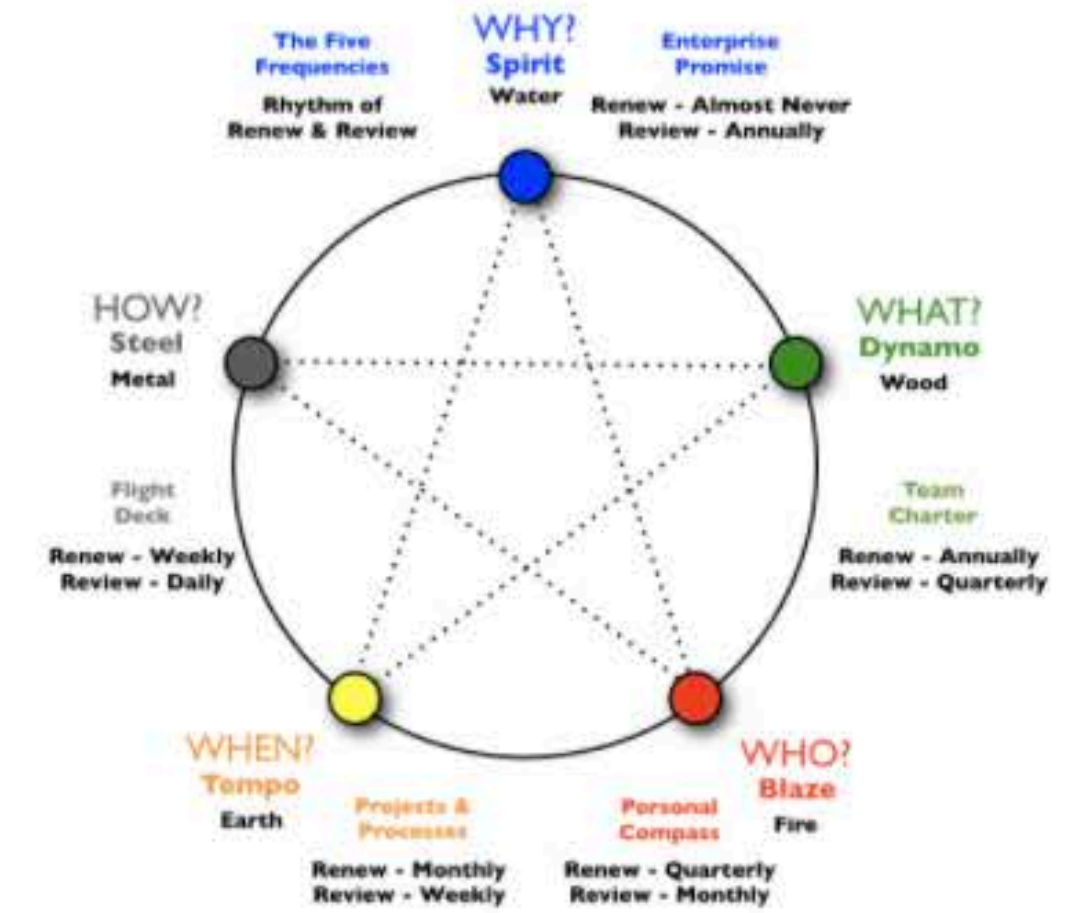
Level 1

Level 0



Talent Dynamics

Wealth Dynamics



Society 5.0

Leadership 5.0

Entrepreneur 5.0

1 Entrepreneur Impact Test

What's your level of flow and level of impact?

2 Wealth Dynamics

How to grow your flow

3 Impact Dynamics

How to grow your impact

Success Story: Complete Learning, NZ

Beryl Oldham led her company in year on year growth by learning to think bigger.

Fraudulent Entrepreneur

Beryl never thought of herself as an entrepreneur and always thought she was a 'fraud' who hadn't earned the right to play a bigger game. She was looking for a mentor and peers she could learn and grow with. The insights and continuous learning experience lifted her confidence and focus, on achieving bigger results.

Trusted Leadership

An accumulator profile Beryl and most comfortable behind the scenes, she took on Roger's guidance on how to refine a pitch to high level clients. Securing top deals and attracting quality team as a result. She is now recognized as a trusted leader in the LMS space in NZ and internationally.

Results (full year ending May):

- 2017 Revenue: \$970k
- 2018 Revenue: \$1.2m (25% increase)
- 2019 Revenue: \$1.8m, (50% increase)
- 2020 Revenue: \$2.4m, (33% increase)



New Zealand L&D consulting, L&D contractor recruitment, and ROI specialists

An organisation can only achieve its goals if it has the right people with the right skills in the right jobs – at the right time.

At Complete Learning Solutions, we help organisations maximise their return on investment in learning and development by providing effective learning solutions.

As our name suggests, we do this by providing a complete solution that covers every aspect of organisational L&D.

We make a difference by proving the value of capability development in people and organisations, and we are passionate about measuring results.

We are proud to partner with [Clear Review](#), [Docebo LMS](#), [forMetris](#), [GO1](#), [Organizational Excellence Specialists](#), and [the ROI Institute](#).

We are proud to sponsor the New Zealand Business Excellence Foundation ([NZBEF](#)).

If you're short of time or resources – or just simply need some insightful, experienced and friendly guidance – then we're here to help.

“*My only regret is I didn't meet Roger sooner. Listen to mentors with years of experience and wisdom. If starting out, don't dither, go with it and move forward. Take advice from people who know.*”

Accumulator Profile



Success Story: Becker Logistics, USA

Jim Becker investing in people, through acquisitions and riding the freight recession and the covid crisis.

Navigating through stormy waters

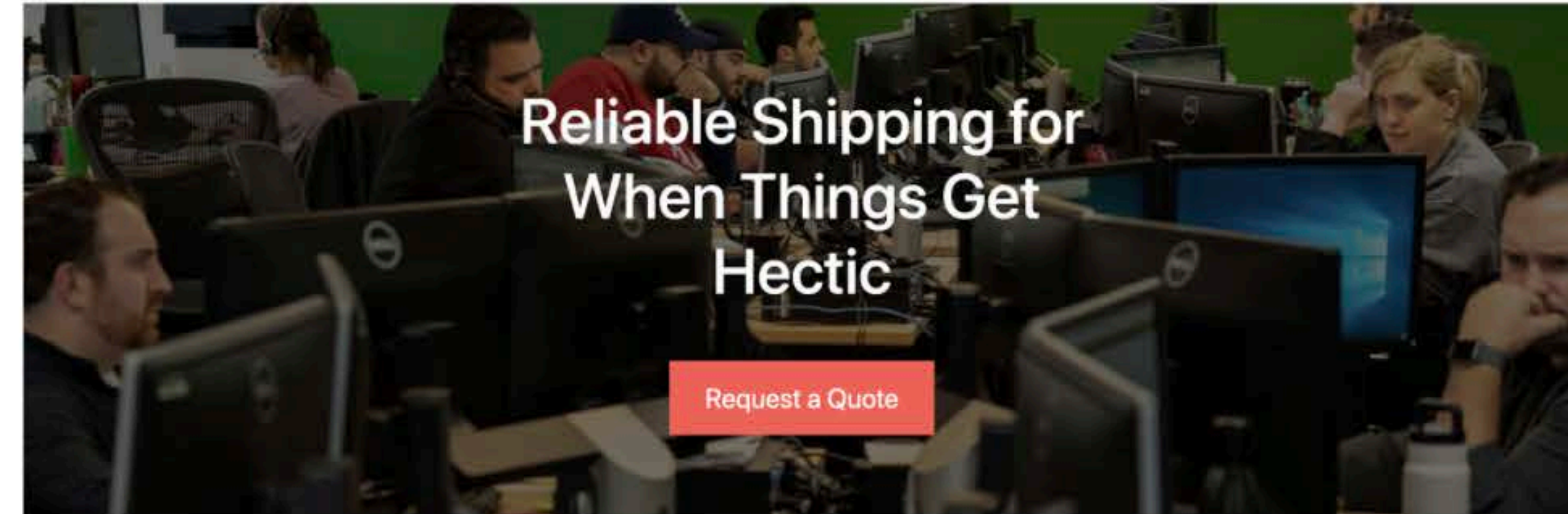
CEO of a multi-million dollar enterprise, Jim experienced fast growth of \$20m by early 2019, then hit a major economic setback in May 2019. He felt alone and needed a sounding board to make decisions and fast. Someone to help not only on the way up, but also on how to weather the storm on the way down.

Culture Driven Enterprises

A secret to Jim's success is in the non-negotiable investment he makes in himself and his team. Using the suite of leadership tools from Genius Group, he is agile in his decision making and has grown a solid company culture. This reflects in every step of the customer experience.

Results:

- 2018 Revenue: \$56m + 20m acquisition
- 2019 Revenue: \$80m + restructure before the pandemic
- 2021 Revenue: \$120m + planning for IPO



A 3PL Company Pushing Forward

Becker Logistics is a 3PL Company that works for you and ensures that you are getting the best logistics service available. Over the past 22 years, we have implemented the systems and processes to ensure that your transportation is taken care of. Our associates work around the clock to make sure that you never worry about your freight again, when you work with Becker Logistics you are working with the best logistics company there is.

