

2024

**Advanced
Sales Forum**

Navigating the Changing Tides

Possibility Thinking
The Slight Edge



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CPK Edge

THE FOUR PILLARS



PASSION



PURPOSE



VISION



MISSION

THE FOUR THREADS



THOUGHT



PREPARATION



EFFORT



HOW YOU LIVE YOUR LIFE



THE FOUR PILLARS

PASSION

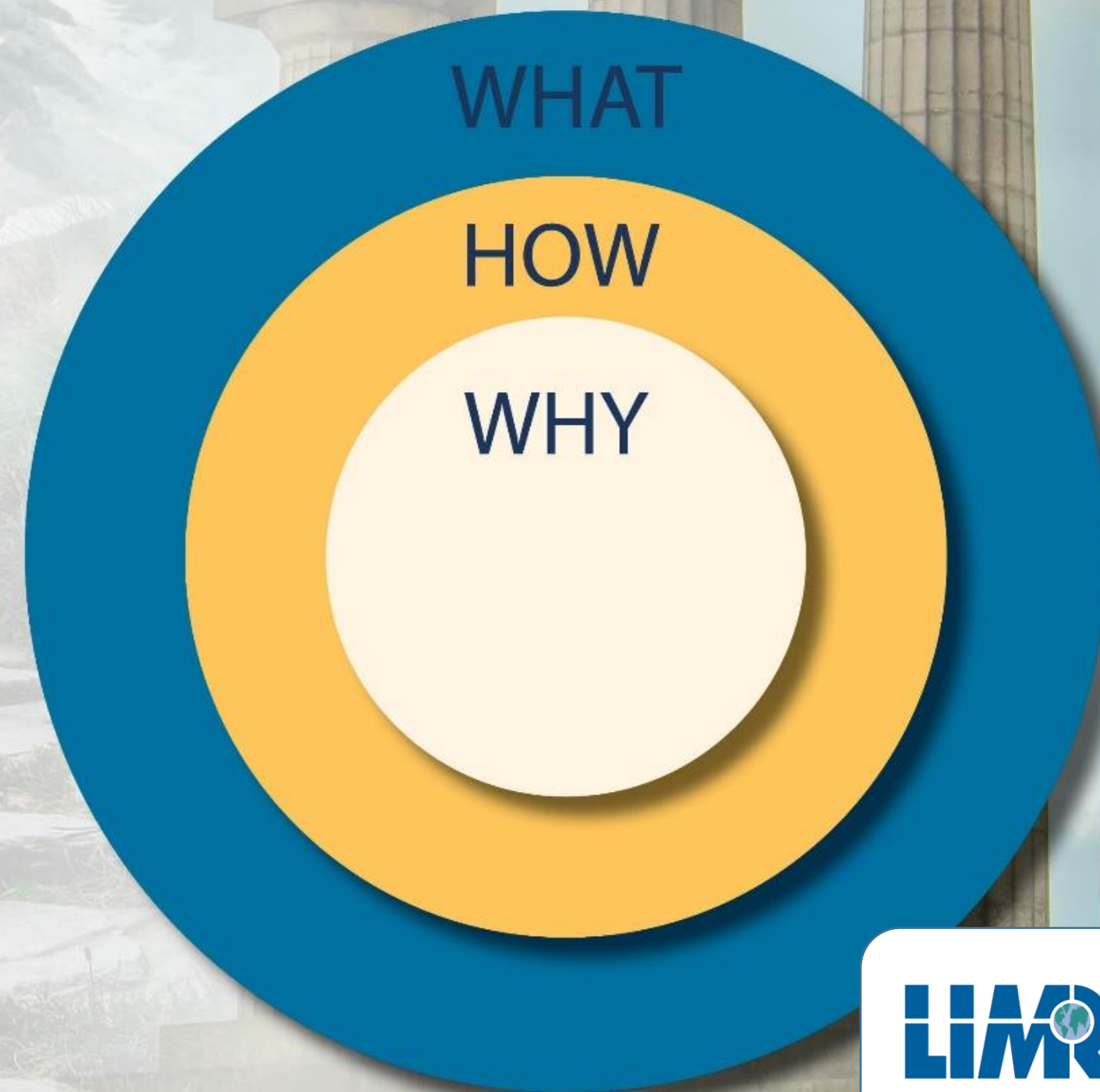
It's not a plan.



