

**Yanik:** I'm going to tell you about in 15 minutes how to create your vision of greatness. How many of you guys would be into that? I got a really important question first and you guys can close your eyes, you don't have to see the answer. I just want to see and then maybe I'll let you guys peek. How many of you feel like you're destined for greatness? Raise your hand. Open your eyes. That is good. You're in the right room.

I feel like I'm destined for greatness, and all these different magical things have been happening a lot faster and a lot quicker recently. One of them was actually at Awesomeness Fest two years ago where I've been thinking a lot about these interconnected businesses and networks of people and connections and all sorts of stuff. And so, Vishen was teaching us about meditation and I've never really mediated, so I was using meditation while snorkeling in Hawaii. I could hear the breathing from the snorkel; it was really cool. The number 33 has a lot of meaning to me, and I'm like 'I'm going to count 33 fish' and see what happens. I start counting and all of a sudden I see the reef and I got it. It's a true ecosystem. It's a reef, and that's what I think my destiny to greatness is is building these ecosystems and ecoversees.

The next day, I counted 33 fish again, and I'm like I haven't seen a turtle the whole time, and there was a turtle. It was literally just hanging out and I popped up and there's no one around me. I was like, this is amazing. I just swam with the turtle for 15 minutes. I'm like, "Come on, let's go swimming." I'm touching the turtle and then I'm thinking this is a long time to be swimming with a turtle, and I'm starting to get a little bored. He then sinks down to the bottom of the sand. Then I was like, alright I guess our swim time was over. It was just really incredible.

I've broken down this into an acronym for vision so you guys can all remember it. The first one is vulnerability. How many of you guys felt a little vulnerable giving away something that was so valuable to you? I think that's so powerful.

I've had, for the last six years, made a lot of money in the Internet space and woke up one day, had a great reputation, had a wonderful family, had all these things going on, making a million dollars net; on the surface, everything's really good and I just wasn't happy. It seems to be this common refrain going on. But I'm like 'I am not going to be an Internet marketing guru for the next 10 years.' It's this whole voyage of figuring out what are you and who are you. I'm like 'I could do anything, and anything I touch will turn into gold instantly pretty much.'

So I started this other business which is all around what my passion was, which was taking unique entrepreneurs on these unique experiences and combining it with business, and combining with philanthropy and impact and all these things that I was so excited about. My other business was funding this other business. I ended up sinking about \$400,000 into it before I realized that I probably need some better business models if I'm going to stay in that business.

I was attached to a lot of things. I ended up selling my Aston Martin to pay for payroll. That was part of what I really enjoyed. I didn't sell my space flight ticket though; I kept that one and figured out how to keep that one going. Then we turned around Maverick really by being vulnerable, like telling the team what's going on and telling the members that I did sink \$400,000 into this and what's going on.

A lot of us wear some armor and it's like not letting our true selves shine, and I think this place is an amazing spot to really be vulnerable in a way. You can go deep with somebody in 10 minutes of meeting them and it's really cool, and it's really amazing.

How many of you have read this book *Daring Greatly*? Go get it; it's really great. Brene Brown and this has become my new question that I really have started asking myself and I love questions; your questions dictate your answers. I

don't know if you guys journal or not. I journal quite a bit, and so writing great questions in your journal and then answering them. What would you do even if you knew it would fail? That's a pretty big question. When you get an answer to that, that's more in the line of what your destiny of greatness is. What would you commit 100% to or 1000%?

Quite frankly, I grew up all through, I don't know, I'm just trying to think back to college. I'd go out the night before, drink a bunch of bourbon, come into class, be the last one into the test, borrow a pencil from my buddy-I worked on the LIFO system, last in, first out. I'm the last dude in there, borrow a pencil and I'm like blah blah blah, and I'm out of there; I get a B+ or B- straight through. My buddy, who graduated Summa Cum Laude or whatever the top is, he graduated at one down and he got a C in statistics that I got a B in, and he was so pissed. I think he's still pissed off about that.

