

PROJECT PASSION

TURN YOUR BIG IDEA INTO
YOUR NEXT BIG THING.

Geoff McDonald

Where did it go?

That's how it feels sometimes. One minute we're celebrating the New Year and the next moment we look up and we're into February, March, April. No wait, it's May. And June is coming at us like a freight train down a hill...

How is your year going? Most importantly, are you overcoming your most important business challenge? Is it time to create your next big thing?

Or, is it turning out to be more of the same... That same old good intention followed by that same old unfulfilled ache in your stomach?

You know you have a choice... You can have your same-old-thing or your next big thing. Naturally, we all want the next big thing. That's a no-brainer.

The real question is: what are you going to do differently to make it happen?

And, I mean to really go after it and make sure it happens this year.

You've probably heard the definition of insanity is doing the same thing over and over again whilst expecting different results. Don't make 2017 another insane year for all the wrong reasons.

Focus Your Energy

Getting your result is important. That is what we're playing for. And, equally, how are you going to feel along the way?

Are you going to continue slogging away in a never-ending battle against the forces of evil – procrastination, distraction and time wasting? Are you going to keep pushing things up hill until it cracks – or worse, you crack?

There is another way. You could be filled with motivation, inspiration and passion. And, if you chose this path you'd automatically boost your resilience, your performance and your results. Wouldn't that be good?

The first step to achieving your next big thing is to create a project to focus your energy on a short-term effort. Don't try to play flat-out for the whole year. Instead, design a time-specific project to get you out of your daily rut and super-charge your energy in short sharp bursts.

And, make sure you don't fall for this big mistake...

Why Most Projects Fail

Most Project Planning programs only focus on doing things.

I know from personal experience that this doesn't always work. There is always a moment in every project where the honeymoon period ends and the tough stuff begins. Sometimes you can apply willpower and discipline to keep going and sometimes you just can't.

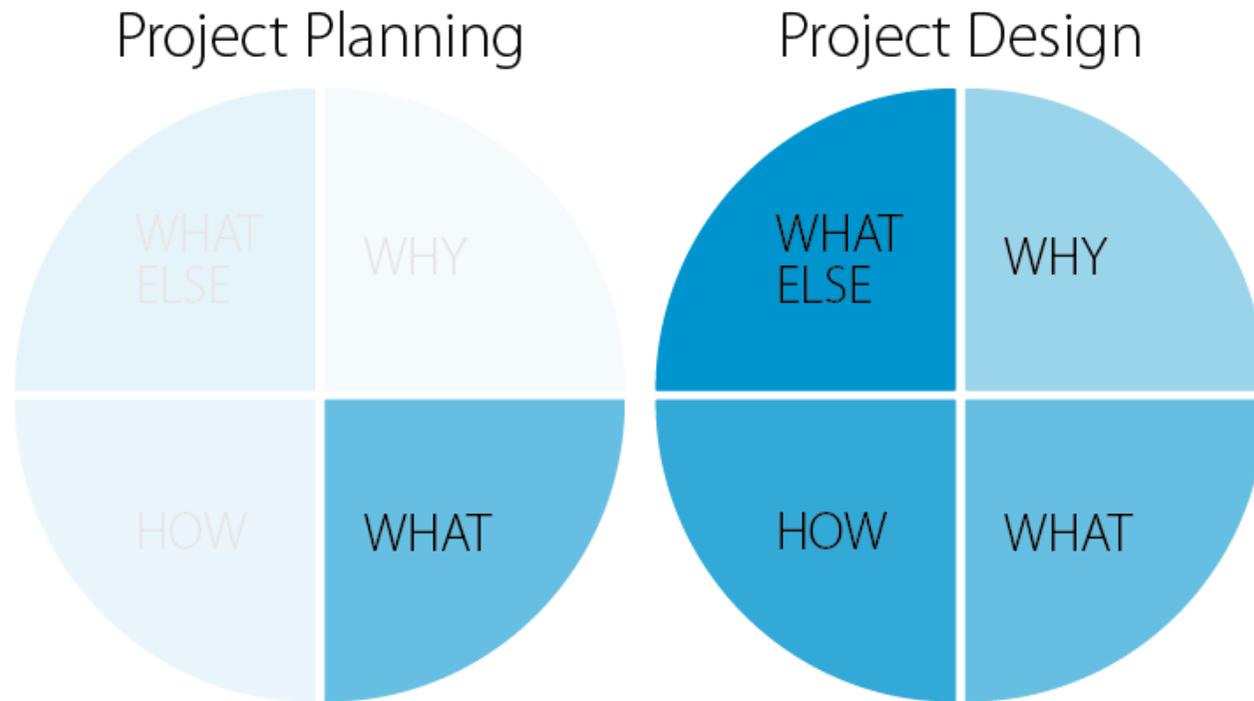
So it's perhaps no surprise that most projects fail because of a lack of motivation.