THE FOUR PILLARS

PURPOSE

Your own unique answer
to the question, why?



THE FOUR PILLARS

VISION

Your road map and
your compass.

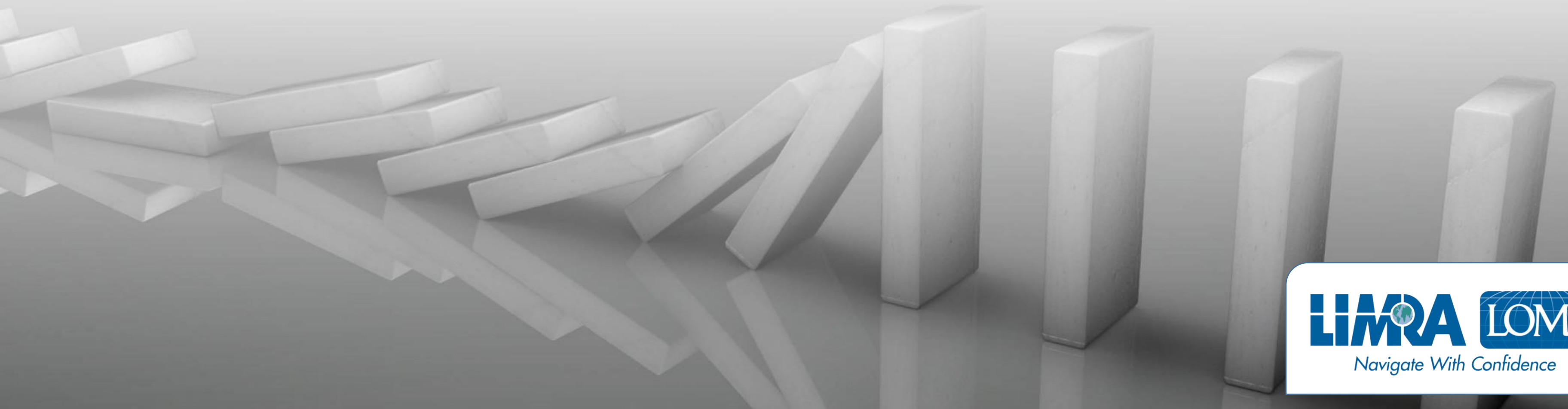
THE FOUR PILLARS

MISSION

Defining your legacy.

YOUR ONE THING

To Be The Best



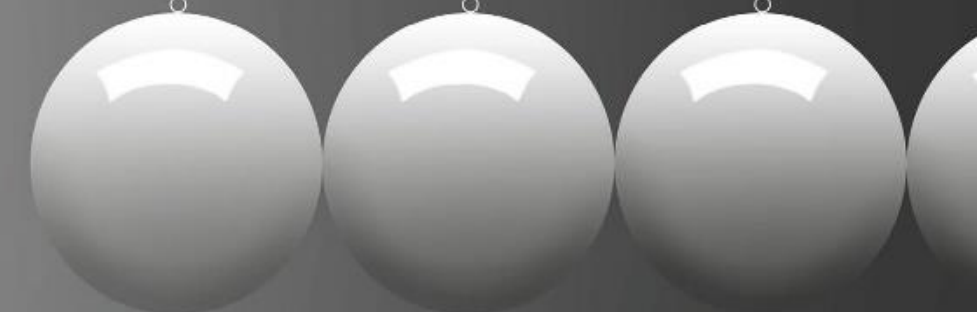
TEAM MOMENTUM

Momentum is ignited by Vision

Momentum is activated by Faith

Momentum is supported by Systems

Momentum is sustained by Grit



THE FOUR THREADS

THOUGHT:

You will never out perform
your Inner Circle.



