

RAISING THE INDENTITY CEILING

—LIKE THE SET POINT ON LIFE'S THERMOSTAT, WE WILL RISE TO OUR IDENTITY CEILING BUT WE CANNOT OUTPERFORM IT

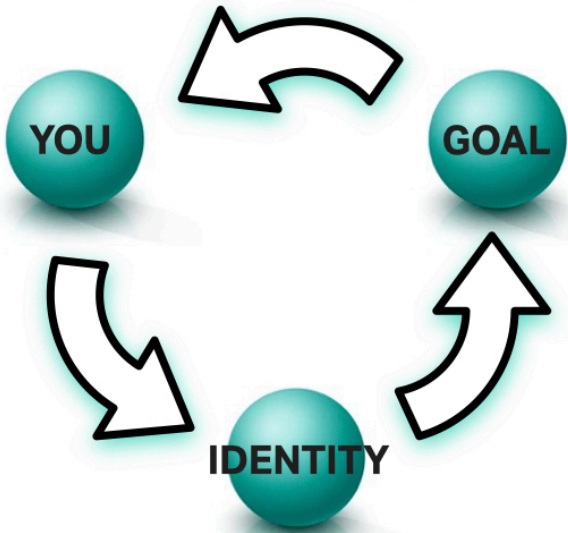
GROWTH'S INVISIBLE BOTTLENECK IS IDENTITY

SHIFTS IN IDENTITY ALWAYS PRECEDE ACCOMPLISHMENT

LONG TERM CONSISTENCY ALWAYS BEATS SHORT TERM INTENSITY

GROWTH IS KRYPTONITE TO REGRET

THE GROWTH CYCLE



CARE FIERCELY

- GROWTH AND GREATNESS ARE SELF-ASSIGNMENT
- MOVE TOWARDS ANY SPARK

CLAIM BOLDLY

- STEP BYEOND SELF-LIMITING BELIEFS
- FEAR IS A COMPASS., MOVE TOWARDS IT

COMPOUND DAILY

- BE IT UNTIL THEY SEE IT
- PLANT YOUR FLAG EVERY DAY

YOUR SPARK? _____

YOUR 'TO-BE' LIST? _____

YOUR HIDDEN LAKE? _____

CHOOSE BOLDLY WHO YOU AND YOUR TEAM

WILL **BECOME**