That's why we've created Project Passion. It's Project Design that includes your emotions, your inspiration and your passion in the design of your project. This is

the framework you will use to design your project to create your best possible chance of success.

Project Planning V Project Design

Project Planning only focuses on the 'what', Project Design includes the 'Why' and 'How'...



What You Will Learn

- The difference between Project Planning and Project Design
- Why your Default Future is holding you back
- How to be inspired every day
- Why relying on willpower and discipline doesn't work
- How to create new habits that make life easy
- Why the Elephant is more important than the Rider
- How to shape your environment to make it easier to do the right thing at the right time
- The secret to being able to access any resource you need
- How to overcome any obstacle

There is a greater need than ever before to be smart, to have great ideas and to be able to commercialize them and put them into practice. Geoff is one of the people that does that better than anyone I know.

Gihan Perera, author of multiple books, including: [The Future of Leadership](#) and [Fast, Flat and Free](#).

Now that we've run the program several times we've streamlined things so you will get more done with less effort. We won't be creating big plans.

Instead, we're using the principles of Scrum and Agile – the secret weapon of successful software developers around the world. The goal is to create a finished something at least every week. And, simply learning how to run a project the agile way will be a huge head start you can keep using way beyond this program!

What You Will Create

More important than what you will learn, is what you will create. Take a moment to think about your most important business challenge is right now... How would you feel when you've had a breakthrough in that area of your business by the middle of the year? That's the real prize.

10x Value

You helped me a lot in the early days of creating what is now the Bucket List brand – Thank you!

Trav Bell, The Bucket List Guy

To put the price of this program into context, think about what you want to create for yourself... Aim for 10 times value. For instance, if you paid \$4500 plus GST for the Individual Program and you created a project around 'Getting new clients', could you generate \$45,000 worth of new sales during this time or shortly after? Likewise, for the group program, can you add \$6000 worth of value to your business?

The other side of the equation is to look at the cost of not acting now. For instance, if you're running your business all on your own and know you need to outsource some tasks, the cost to your health, potential for client mistakes or even family breakdowns could easily be the 10x value you need to make joining the program more than worthwhile.

Three Essential Things

The Program is based on three essential things that we all need to fulfil our projects and to bring our ideas to life:

- 1 Pathway - what is the process, method and steps to go from idea to done?
- 2 Accountability - tracking what we said we'd do and what we actually did
- 3 Support - not trying do everything on our own



My Biggest Mistake

Well thought out, supportive and challenging. I haven't had the level of accountability Geoff provides ... ever!

Suzanne Mercier, Expert on Moving Beyond the Imposter Syndrome

The biggest mistake I've made way too often in my business is to consistently try to do things all by myself. Sometimes I get away with it, often I don't. We all need

support, particularly when we run into hurdles we didn't expect. And, that's almost certain if you're taking on something new.

The Support You Need

Join our program to gain the support you need when you need it. And, tap into the latest thinking from world experts in the fields of:

Psychology
Neuroscience
Agile and Scrum software design
Entrepreneurship
Linguistics
Leadership
Environmental Design, and
Design Thinking

Project Passion has been designed to have you win through following a proven pathway. It's with an experienced coach to keep you accountable and see things clearly when you get stuck. And, it's with business people just like you pursuing similar goals. They can cheer you on and they may even be able to help you access the resources you need.

Access Anywhere

The whole program will be delivered online so you can attend without leaving home, at the office or even if you're travelling.

