INTENTION SETTER

"What we expect, tends to happen"

Now that you've pinpointed your purpose and validated your self-belief, let's aim for total clarity by setting an intention to achieve one of your big, long-term goals.

When people begin to formulate goals, the natural tendency is to view their current status in relation to each goal. They see themselves at Point A. Then they do what they think they need to do to work towards achieving a goal, which they view as Point B. Ideally, they can fully define both points and develop a plan of action to get from here to there.

This is the case with formal business planning often based on the start-up period with 3, 6, 12 and 18 months and doing-long term projections for 3, 5 10 years and beyond. Traditional business planning has merit, especially when it comes to raising start-up capital. However, our purpose here is not about a business entity. It's about you, your "why" and your Earned Confidence that supports your self-belief to achieve your purpose.

For you to draw upon self-belief as your inexhaustible fuel, it's essential to know your inevitable destination. By definition, your inevitability is something you believe is so absolutely certain to occur that it represents the equivalent of something that has already happened, except in the future. This may well be the most closed loop way of interpreting an inevitable eventuality, but that's also precisely the point.

This goes beyond amplifying and harnessing gratitude by visualizing already having something in the present to attract and/or manifest it. This has less to do with imagination as it does your undeterrable self-belief to accomplish a set intention. Before we go down a rabbit hole here, let's get a consult from Mr. Webster and the conventional definition, which states:

Inevitability

(Noun) in•ev•i•ta•bil•ity
[in-ev-i-t*uh*-b*uh*-l-eh-tee]
That which is unable to be avoided, evaded, or escaped; certain; necessary; sure to occur, happen, or come; unalterable.

One interesting discovery about the word inevitable is that it's a common thread in the definitions of fate, destiny and Karma, among others.

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Setting an intention is not meant as something that you intend to do. It means becoming crystal clear about your goal, which again represents Point B, and viewing it as being in your unimpeded line of sight with 20/20 vision. It's right there on the horizon. If your arms were long enough, you could touch it.

One of the best ways to clarify an Inevitability is to break it down by visualizing dominos. In fact, unlike business planning, your course of action will ultimately be a straighter line by drawing it from Point B as the starting point, then backwards to Point A.

In other words, once you strategize, place the last domino first. Take your vision to the furthest point that you can still see clearly and adapt the unshakable self-belief to make it happen.

Now's a good time to refer to the credible logic of Malcolm Gladwell with his book and mainstreamed phrase, *The Tipping Point*. By definition, this does not refer to your first domino at your current Point A.

The actual tipping point refers to the specific domino that is somewhere along the line that, once tipped, makes certain the remaining dominos between that location and Point B will continue to fall until that Inevitability fully comes to fruition. Essentially, it's the point of never looking back. For start-up businesses, the common tipping point here is the domino that represents sustainable profitability

For this part of the exercise, it's important to be idealistic rather than factor "what ifs" into the equation. Disregard barriers. This falls into the same category of worry and anxiety attracting unwanted events. By eliminating at least some randomness, it becomes possible to fold time by envisioning, focusing on and expecting that inevitable outcome.

This fact can offer much needed and immense encouragement for those who envision an eventuality of something so massive that it will assuredly take many years or even decades to achieve.

So how might you identify a Point B that's worthy of such effort and sacrifice? Admittedly, that's a tough one, especially given everyone's uniqueness.

It might also serve as a vetting process to be certain your desire to make something inevitable exists or not. That brings us to the ultimate question: would you rather live life by design or by default? This will dictate how we expend energy in relation to our personal values. Just … think about it.

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One of the first considerations for achieving lofty goals is recognizing that they cannot be achieved alone. Here's where to be honest with yourself about what you know and what you know you can do. Also, contemplate what you think you know, what you think you don't know, what you know you don't know, and what you know you can't do.

There's also a factor of limited capacity. You are an energy source. You may well possess the mathematical equivalent of infinite willpower and unequivocal belief. But the inevitable outcome you aim to achieve will take more than that. Be realistic.

ACTIVITY 1 – CAST YOUR VISION (15-20 MIN)

Think through every detail you can. Are you beginning to see glaring obstacles or glaring opportunities?

1) For any potential obstacles, what external resources and individuals will you need to overcome them and progress? Who else might you call upon to help and how? What passions do you share? Who needs to meet you? Once clear, don't wait.

2) What resources do you anticipate needing to reach your destination? Is that money, manpower, muscle or perhaps knowledge you must acquire?

3) What skills do you need to acquire and how? Is it best to collaborate with others? Who?

4) What opportunities can either shorten your row of dominos or advance you closer to your tipping point?

Again, even if you place your dominos in perfect order in a straight line from Point B back to Point A, making it happen still relies on your crystallized vision, willpower, dedication, and even a level of intrinsic faith and expectation in the Inevitability you seek to actualize. Maintain your unwavering, full expectation that you will make it happen. See if you can identify which domino in the sequence is the actual tipping point. Then, *show up* for work and proceed as if success is inevitable.

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