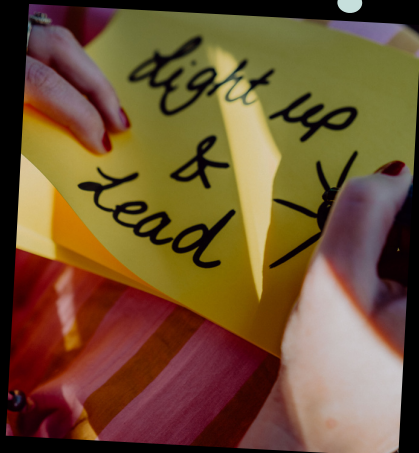


10x

Yourself

How to light up and lead!

Without the hassle, overwhelm and workaholic lifestyle.



with Hedi Schaefer

One question that changed my life: **"What if I'm the best at what I do while having a life of ease and flow?"**
 Most people believe that being your most power- and impact-ful self is a game of hassle and working more. But that's a burnout strategy! And the opposite is the truth.
 We are state-dependent beings, and working with intention, purpose and in a flow state means your thoughts are positive, you're energized instead of drained, and you get way more done in less time. It's not about how much we do. But why and how.



Did you know that you are only productive for 2 Hours, 23 Minutes each day?! Then why do most people work 8 hours or more? Check out research.

What is the flow state?

- It's the ideal balance between the demands of a task and the person's ability level (Nakamura and Csikszentmihalyi, 2002).
- **In other words, you are neither overwhelmed nor bored with what you do. You love it. It flows.**
- Then maximum intrinsic motivation can be expected, and we become absorbed in our activity, partially forgetting the surroundings and concentrating fully.
- We can measure positive emotions and speed! WOW.

I knew I wanted to 10x myself, my business, and my overall life. But I had no idea how. I dedicated my next years to finding the **MOST EFFECTIVE** tools and strategies. Adding my experience as an innovation consultant. And created the unique **InnovationCanon Framework**.

The path to your success.



"Success is 20% skills and 80% strategy." Jim Rohn

1. CLARITY

- Most people know what they want to get out of, but not where they want to go and why.
- They're **staying stuck in waiting, fear and overwhelm**.
- The clarity of
 - your purpose (why you do the things you do),
 - your values (how you do them) and
 - your visions (what you want to create) are the key to your success, focus, ease and flow.



We are state-dependent beings. If you're in a state of **CALM**, you're **creative, can solve problems, think abstractly, and have a functional IQ of 100-120. WOW.**

If you're in an alarm or fear state, your IQ drops up to 70, and you get into a freeze fight-flight state, comply, or feel paralyzed, emotional and out of it.

See *State Depending Functioning*, Bruce D. Perry (Neuroscientist & Child Psych.), *What happened to you?*, P.90/91, 2021

2. CLEANSING

- Most people never implement their strategy and dreams because they are full of doubts, fears and limiting beliefs, like "I'm not good or worthy enough"
- They live in survival mode, not thriving mode. And by outside-, not self-leadership.
- Mastering yourself is key by cleansing your inner blocks: reprogramming your subconscious mind and energetic body, and getting rid of fears, past traumas, limiting patterns and beliefs.

**"You have a plan until you'll get punched in the face."
Myke Tyson**

3. CREATION.

- **Most people never start implementing their ideas and dreams because they are scared of failure and wait for a big plan to be revealed.**
- The creation process is not a plan, it's a creative process: never linear but iterative. Doing one step at a time and learning at high speed. So:
- Create a product/service by testing it with your soul clients. And create MVPs minimal viable products: inexpensive and easy to implement.
- So you learn right away what works and what doesn't, become better and create a masterpiece.
- This phase brings your light onto the streets and your clarity to life after cleansing.
- You step out of victim mode and become the **CREATOR, INNOVATOR**, and everything else you always wanted to be.

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Repeat after me: I'm good enough!
I'm worthy!