“*My back was up against a wall. I didn't know what to do. I really needed him and a different way of thinking. His gave me solid advice on decisions to be made as CEO.*”

*Member since Oct 2018
Creator Profile*





Part 4: Action Steps

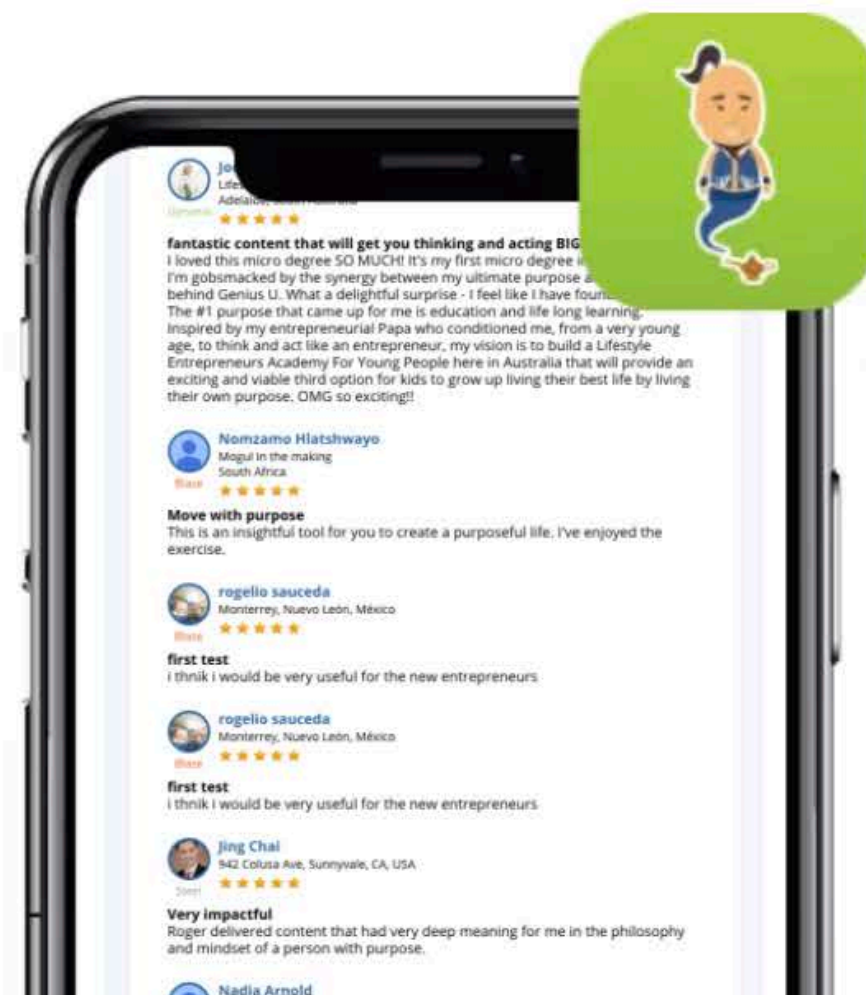


**You don't need to know every step
You just need to know
the right step
right now**

The Worlds #1 Entrepreneur Education Platform

Learn, Connect, Attend and Earn with
over 2.5 Million Entrepreneurs

[Start learning for Free](#)



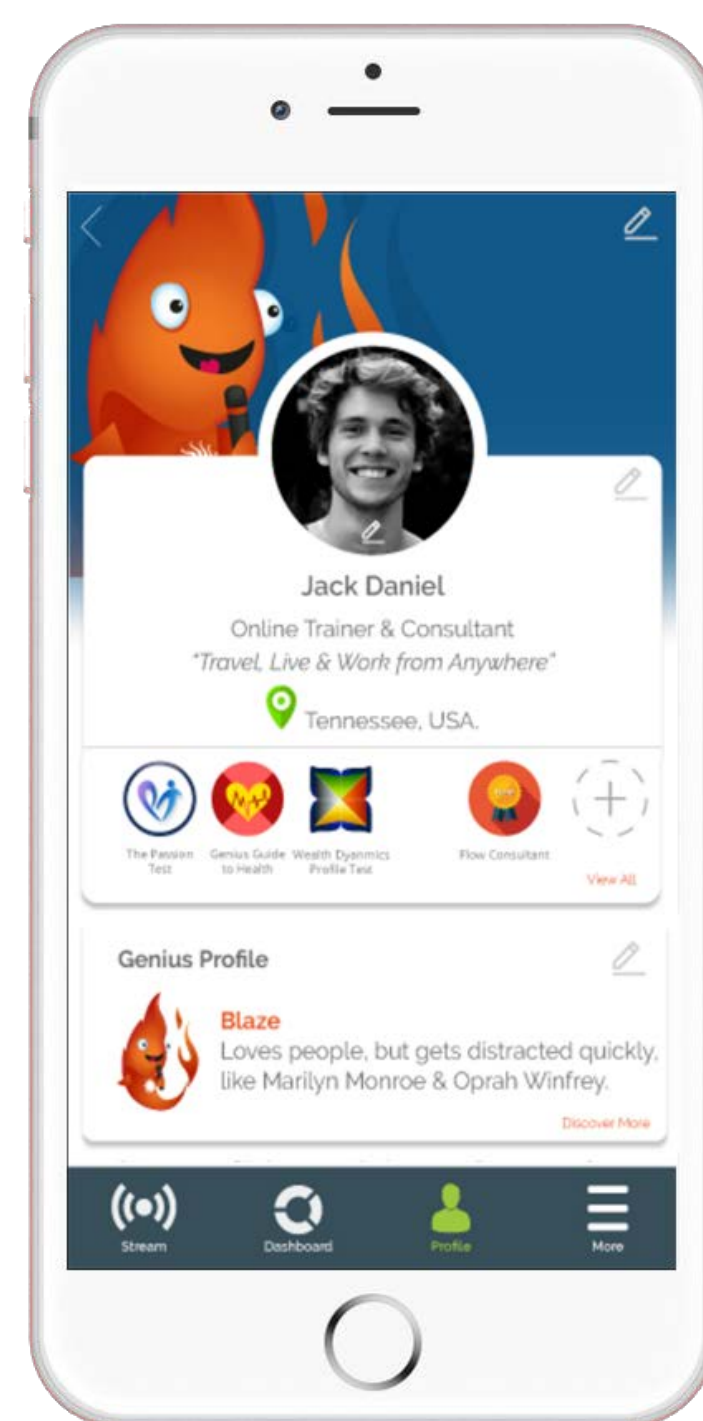
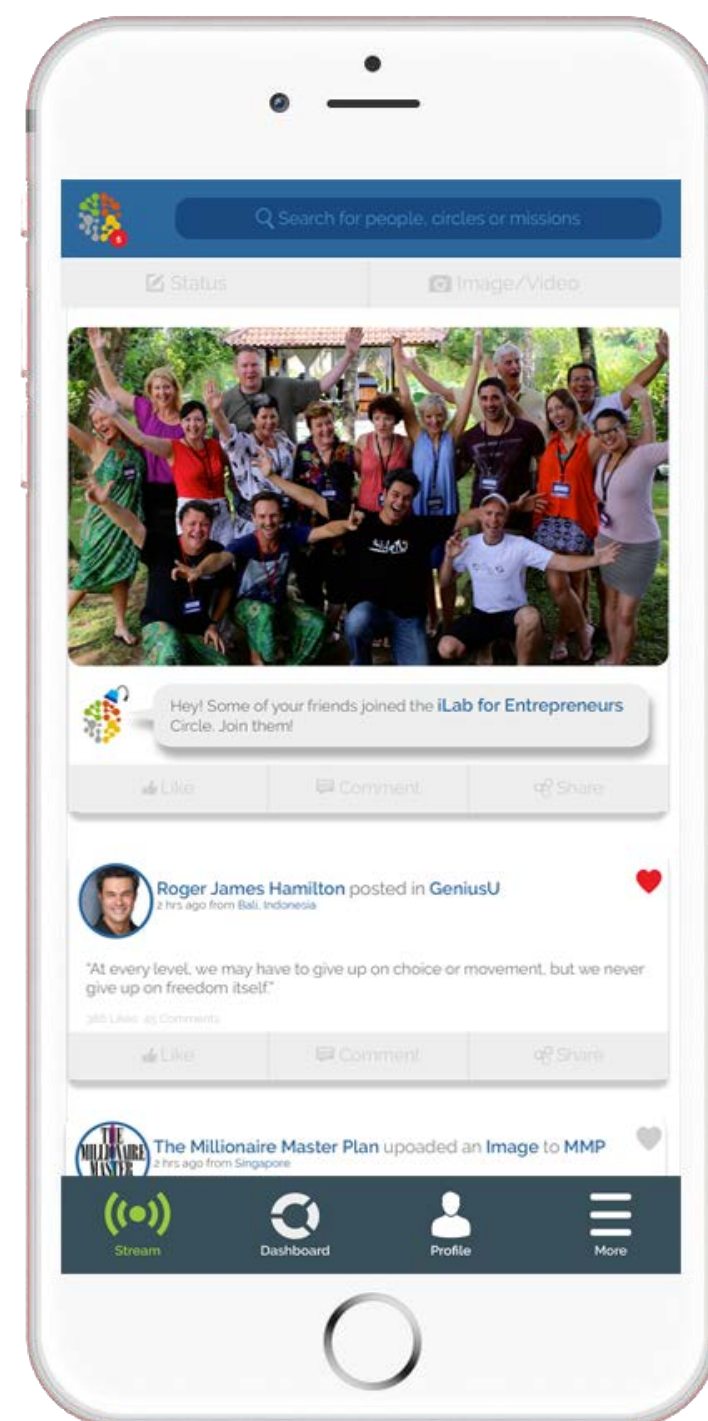
A Genie in the Pocket of Every Entrepreneur

GeniusU is a web and mobile platform which already connects over 2.5 million entrepreneurs to the right network, knowledge and opportunities based on their personal values, vision, passions, talents, and purpose.