The weekly sessions will be delivered via webinar technology. All of these will be recorded in case you miss one.

Plus, we'll post your Course Manual and support materials online so you can access them at any time.

It's given me a flying start to the year. I have done a number of similar programs - none of which come close to what Geoff has put together.

Mike Allen, Managing Partner, Centre for Organisation Development

How It Works

The Project Passion program runs for 12 weeks. That's 84 days or a quarter of the year. You really can achieve a lot in that time. So think big... What would be a great result for you and your business in that time frame?

Project Passion 5 - Program Schedule - All Sessions on Friday

Week	1	2	3	4	5	6	7	8	9	10	11	12
	May 26	Jun 2	Jun 9	Jun 16	Break	Jun 30	Jul 7	Jul 14	Break	Jul 28	Aug 4	Aug 11

The program includes ten live sessions that each run for up to two hours – we give you a little break in between a couple of sessions to free up some time for you to finish your project.

Naturally we'd love it if you could attend every session and we know this may not be possible because you'll be busy winning your game. We simply ask that you be in action and be in touch through the private Facebook Group. Plus you can catch up with the recordings.

You gave me clarity and got me moving – huge! Many thanks for getting me started in an area I've been thinking about for quite a while.

Michael Grose, Parenting Ideas and author of multiple books including Thriving

Time and Dates

Our next public program, Project Passion 5, will run on Friday mornings – Melbourne time – 8:30am to 10:30am. It's ten sessions over 12 weeks.

- May 26
- June 2, 9, 16, 30
- July 7, 14, 28
- August 4, 11

Are you up for this?

The most important thing we need from you is to create and undertake a Business Project you are committed to fulfilling. We want you to be in action, to be inspired and to play as if your business depends on it!

Also, you need to be willing and able to participate in the online sessions and/or be active on the Facebook group. All live sessions will be recorded to ensure you don't miss anything.

Accountability – important!

Project Passion was THE reason I maintained momentum with my focus for 2017. It gave me clarity, kept me accountable and included all the hallmarks of current excellent adult learning principles. My vote of confidence is that I am joining the next Project Passion program too.

Taruni Falconer, Founder-Owner of Intercultural Dynamics

During the program we will ask you to submit your Project Design. This will keep you focused and allow me to keep you honest around what you said and what you did.

I'll also be running my own project and sharing the obstacles and victories I experience along the way – so you can keep me honest too!

During our live sessions we will discuss how you are travelling... Are you on track, off-track or have you lost track? And, if necessary we can then have a coaching conversation with you to put you back on your path to success.

This means you need to be coachable. This means being open to a conversation about how your project is going and what is holding you back. Sometimes this can be difficult when a challenging obstacle confronts you. We will provide the care, respect and trust that is central to this conversation.

Program Outline

The ten sessions of Project Passion look like this. And, we may vary it a little depending upon what the group needs next.

- 1 Define your motivation, passion and inspiration
- 2 Design how to produce fast results
- 3 Create ways to get more done with less effort
- 4 Use the invisible power that trumps willpower and discipline
- 5 Create Momentum in your Project
- 6 Impact your life and the lives of others
- 7 Streamline your efforts
- 8 Why you need to cause breakdowns
- 9 How to achieve more with less
- 10 The best way to celebrate your success

Session Design

Each session is scheduled to run for two interactive hours. During the first 90 minutes, Geoff will share the key distinctions of the program (see the 10 points in the outline above). Participants can complete the exercises in their Course Manuals and type their questions and answers into the webinar question box. And, during the final 30 minutes, we open the line for live questions and personal coaching.

Who is Project Passion For?

Project Passion helped me to 'unpack' my thinking and challenged me to approach my project with a clearer understanding of what I need to do to set myself up for success.

David Smith, Executive Coach and Intentional Leadership Facilitator

This is a business program. This means you'll be creating and winning a business-based project – what this looks like is up to you. This also means the time commitment you will need to fulfil your project will vary.

You could be just starting your business or have years of experience. Whilst we will be talking about business strategy and we will offer some suggestions, we won't be telling you how to run your business.

Mostly, we'll be focusing on what you need to win your project – this may include some personal coaching and even a personal breakthrough.

