

WHAT DO YOU HAVE IN COMMON
WITH
ELON MUSK?



INSTANT
Insight *Academy*

“Going from PayPal, I thought, well,
‘What are some of the other problems that are likely
to most affect the future of humanity?’
Not from the perspective, ‘What’s the best way to
make money?’ which is okay, but, it was really,
“What do I think is going to most affect
the **future of humanity.**””

Elon Musk



STANDOUT

Why now?



NEEDS vs WANTS

Your Drivers



” When something is important enough, you do it even if the odds are not in your favour.”

Elon Musk



QUESTIONSTOANSWER

Quality of the question = Quality of result



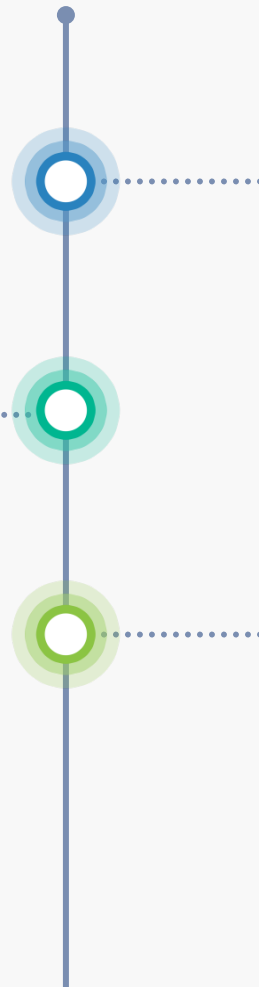
Questions

Targeted. Specific. Clarity.

Major Learnings from
each Event

What positive and negative meanings
did you give to each event?

2



1

3x Significant Events that
have changed your life?

These changed your direction and your focus.

3

Decision Time

What was the decision you made at each
event that then defined your character
and your direction?

Big Fish or Little Fish

Are you a big fish in a little pond or a little fish in a big pond?

5

Your Unique Product or Program

How do you want to share it with the world? How will you know that the impact has been made?

7



4

Your Current Situation

How are you currently tracking with your business and your life? Scale of 0-10+.



6

What motivates you?

Remember a time when you were totally motivated in your career. What was happening?





IMMEDIATE FOCUS

Personal Productivity



Steps to Success

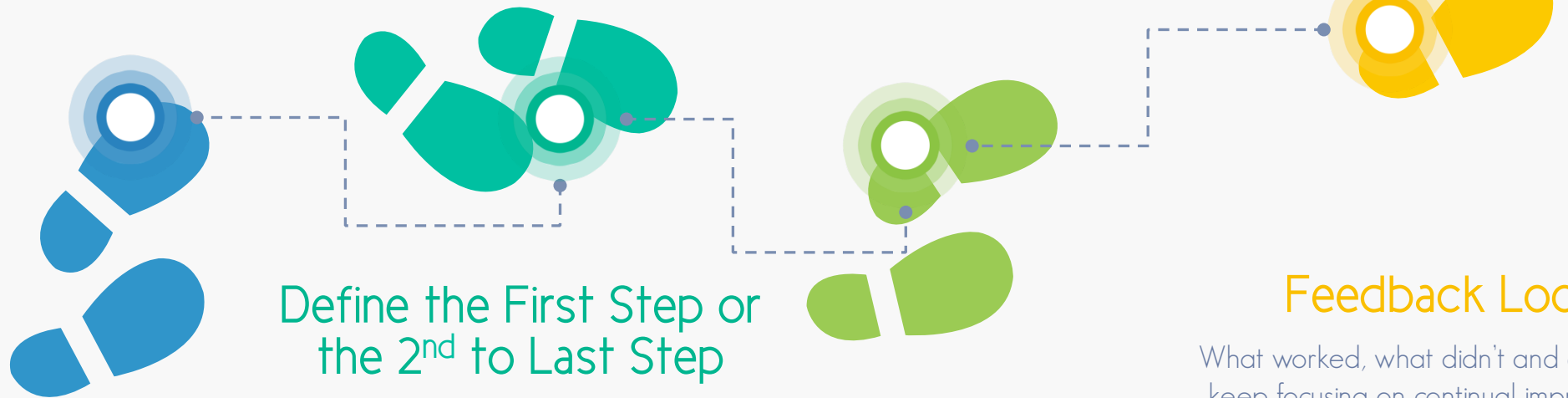
What works for you.

Start with the end in mind.

What will you see, hear, feel, taste and smell when your program/product/service is successful?

Ideal Action Structure

Short bursts (20-45 minutes) or
Period of Time (2-3 hours)



Define the First Step or the 2nd to Last Step

Big Picture Person = Last Steps and work backward or
Detailed Person = First Step and work forwards

Feedback Loop

What worked, what didn't and ensure you keep focusing on continual improvements while modeling excellence.



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