

## CONTROLLING INSIGHT

  
**IMPACT** DRIVES **INCOME**

NOT THE OTHER WAY AROUND.

## CHALLENGE

# BE FOR IMPACT!!!

## 9 GUIDING PRINCIPLES

- 1) START WITH THE WHY.
- 2) YOU BECOME WHAT YOU THINK ABOUT!
- 3) CHANGE YOUR VOCABULARY!
- 4) THINK BIG. BUILD SIMPLE. ACT NOW.
- 5) CHANGE (THE) RULES!
- 6) ENGAGE GREAT TALENT.
- 7) DO THE MATH!
- 8) COMMIT TO SALES!
- 9) JUST ASK. JUST ASK. JUST ASK.