

10X Astronaut Academy: Leadership & Business Outcomes

10X Astronaut Academy was designed to evolve and unlock the invisible powers of the human mind in business. We've brought together experts in business, neuroscience, and performance to exponentially help individuals, their teams and their organizations to create **"out of this world" results**.

Why 2021 challenges demand fresh approaches:

- 70% of transformations fail due primarily to mindset (McKinsey)
- 73% of leaders are acutely busy minded and unable to operate at their best (Potential Project)
- 96% of leaders want to operate with a clear state of mind but don't know how (Potential Project)
- 87% of employees are disengaged or actively disengaged (Gallup)

10X Astronauts will access a new world of possibility, intelligence, mental clarity, and sustainable high performance.

This kind of evolution is crucial in an accelerating world of change that requires boundless agility and resilience to keep up and stay ahead of the curve. *In the past 12 months, Elon Musk has experienced the greatest period of wealth accumulation in human history in large part because of how he uses his mind and how he thinks.*

Understanding the science and living principles behind the universe, how we work and how we are made, gives leaders and their business the ultimate edge.

Understanding the principles of aeronautics for example, allowed humans to fly. Humans didn't invent aeronautical principles any more than we invented gravity. These principles were at work invisibly predicting the outcomes of our early failed attempts to fly. Understanding invisible principles, the source code behind how the mind universally works - allows us to better utilize its brilliance and metaphorically begin to lift off and travel into space.

Utilizing cutting edge research from neuroscience, neurobiology and how the human system works – 10X Astronauts will utilize the principles forces – the source code – that transforms human potential to real-life high performance.

Understanding the invisible living mechanics behind the universe upgrades the human operating system.

Cracking the code of "performance flow states" uncovers the mind's infinite possibility for wisdom, insight and innovation. From this new paradigm, ground-breaking strategies, tactics and outcomes are possible – giving rise to a radically evolved approach to business, change and human potential.

Research into "flow states of mind" show exponential increases in performance:

Steven Kotler – "Rise of Superman"

- 6X Lift in Creativity
- 5X Increased Effectiveness
- 230% Jump in Learning
- 225% Surge in Personal Productivity
- 175% Spike in Energy
- 170% Increase in Engagement

10X Astronaut Academy: Group & Mars Shot Outcomes

Why the Group of 10 Astronauts? Flow States Are Generated in Groups.

Elite performers and top leaders using neuroscience to get the most out of their brains, their time, and their performance.

The Ten triggers that produce “group flow” (University of North Carolina 2015)

1. Shared Goals (everyone in the group is working towards the same end)
2. Close Listening (you’re paying complete attention to what is being said)
3. Yes And (conversations are additive, not combative)
4. Complete Concentration (total focus in the right here, right now)
5. A Sense of Control (each member of the group feels in control, but still flexible)
6. Blending Egos (each person can submerge their ego needs into the group’s)
7. Equal Participation (skills levels are roughly equal everyone is involved)
8. Familiarity (people know one another and understand their ticks and tendencies)
9. Constant Communication (a group version of immediate feedback)
10. Shared, Group Risk (everyone has some skin in the game)

Expected Elements / Outcomes of the 10x Astronaut Academy Immersives:

- Business transformation powered by human transformation
- Harnessing science-based approaches to dramatically raise awareness and the ripple effect of clarity, creativity, ownership and performance
- Utilizing the potential of the human mind to amplify engagement, behavior and sustainable success
- Building a thriving business in a world of increasing volatility, uncertainty, complexity, and ambiguity
- Developing a next level performance culture
- Evolving state of mind, learning mindset and leadership capacity
- Reconnecting with inner clarity, wisdom and confidence
- Leading yourself, coaching 1:1 performance in others and facilitating organizational advantage
- Unleashing the human potential in leaders, their peers and their teams
- Human and leadership potential as a true strategic advantage
- Overcoming challenges and achieving ambitious goals faster and with less effort
- Inner work for outer performance - leaders are key to engagement and natural high performance
- Solving intractable problems with simple, intuitive and practical insights
- Changing the game by operating well beyond yesterday’s strategies, approaches and techniques
- How the universe actually works - simple yet profound principles that bring out the best in leaders and organizations
- Fostering high-performance in all aspects of human and business leadership
- Understanding fundamental psychological principles that unlock clarity, creativity and breakthrough thinking

10X Astronaut Academy: 1:1 Transformative Coaching Outcomes

"Don't ask what the world needs, ask what makes you come alive. Because what the world needs most is more people to come alive." **Howard Thurman**

Meta-Outcomes:

- Reimagining your game of life and what it takes to win
- Engineering passion and purpose + an extraordinary experience
- Trusting your inner GPS: wisdom + intellect
- Tapping into the source of innovation, inspiration and insight
- Generating a consistent high-performance "Partner" state of mind
- Exploring the nature of work, contribution and fulfillment
- Separating out noise from signal in your thinking and decision-making
- Mindset, decision and action + strategies to get back to neutral
- Using brain science and neuroscience to create flow and peace of mind
- Going beyond limiting beliefs and self-limiting thoughts to ease, agency and fresh approaches

Business and Leadership Outcomes:

- Create clarity of impact and direction
- Generate breakthrough conversations and relationships ~ transform business and leadership
- Look beyond challenges + amplifying creativity
- Develop innovative strategies to mobilize your organization
- Explore new approaches to business value for the coachee
- Identify success patterns and remove what's in the way
- Create unparalleled performance and impact
- Discover what's possible, accentuate ROI and business value

Coaching Outcomes: Transforming the Game and the Field of Play

Engineering strategies to live life and bring cool stuff into the world

- Developing your infinite professional and personal game
- Clarity of life vision, purpose, and direction
- Superpower, awareness and meta-skill muscle development
- Joy, fulfillment, passion, thriving: design principles vs. outcomes
- Exploring the space before the "because and the therefore"
- Awareness – following wisdom in the moment versus executing a plan
- Playing for the love of the game and the experience of being alive
- Discovering fresh, simple and subtractive approaches (vs. complex and additive)
- Surfing the edge of innovation, creation, and the flow of formless to form