And, so you know... I'll be running my own project at the same time as you. This puts me in the arena with you so I'll know what you're going through and how it feels. Plus, I'll be sharing my wins, my losses and my struggles. And, if things get really desperate, you might have to coach me! LOL!

Your Coach

Geoff McDonald is a former architect who no longer designs buildings. Instead he designs ideas in the form of books, seminars, presentations and information products.

He created Project Passion out of his own failure to fulfil his projects and goals. Like Edison, he spent a lot of years finding out lots of ways NOT to complete your projects. And, now he thinks he's onto something because he's getting a lot more done.



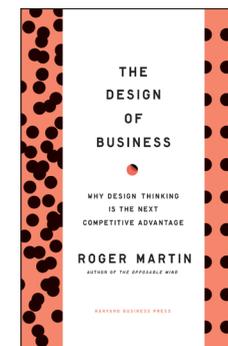
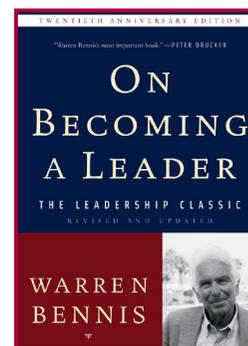
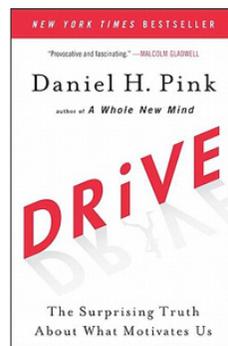
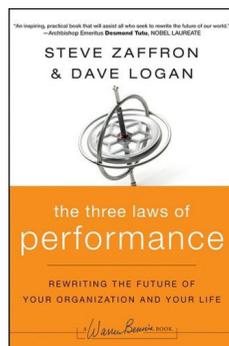
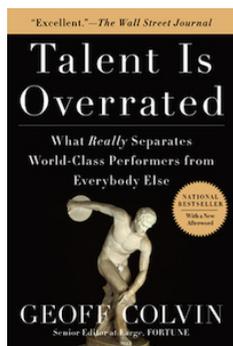
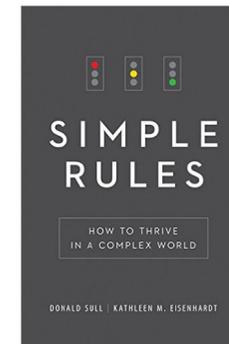
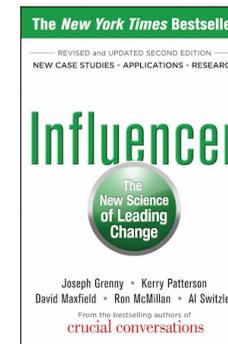
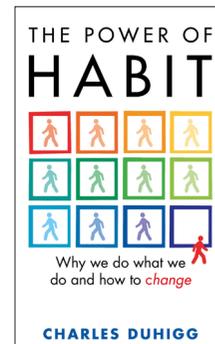
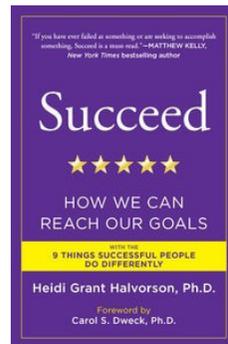
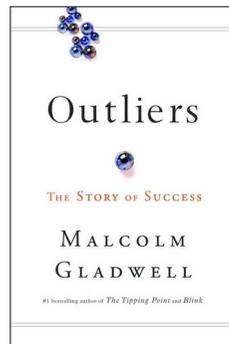
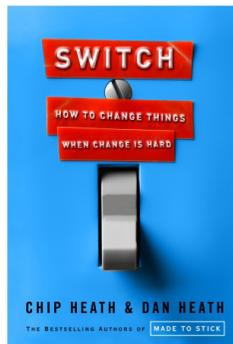
Geoff is best known as the creator of Book Rapper where he recreates important business books so you can read the big ideas from the best thinkers on the planet in under 30 minutes.

Some things Geoff has finished...