THE FOUR THREADS

PREPARATION:

It's more than just practice.



THE FOUR THREADS

EFFORT • TOP PERFORMERS:

Can articulate their Value Proposition:
What differentiates them?

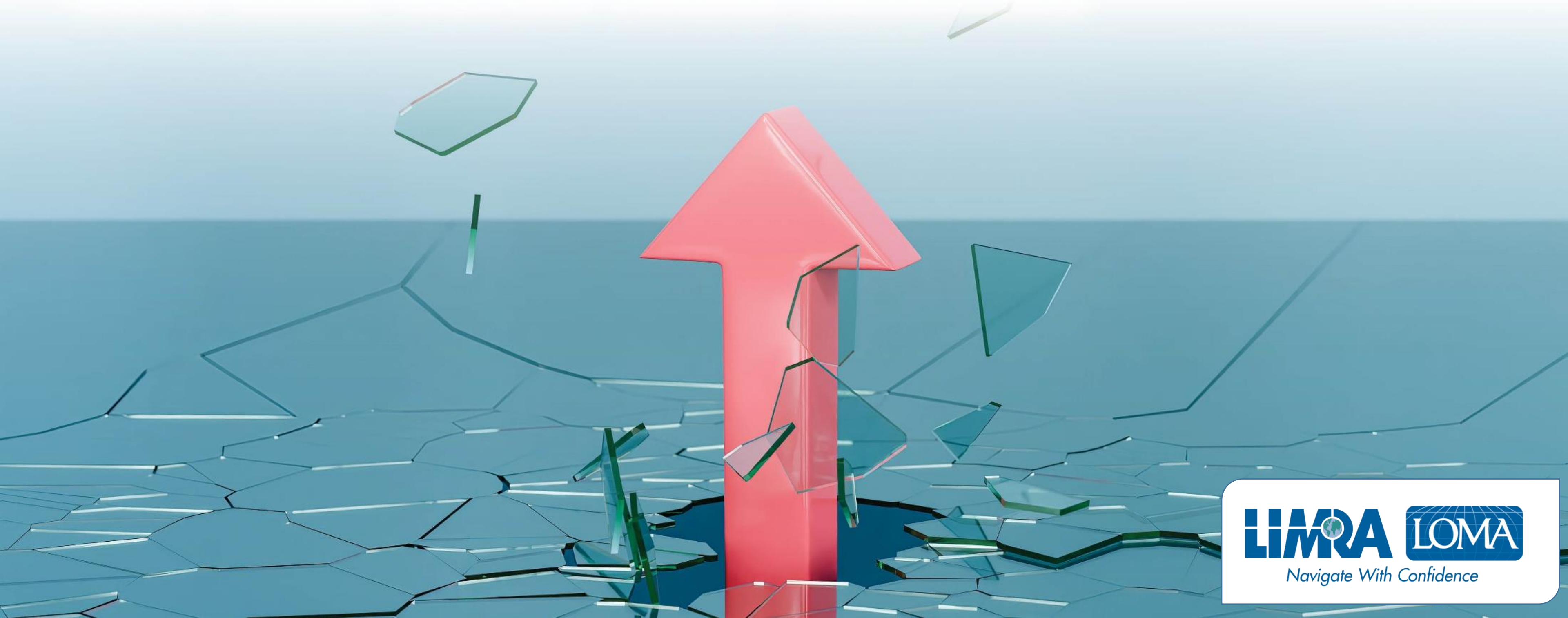
Understand their clients and they
serve their needs. As a result they
become referable.



TWO PERSPECTIVES

Put on a new pair of shoes.

YOU ARE YOUR OWN CEILING



**KEEP THE
VISION ALIVE**

HOW YOU LIVE YOUR LIFE

Does my life matter? To Whom?

What is the purpose of your life and leadership?

What legacy will you leave?

Thank You



Navigate With Confidence