Our Edtech Platform

Our GeniusU Edtech platform includes assessments algorithms which provide us with intelligent data on each student's interests, entrepreneur level and social connections.

Genie, GeniusU's A.I. virtual assistant, gives each student and faculty member personalized recommendations on what courses to take, how to upskill, who to meet and where to go based on their step in the curriculum, their stage of business growth, global location and interests, together with their personal values, vision, passions, talents, and purpose.



Talents



Passions



Purpose



Entrepreneur Profile



Entrepreneur Level

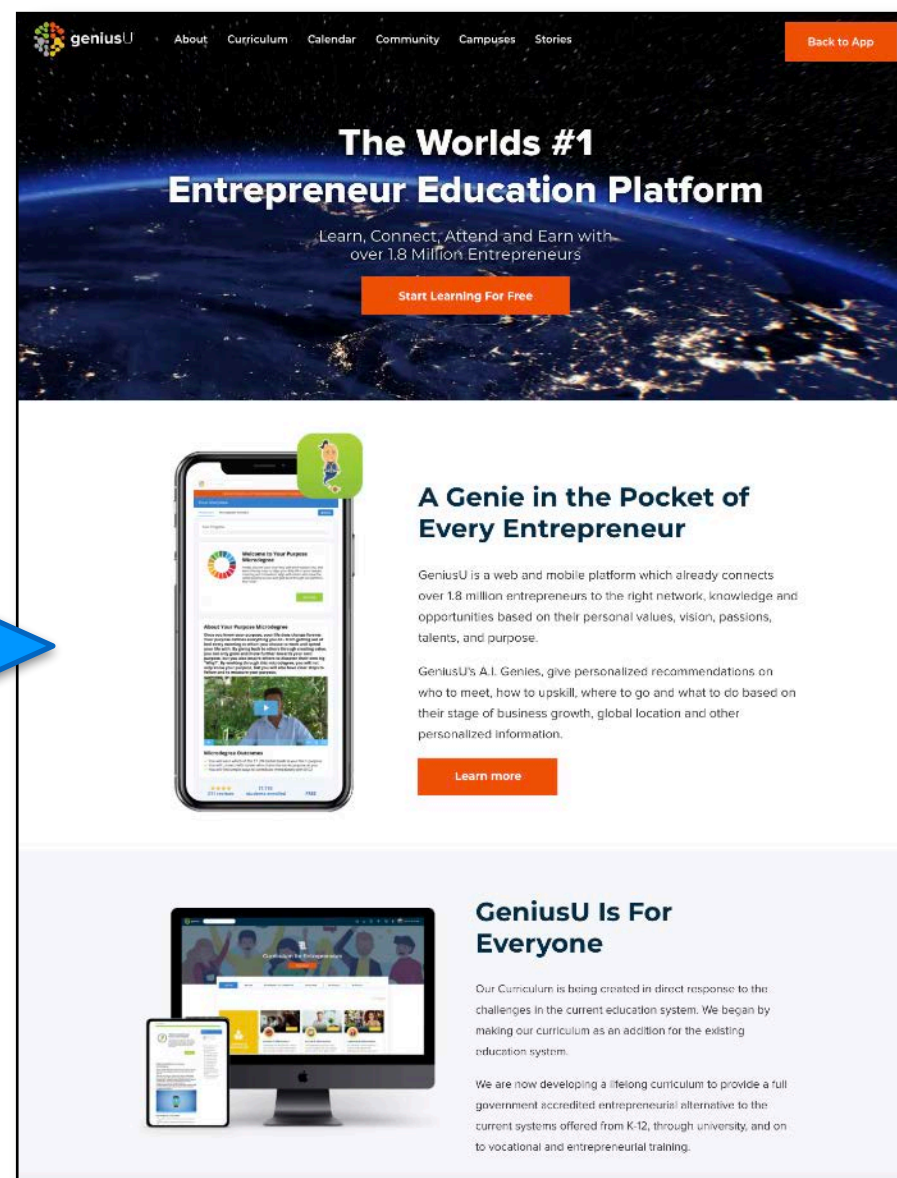
Our Learning Experience

Our Students join as free students and then progress to course and diploma students, with their A.I. Genie guiding them on their personalized path.

