

The Freedom Cycle

Speaker: Dan Sullivan

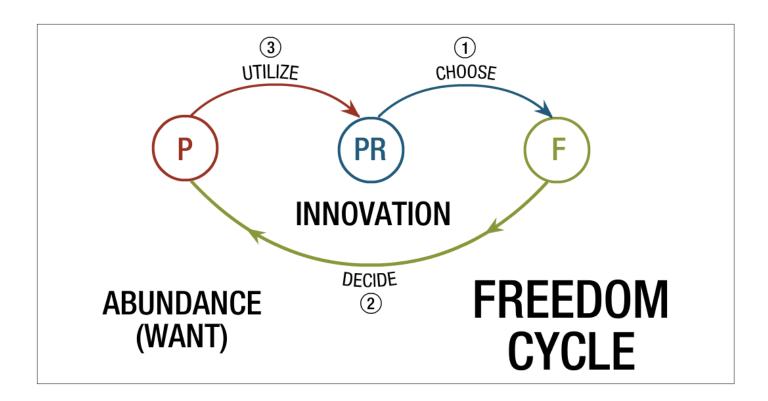
For more information or to register for the Strategic Coach[®] Program, call 416.531.7399 or 1.800.387.3206 in North America, or 0800 051 6413 from the UK.

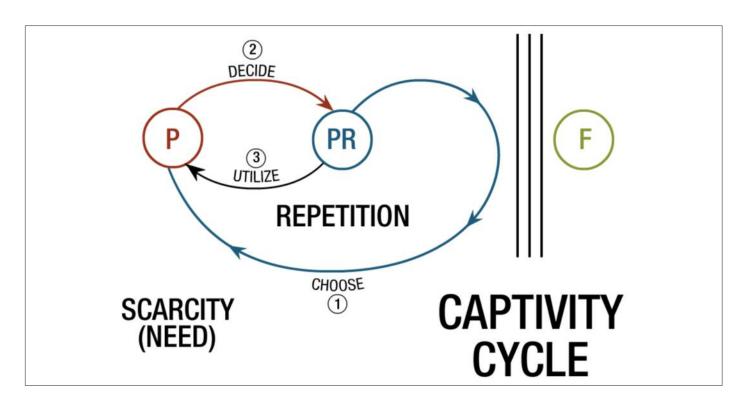


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Freedom Cycle vs. Captivity Cycle

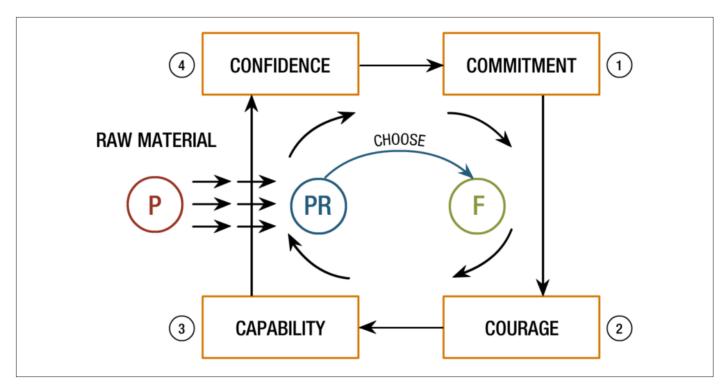




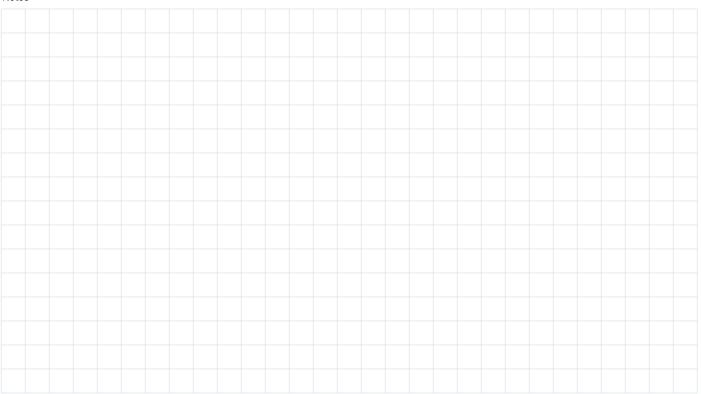
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The Four C's



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Commitment, Courage, Capabilty, Confidence

Breakthrough 4 Confidence 1 Commitment 3 Capability 2 Courage

Commitment, Courage, Capability, Confidence

Breakthrough

Focusing just on 10x Program — freeing up 100 days

4 Confidence

Have created a new 25-year game plan for developing & expanding The 10x Program w/ 10x growth of company valuation & market reputation.

Commitment

After starting the 10x Program in 2011, made decision on July 31, 2013 to focus entirely on growing this new program — putting the Strategic Coach Program with 2,000+ clients entirely in the hands of Cathy Davis & her teams.

3 Capability

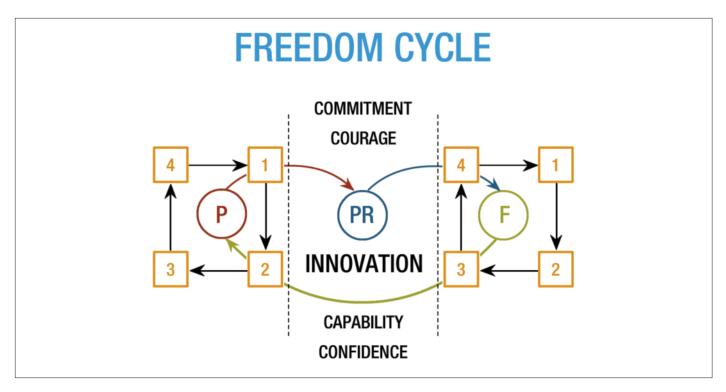
Freed up 100 workdays for creative & marketing activities focused entirely on The 10x Program. The result: Huge jump in new 10x concepts & tools, & in 10x registrations.

2 Courage

Walked away from 250 existing clients who did not want to join 10x — trusting that they would go w/ associate coaches. This generated negative comments from long-term clients who had been in my workshops for 10 years or more.

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