If I was really honest with myself, I'd never committed 100% to anything that I've done, and this is the first time that I have a clarity around committing 1000% to what I'm doing. It's exciting. It makes everything better. In fact, I don't know if Kamal is in the room or not, but Kamal has this great book, *Love Yourself Like Your Life Depends On It*, and it's true. We all love Kamal because he's so vulnerable, because he's able to share with us himself, a successful CEO in Silicon Valley and who's having a breakdown and created this program for people. It's just so amazing starting with that insight and working its way out.

I didn't go out last night and a bunch of people are like 'where's Yanik?' It was 10:00pm, and I was out of there. I went to prepare for this and be really fresh and really excited. This is the first time that I am so charged up about something going on. I couldn't sleep actually. It sort of backfired; I went to bed at 3:30 just thinking about this presentation. But otherwise...

The I in VISION is intuition, and I totally believe in gut feeling and a lot of times we discount it or we try to logically work our way around things. I love these quotes:

“Follow your instincts. That’s where true wisdom manifests itself.” That was Oprah.

“Don’t let the noise of other’s opinion down your own inner voice. Everything else is secondary.” That’s Steve Jobs.

“I rely far more on gut instinct than researching huge amounts of statistics.” That’s Richard Branson, choking me out. He doesn’t like to lose in pool, by the way. I said, ‘Richard, we’re going to play for a lemur.’ He has lemurs on the island. He’s like, ‘Why do you always want to play for a lemur?’ I’m like, ‘Because you love them so much.’ We have to teach him about detaching from the lemurs. So that’s me beating him at pool.

The S in VISION is story. There's a psychological trigger, hot button, of story. We all have been taught as little kids by stories and we've been taught by parables; the Bible is one big collection of parables. Stories are an incredible way of sharing. So the people that are close to you - sharing your vision of greatness. You can give them research, you can give them statistics, you can talk about all sorts of stuff, but stories are what connect people incredibly. Your story is also what you do internally.

“I haven’t failed, but I've found 10,000 ways that won't work.” – Thomas Edison

What's his story here? His story is that he's found 10,000 ways it won't work, not that he’s failed 10,000 times. It’s a big difference. Lee was talking about that yesterday that we create meaning out of what happens to us, and it’s those experiences that we create meaning out of. That’s our story. I love creating... think about your personal mythology. How do you write your own

amazing story? Do that in your journal or wherever else you want to do it. And just, why not?

Look at your hero's journey, Joseph Campbell, that once you follow your bliss that where there once were walls, doors will open. I see that all the time, and once I get clear on where I'm going, all of a sudden there's introductions that happen, synchronicities that happen, just amazing people that step into my life and it's incredible.

That story that you want to tell yourself is an affirming story. Whatever happens, you can create that story around it. Also use story with your team and with your customers; it's one of the best ways of spreading your message whatever that impact element may be of your business or whatever that big goal is of your business. Use stories.

This is the story of Clif Bars and the guy Gary Erickson, who founded it. His story is an epiphany ride where he was riding for 120 miles on his bike, and he couldn't eat another power bar if his life depended on it. He doesn't say which one it was; he just says a power bar. It just tasted like garbage and he couldn't have it anymore. And he's like 'I think there's a better bar out there,' and he went back to his garbage and cooked up these bars, and that turned into a \$100 million+ company. It has a lot of consciousness behind it and a lot of good things that they're doing, but they do this story and then turn it into a ritual. Every year the team goes on an epiphany ride if they want with Gary as long as they want to do 100 or so miles if they want to do the whole ride or not. It's like that reaffirming, renewing it. It's really powerful, creating that story that hopefully other people can spread and share.

Inner child. This one is so important, and we forget to play as adults, a lot of us... probably not the people in this room. I see you guys playing a lot, which is cool, and I love playing. This is a picture of me in an orphanage. Actually I didn't even realize that this was in here; this is good. This is on the other side (I

don't know my directions. I need a compass) of the island is Haiti. We go there once a year for our Maverick impact trip to build self-sustaining villages that have a micro-economic engine attached to them. Usually we go to an orphanage that has some self-sustaining quality to it, like they're selling water and then that feeds the kids or some sort of micro-enterprise, and we work with them. The biggest thing that we do is show up and play with the kids and it's so powerful. It's reaffirming. There's a great book out just literally called *Play*, which has if you need research if you're more analytical, if you need research on why play is important, go grab that book. This little Groucho Marx mask that I had with one of the kids and we're like 'who's the craziest kid in here,' and they all point. Everyone knows in the class who it is and so he got this, and you can see my smile is probably even bigger than his. He has a huge smile going on, and the kid behind him is laughing. It's hilarious.