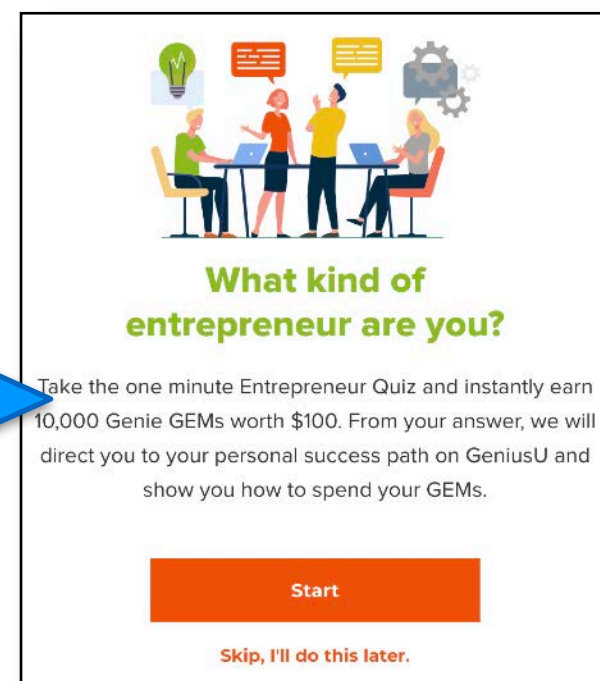
Join a free event or course



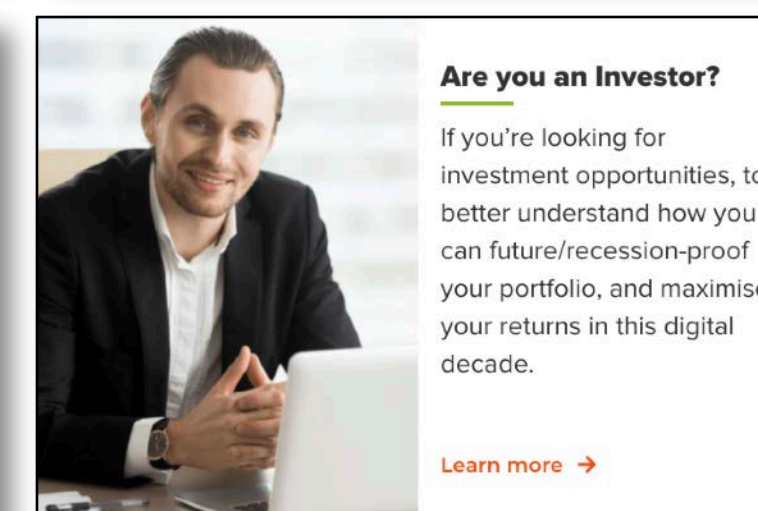
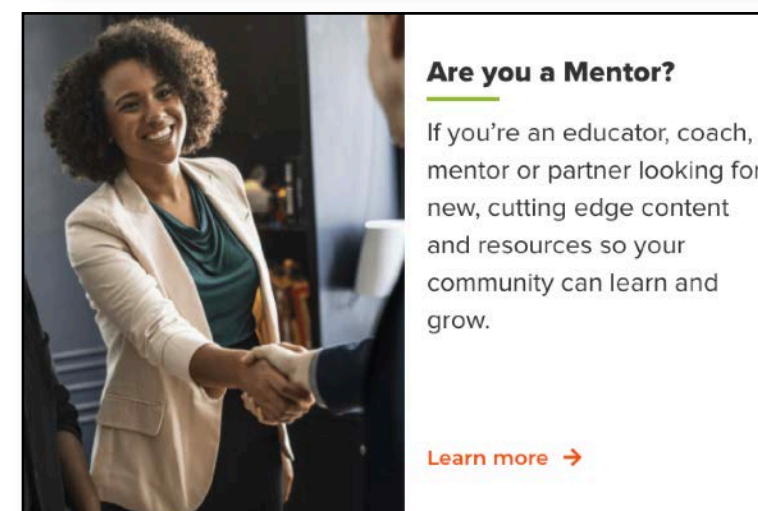
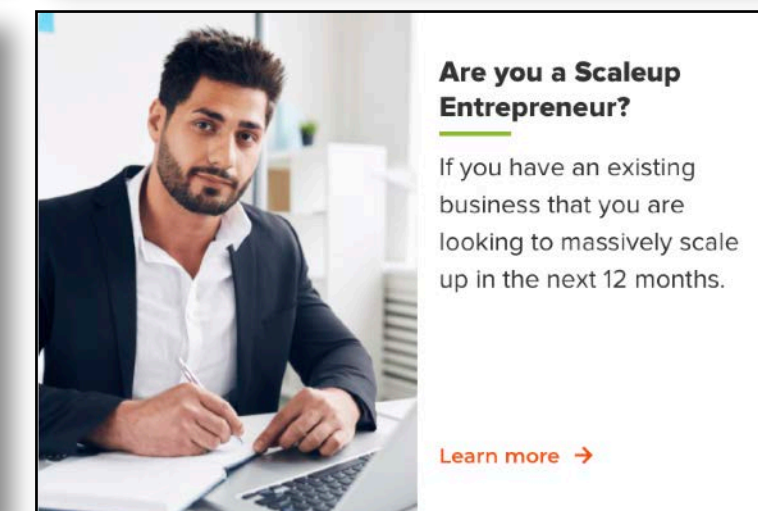
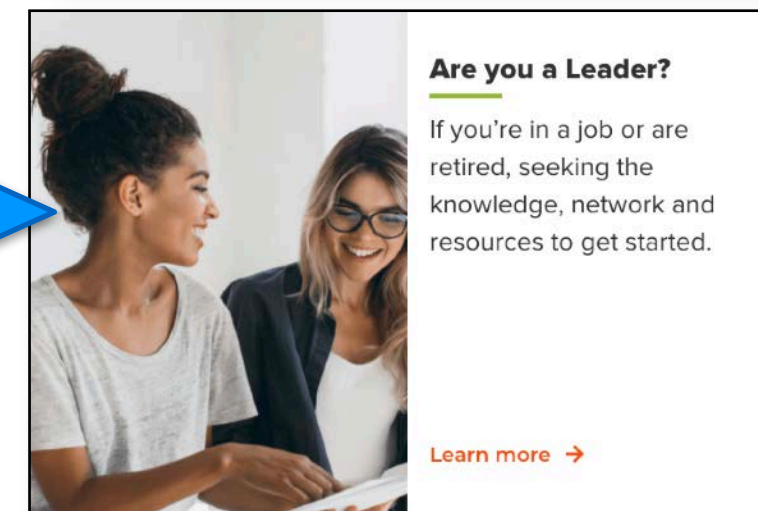
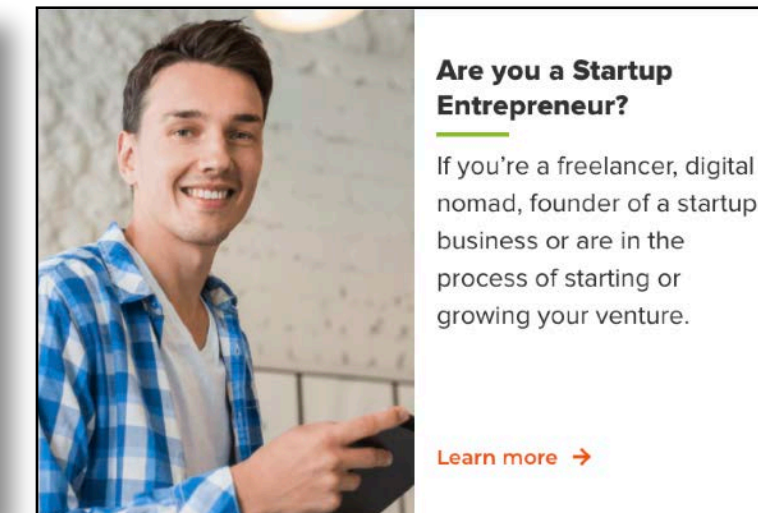
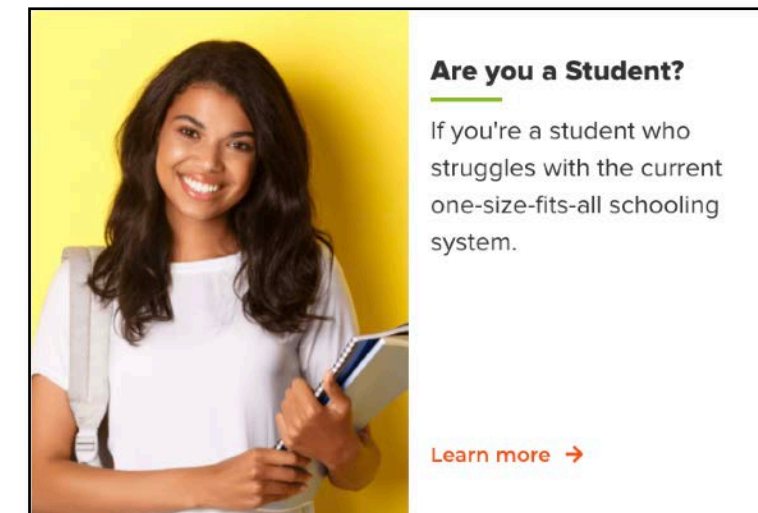
Register on GeniusU



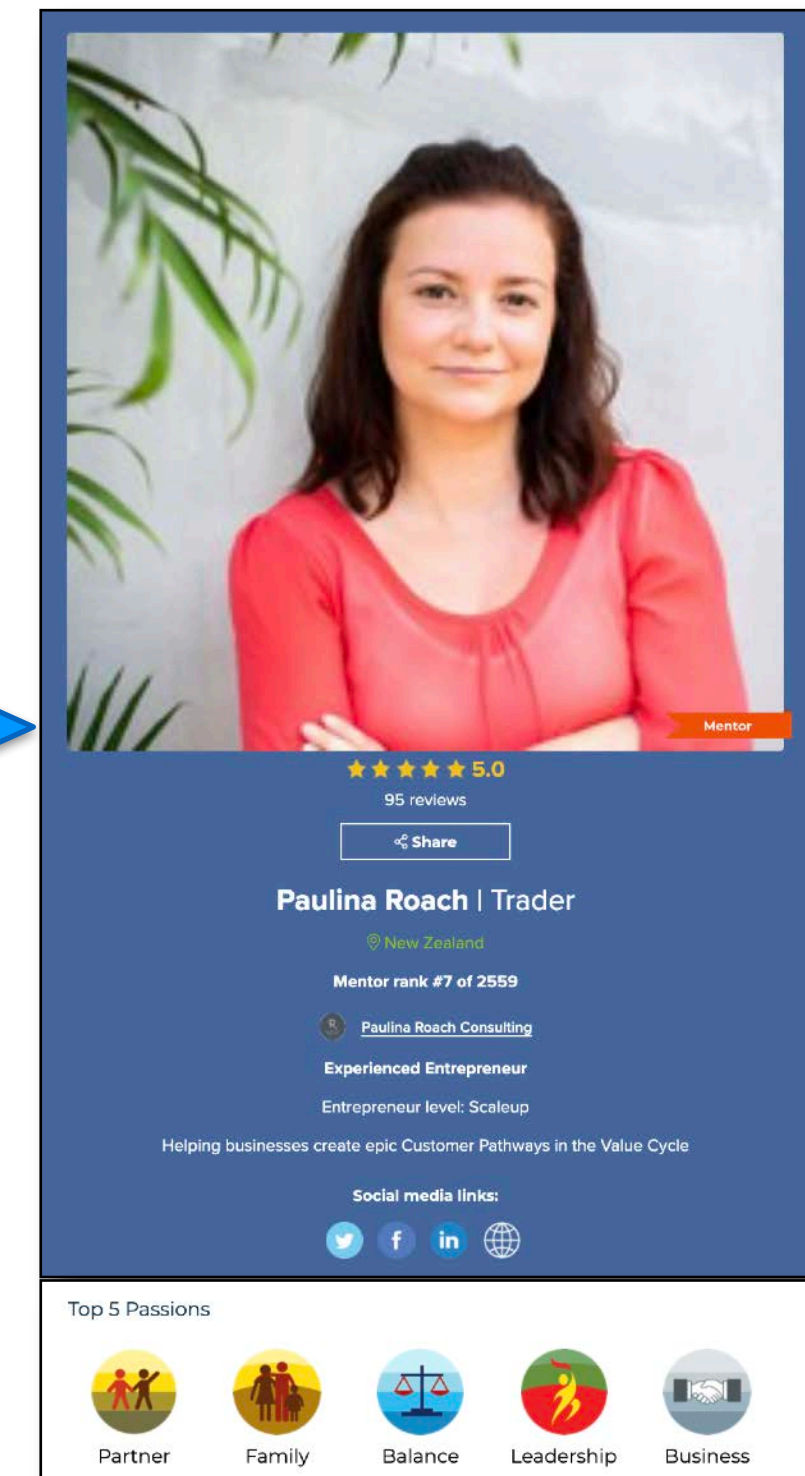
Take assessments to personalize your journey