- Author of eight books
- Author of more than 60 ebooks
- Published over 960 blog posts
- Published over 95 podcast episodes

- Exhibited his paintings and sculptures
- Read over 500 books in the past 12 years
- Presented at international design conferences
- Bachelor of Architecture Degree with Honours
- Master of Architecture Degree (USA)
- Master Practitioner in NLP
- Diploma of Ontological Coaching

Bonuses



The program is based on what we've learnt from Book Rapper and some of the best business books by some of the best business thinkers on the planet. We'll include the nine specific Book Rapper issues as a bonus to deepen your learning from the program. Valued at \$47.

Plus, Geoff has written and published the book *Done: Why You Fail to Finish Your Projects and What to Do About It*, based on this course that you can download and read at your leisure. Valued at \$25.

Three Choices

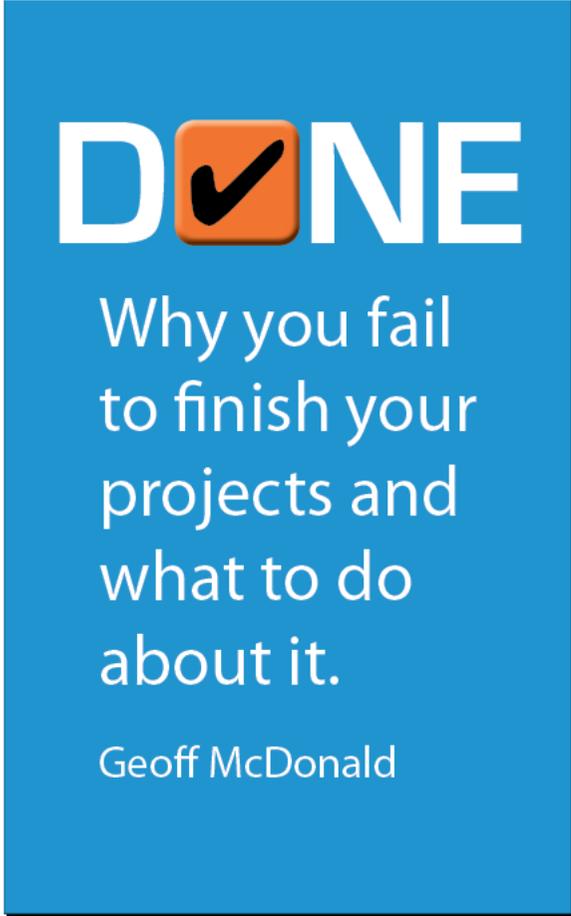
You can join the Project Passion Program in three ways:

① Individual Program

The Individual Program is if you want one-on-one attention. Plus, you can set your own meeting times so they suit your schedule.

\$4500 plus GST – ten sessions over 90 days.

We can offer a payment plan if this helps you manage your cash flow.



DONE

Why you fail
to finish your
projects and
what to do
about it.

Geoff McDonald

② Organisation Program

If you'd like to change the way you get things done in your organisation, talk to us about an in-house program. We've recently finished our first program with a Regional Council to help their team implement a series of projects. And, they're ready to go around again!

You can either select individuals across multiple teams and projects - ideally the manager or team leader. Alternatively, to supercharge your results, enrol the entire team on the program so they're all working off the same page. We can also tailor the program to your needs.

Geoff has an astonishing ability to see things from many and varied angles. He combines his outstanding design capability with a creative mind that draws on diverse resources to come up with solutions that you could not have imagined yourself. If you need a creative solution to a challenging problem... call Geoff!

Helen Macdonald, Optimism Zone, Former National President PSA

③ Group Program

This is our core public program. It includes ten sessions over 12 weeks. It is limited to ten people to ensure you receive personalized attention. All course manuals and recordings are included. Plus, the bonus Book Rapper materials.

\$600 plus GST - ten two-hour sessions of group coaching over 12 weeks. That's only \$30 per contact hour.

Plus, we can offer a payment plan if this helps you manage your cash flow.

More...

Remember, it's not the ideas you start with, it's the things you finish that make the difference.

You can register for a group or individual program on our web page:

GeoffMcDonald.com/Project-Passion/

Feel free to pass this brochure onto your colleagues who may benefit from finishing their projects and getting more done.

For answers to your questions or to discuss an organisational program email Geoff:

Geoff@GeoffMcDonald.com