I'm going to ask you guys to play a little bit, if you guys are willing. You guys should have receive a sheet of paper from your journal and take 30 seconds to a minute to write down what your destiny of greatness is. Alright you guys are done. Fold it into a paper airplane. Now. You guys have two choices; you can either throw it at somebody else or throw them all up at me.

I'm going to read some of these.

"My destiny of greatness would be to have a lasting impact or something without something of a doubt to something and even for only a minute of their lives."

"I think my destiny of greatness is to make people smile and get out of their bubble."

"Impact more than one million people and empower them to create the health of their dreams." I'm going to hold on to this one for a second.

Also, if you get an airplane, read it. Who knows? Could it be just possibly that it's a paper airplane or maybe it's sending off our desires on the wings of something else more powerful? Who knows?

I like this quote from the Dalai Lama: "I'm a professional laugher..." Anytime you're feeling annoyed, and this guy has probably got more things to be annoyed about, having this country invaded.

The O is the one big goal, the one big goal that people can get behind, that big mission. People want to be part of something bigger than themselves. John F. Kennedy said, "We're going to the moon." That's a pretty damn ambitious goal, and they did it, supposedly. I think they did.

I like this picture. Our boss said that if we got 1 million likes that he'd buy us a theater. It doesn't even have to be an earth shattering big goal, but make it something that your team or people around you can rally against. This guy or gal said, "Impact more than 1 million people and empower them to create the health of their dreams"; that could become one of their metrics.

The N is for your network. You guys are building your network right here. It's pretty impossible to do whatever your destiny of greatness is by yourself. I look at what we're doing with Maverick, with the things that I hopefully help catalyze as creating this interconnected destiny of greatness for the people that get involved. The people that come into your lives, you just know that they're hopefully part of something bigger for you.

You just have to grow your network, and this is the way that I think about your network is trying to create yourself as the hub if possible. Vishen talked about The Underground. We put on The Underground each year, these different Maverick events or all sorts of things, these dinner parties, these dangerous dinners where we're slicing off champagne bottles and then teaching people how to sword fight or walking on hot coal and such, just all sorts of stuff. Make it unique and experiential if you can, but create the hub. Create something

that other people come around you at. Even if it's every Friday night we're going to do dinner and games at the house. Create the hub and people will remember that you were part of the hub.

I have people coming up to me and thanking me for introducing them to the Underground, and I never introduced them, but I get the credit because we're in that same time and space. That network is so incredibly important to building this destiny of greatness.

I like this quote: "Our thoughts become our words, our words become our actions, our actions become our character, and our character becomes our destiny." – Ghandi

"I always knew I was destined for greatness." – Oprah.

Like I said, I felt that way too, and I also had this echo in my ear of what if I don't measure up, what if I don't reach my full potential and that's literally why I created Maverick1000, which is to create these 1000 interconnected entrepreneurs who all want to support each other, grow to the next level, be part of something big, help out and hopefully change the world and do something fun in the process. Right now, it's for entrepreneurs at that million dollar to \$100 million level and we have these contributing icons that are part of it in different ways. You get to spend really interesting time with them and just being a part of their world in some way. It's this combination of three main things; it's business breakthroughs along with experiential things where I think you create the bonds and that's where you create your deeper network, and then we also work on impact related things, like how do we make a difference with our entrepreneurial brain power?

We have lunch right after this, so we're going to break. I have room for 30 of us, if you want to go to lunch and meet a few of the Maverick members and come talk about Maverick with me. This is not a hard pitch obviously, but talk about what the future of what business is. For me, my biggest future is

creating these evolved enterprises, these businesses that are multiplying their good for something great that serve all stakeholders from their customers to their team to your ROI if you have investors to your own personal essence like manifesting what is the biggest expression of yourself through business, and that's what we're working on. If you want to hear a little bit more about it, come join me for lunch. And I thank you guys for playing with me a little bit.