Follow a personalized learning path

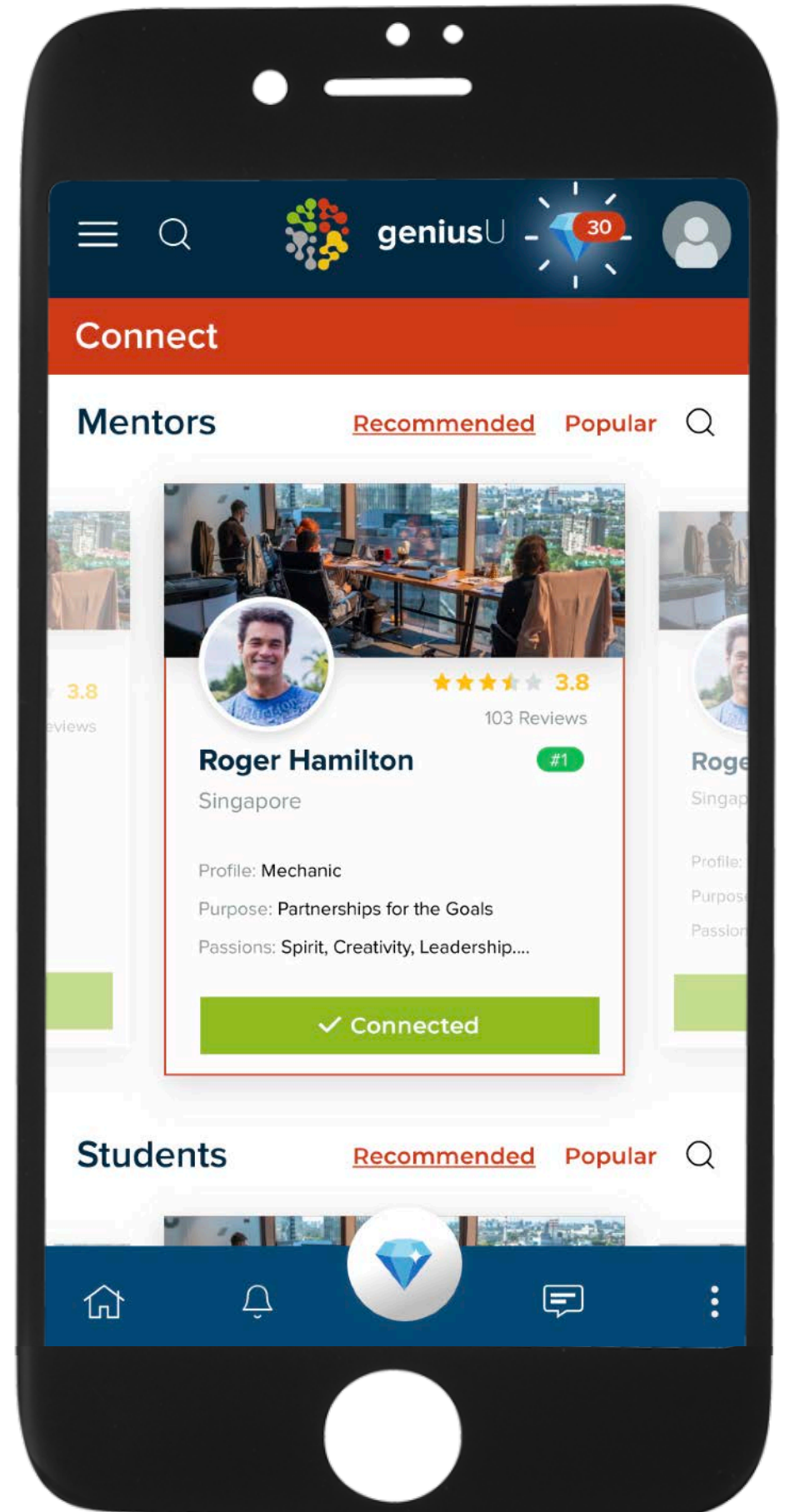
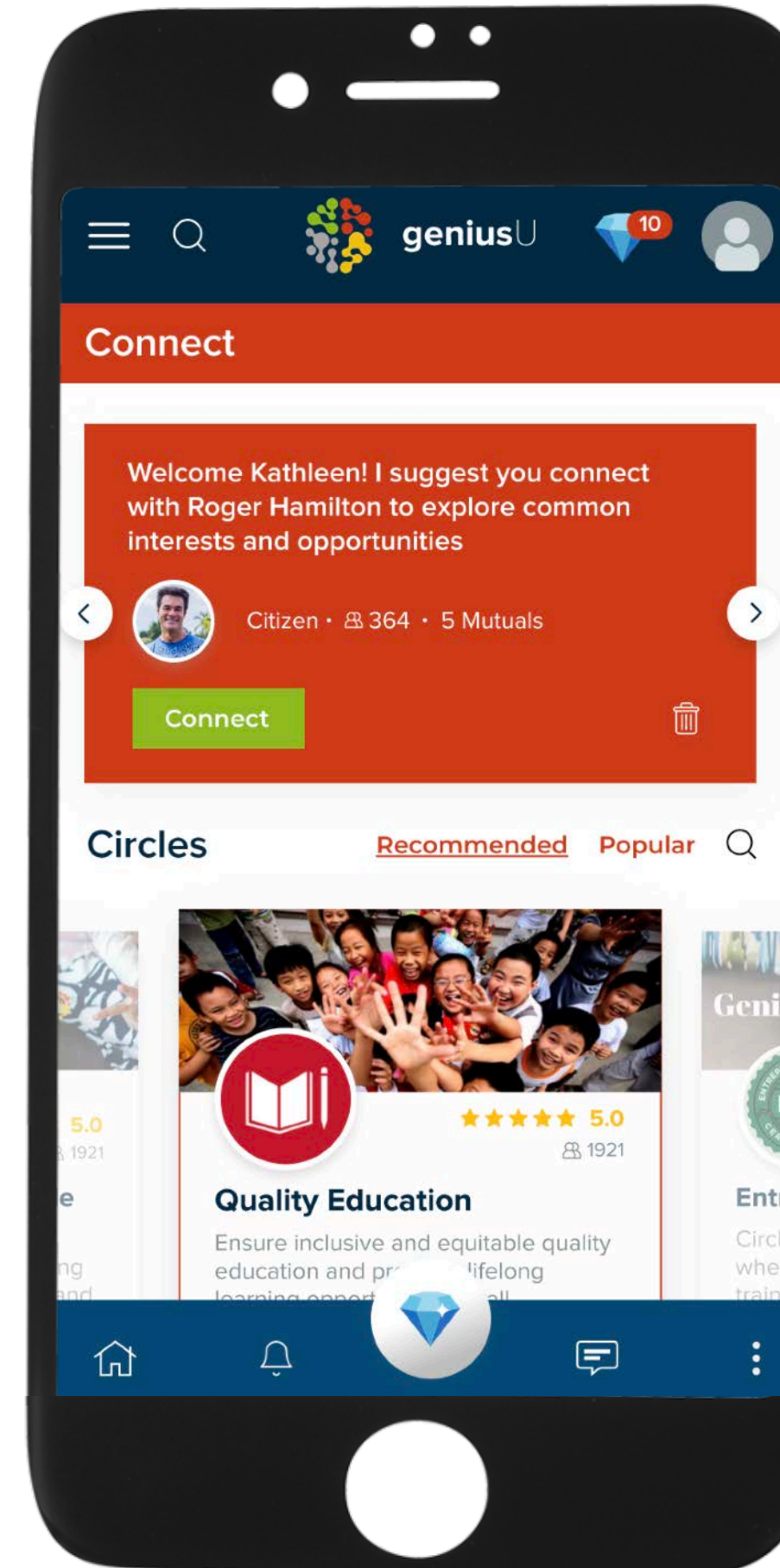
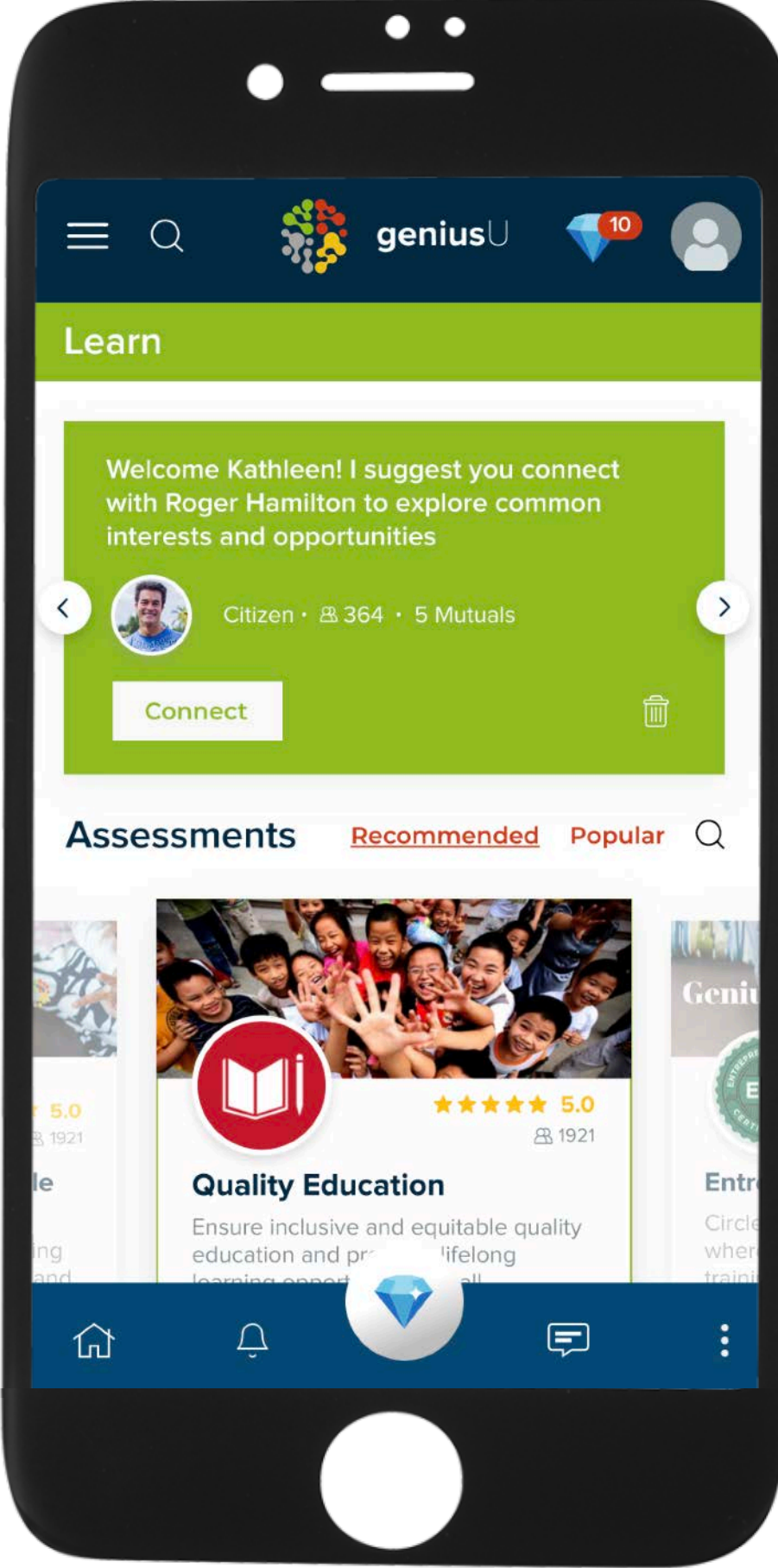
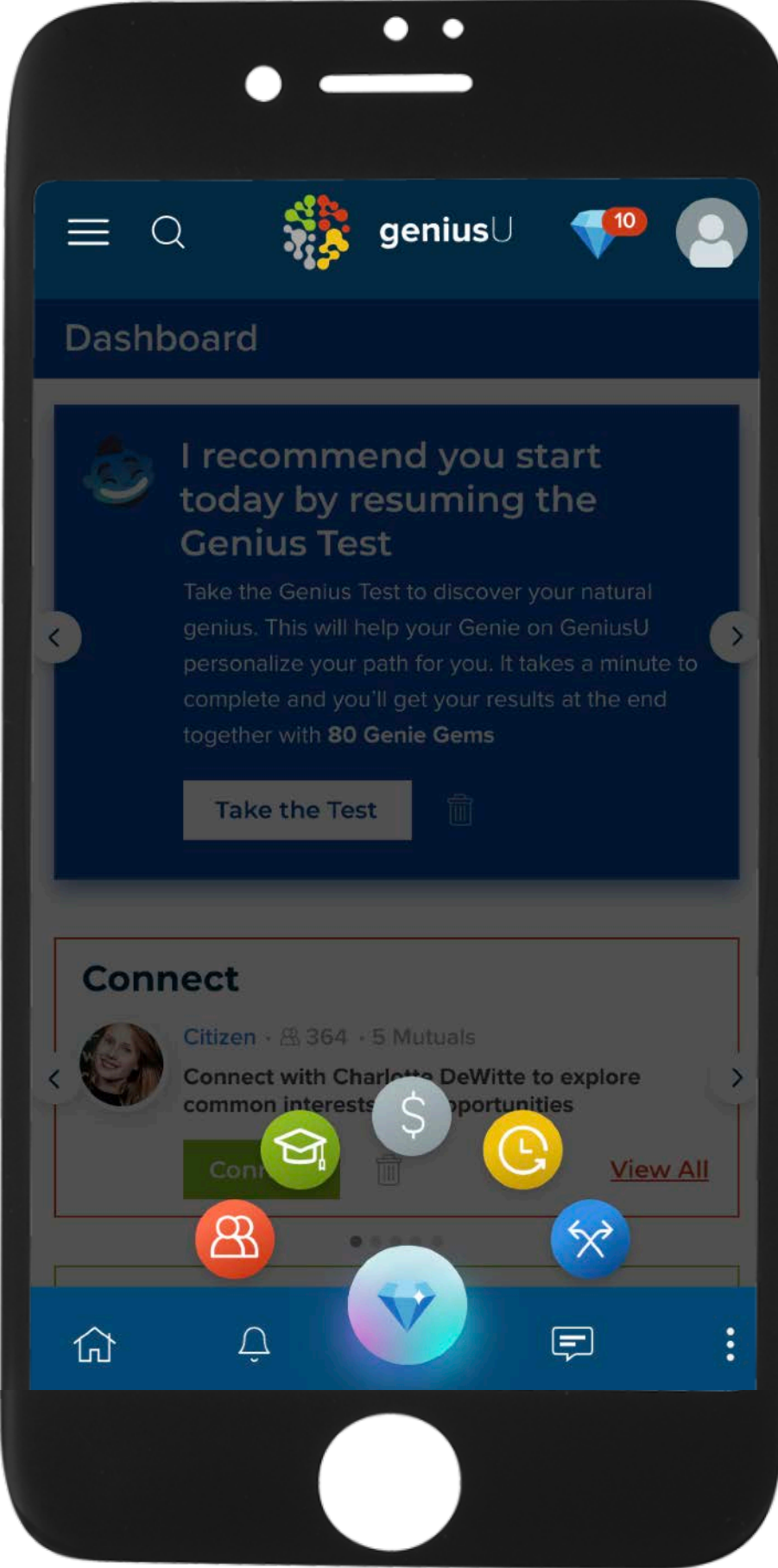
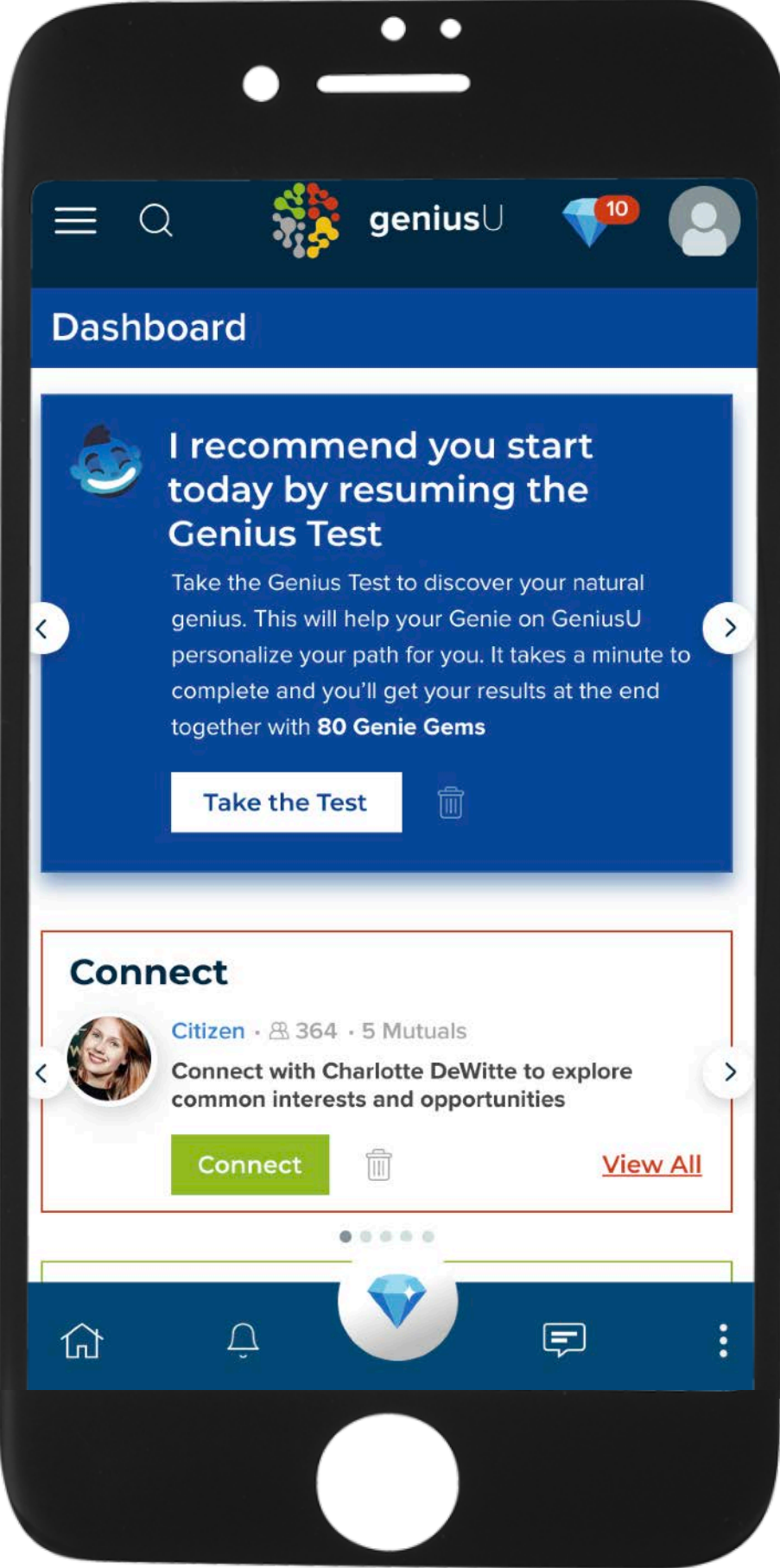


Build your GeniusU profile



Our C.L.E.A.R. Philosophy

Our Students earn Genius Entrepreneur Merits (GEMs) for each step they take to **Connect, Learn, Earn, Act and Review**, gamifying their learning experience.



Create a Daily C.L.E.A.R. Habit

Take these daily five steps to grow your genius:
Connect, Learn, Earn, Act and Review, while igniting the genius of others.



Spirit
Steve



Dynamo
Dan



Blaze
Bella



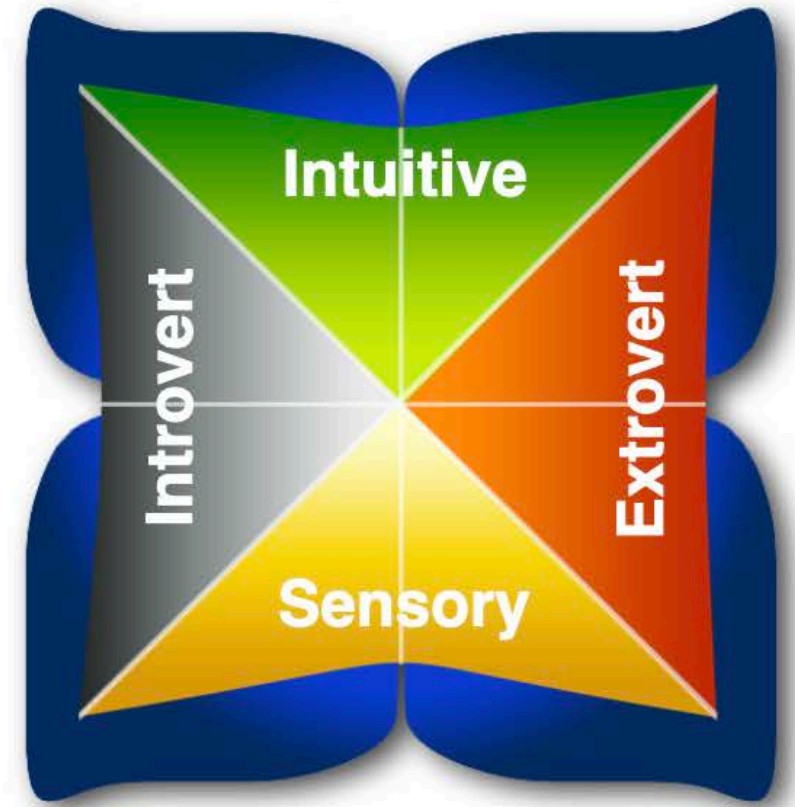
Tempo
Tina



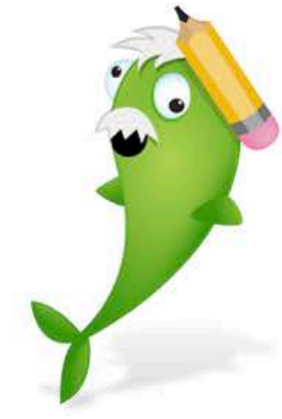
Steel
Sandra

The Five Rhythms

STEEL
Metal - How?



DYNAMO
Wood - What?

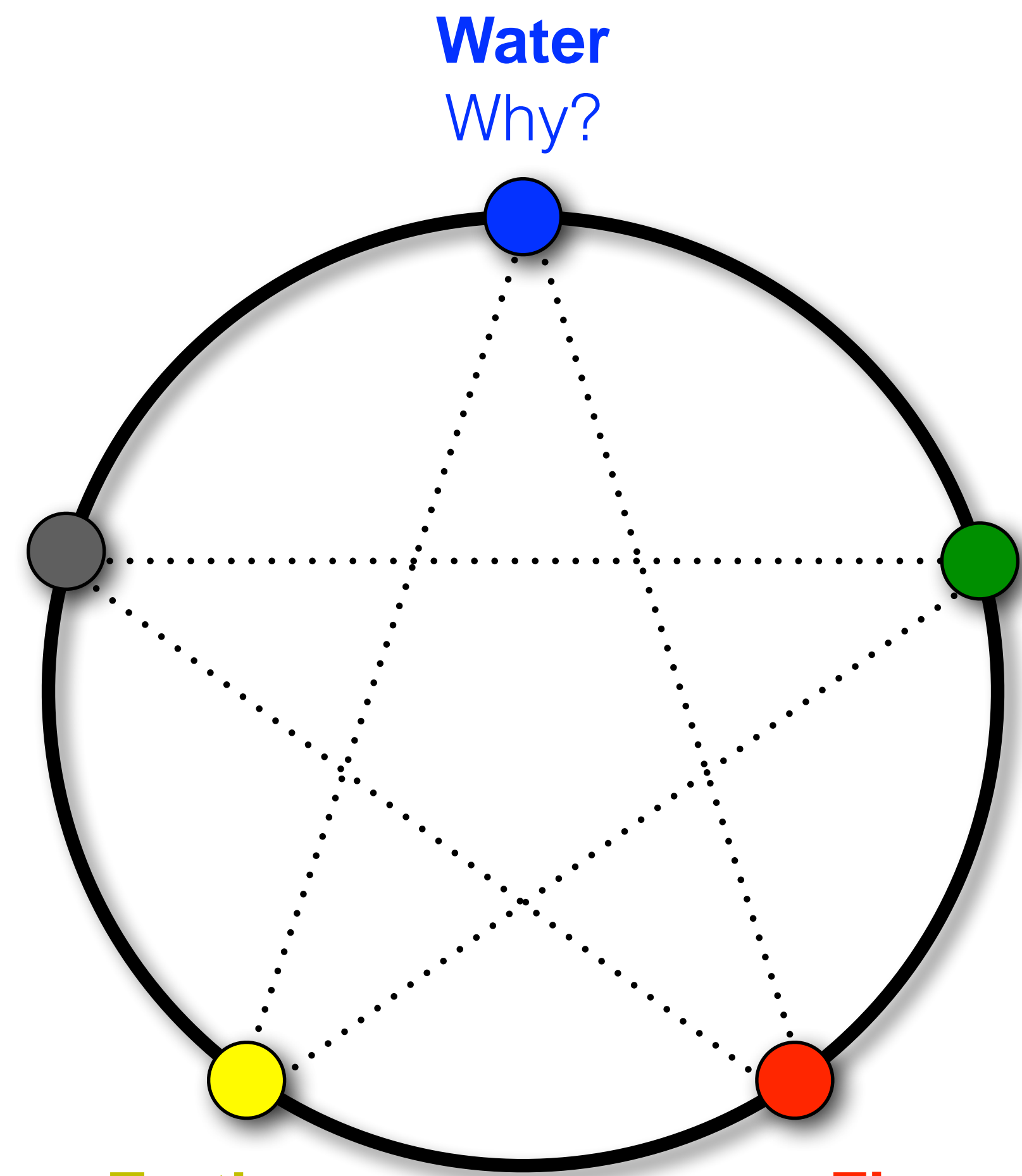


TEMPO
Earth - When?



BLAZE
Fire - Who?

Metal
How?



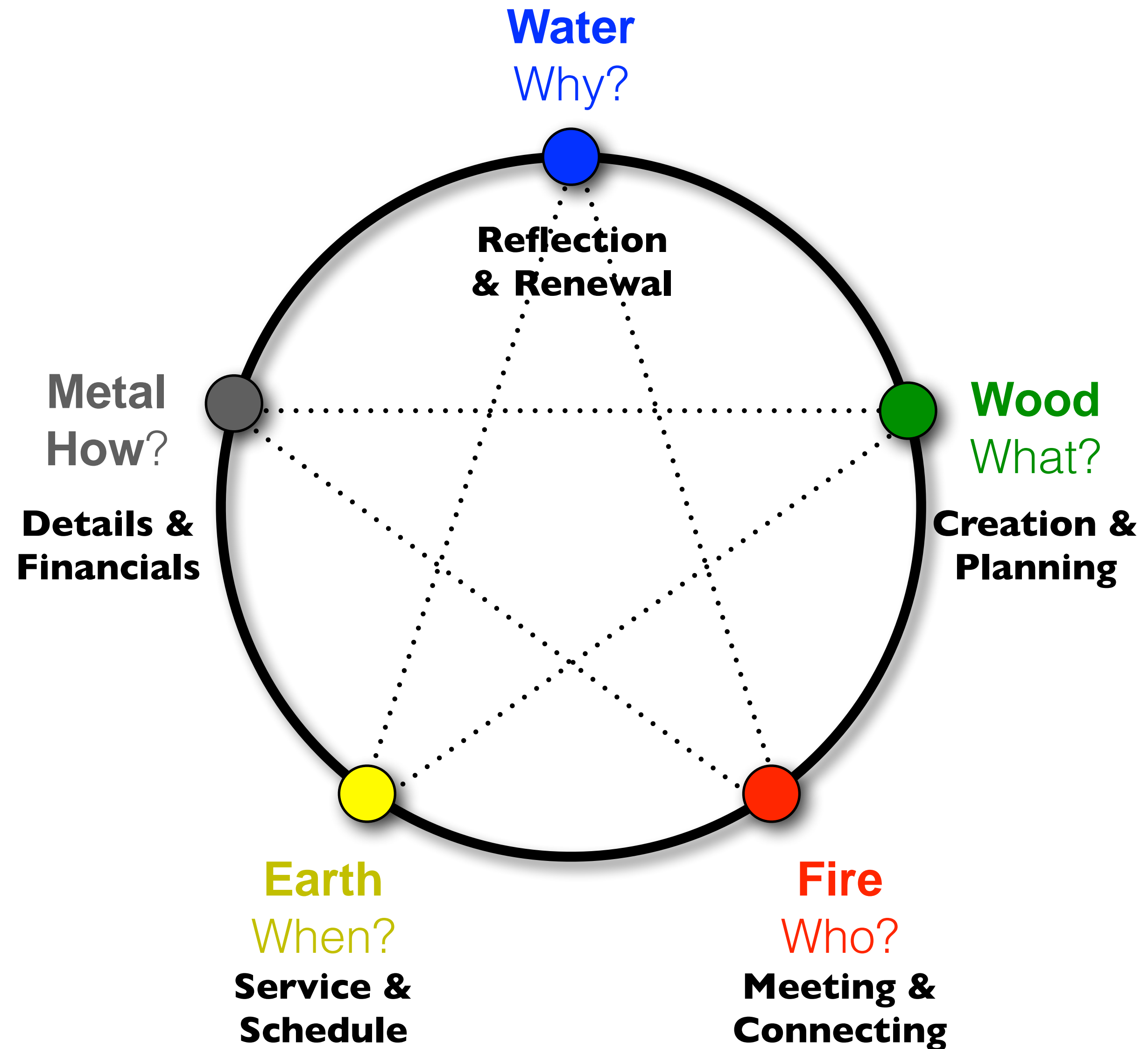
Water
Why?

Wood
What?

Earth
When?

Fire
Who?

The Five Rhythms



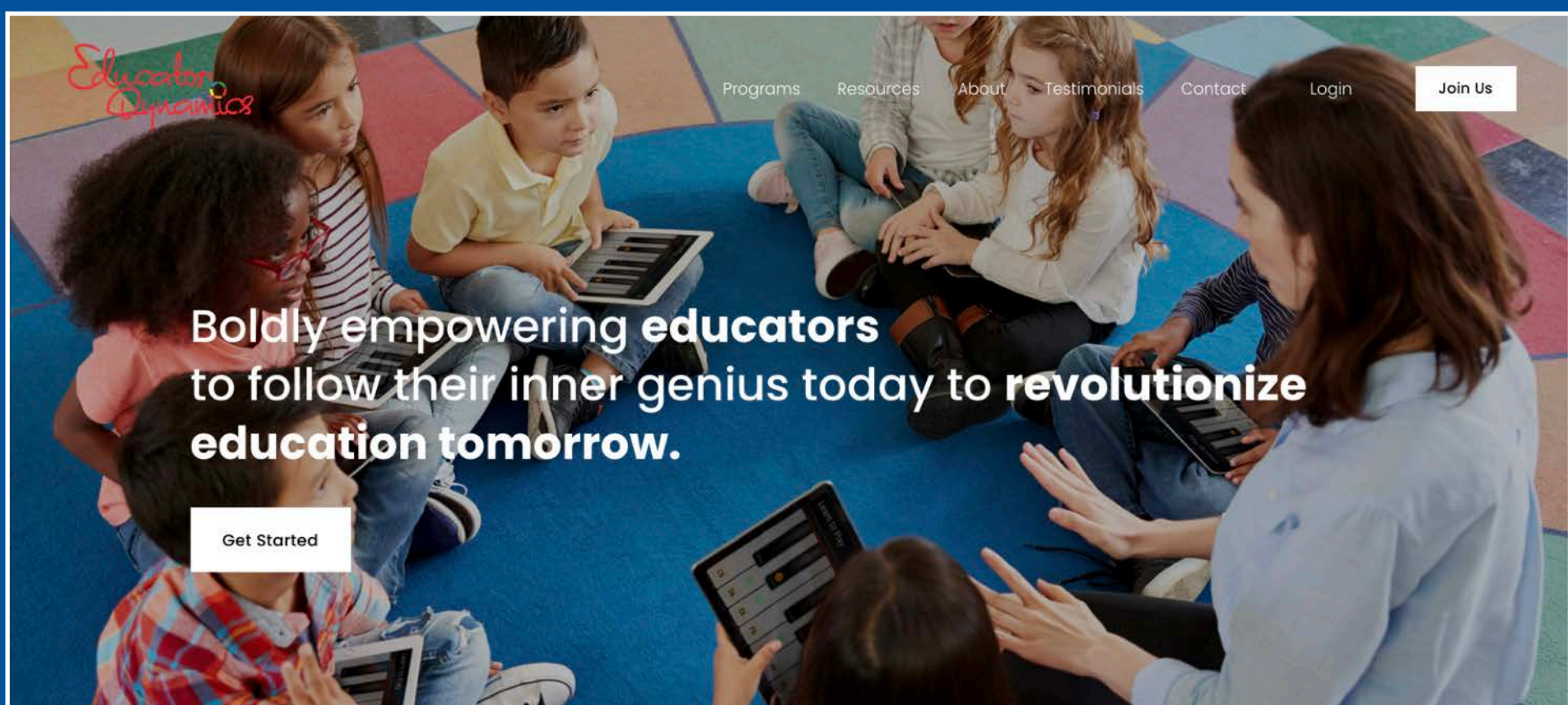
Genius Story: Sandi Herrera

After working at Zappos in Las Vegas, Sandi left the company with an ambition of ‘delivering happiness’ to schools. She joined GeniusU in 2015, first as a student and then as a mentor. She has since grown Genius School in the US as well as her own teacher training company, Educator Dynamics, with Zappos now sponsoring her Genius Camps.



Sandi's Genius Journey

- 2015: Joined GeniusU after taking the Genius Test
- 2015: Attended the Global Entrepreneur Summit
- 2015: Became certified on GeniusU as a Performance Consultant
- 2016: Joined 12 Month Crystal Circle Mentoring Program
- 2017: Joined Genius School team and launched Educator Dynamics
- 2018: Launched Genius School US with first Genius Camps
- 2019: Brought former employer Zappos in as a main sponsor
- 2020: Pivoted during pandemic with mentoring: \$15,000 to \$200,000
- 2021: Representing Genius Group at GSV EdTech Summit in San Diego



“The key to growing as an educator is to keep company with others who uplift you, whose presence inspires you, and whose dedication drives you.”

- Sandi Herrera, Genius Partner since 2018



We are the ones we've
been waiting for.

June Jordan



Entrepreneur Fast Track