



THE INNER EDGE • DEPTH

Vivid Vision.

A future so compelling it draws you forward

Depth **x** Drive™

THE SYMPTOMS

You feel it before you name it.

WHAT IT FEELS LIKE

No motivation

Can't stay consistent

No energy

The voice in your head
turns on you

WHAT WE REACH FOR

More willpower

Work harder

Try ten more things

Change the strategy

Every fix on the right is aimed at the column on the left. None of them touch what is actually causing it.



THE REAL PROBLEM



Not motivation.

Vision.



THE FOG

Three ways a vision goes **quiet**.

1

Borrowed



BORROWED

Is it actually **yours**.

Pull. Drawn to it, or just “should”?

Origin. Mine, or inherited?

Still alive. Still want it, or just momentum?

*“Your time is limited, so don't waste it living
someone else's life.”*

STEVE JOBS



THE FOG

Three ways a vision goes **quiet**.

1

Borrowed

2

Resigned



RESIGNED

More of this, or worse.

You have quietly decided that is what the future holds.
Nobody announces it. You settle into it.



THE FOG

Three ways a vision goes **quiet**.

1

Borrowed

2

Resigned

3

Vague



V A G U E

What happens in
vagueness
stays in **vagueness**.



THE DISTANCE

The gap.



WHERE I AM



WHERE I WANT TO BE

Where you are. Where you want to be. And everything in
between.



THE ONLY QUESTION THAT MATTERS

How do you want to relate to the **gap**?

Evidence I'm behind

A threat to avoid

A problem to solve

Fuel



THE TENSION ALWAYS RESOLVES

Lower the vision, or move your reality.

Most people close the gap by shrinking the future. It is faster, it feels like relief, and it is exactly why nothing changes.

The discomfort of the gap is either the fuel or the exit.



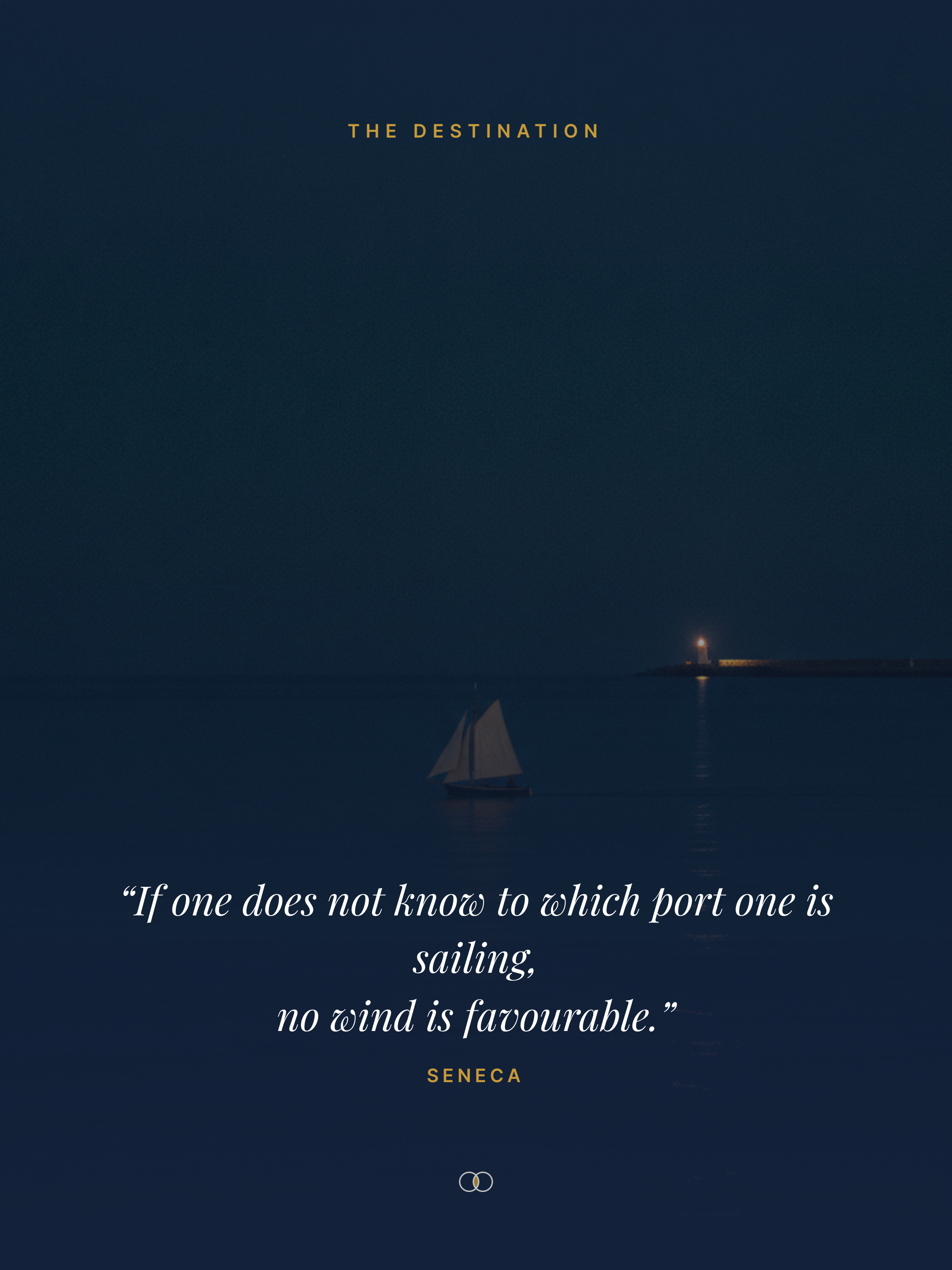
WHAT THE GAP GIVES YOU

Routes.

Relate to the gap well and you generate options, try things, and stay in it when the first one fails. Relate to it badly and one failed attempt takes the whole vision down with it.



THE DESTINATION

A dark, moody photograph of a sailboat on a calm body of water at night. In the distance, a lighthouse is illuminated, casting a beam of light across the water. The sky is dark, and the water reflects the light from the lighthouse and the boat.

*“If one does not know to which port one is
sailing,
no wind is favourable.”*

SENECA



THE SHINY THING



A good opportunity
that's off-path is
still a **no.**

The vision decides. Not the fear of a quiet week.



THE UNLOCK QUESTION

If anything were possible,
what would be true of
your **life** in a year?

Don't reach for the answer. Sit until the real one surfaces.



Your vivid year.

If anything were possible, what would be true of your life in a year? Present tense, as if it is already true. Sit until the real one surfaces.

THE PEOPLE

I've worked with these people this year.

The brand, the organisation, the client it would thrill you to name.

1

2

3

HOW IT FEELS

Three words for how it feels to be you on an ordinary Tuesday in that year.

THE INCOME

In the year

In the month

What I charge for my main offer

THE REST OF IT

What has this new reality unlocked everywhere else in my life?

Is it mine? Pull, origin, still alive. If any of the three is a no, the vision is borrowed.



SHRINK IT

From a year to Monday.

A year from now

the vivid vision you just wrote



1 January

performance goals



30 September

the sprint



Next Monday

what you actually do



Performance goals.

Four months out. Near enough to be real, far enough to still be the vision. Pull these straight back from the year you just wrote.

IN THE BUSINESS

IN THE MONEY

IN YOUR LIFE OUTSIDE THE WORK

THE HONEST QUESTION

Which of these three am I committing to, and which am I hoping for?

| *A goal you are hoping for is a wish with a date on it.*



The sprint.

One month. Three things that exist by 30 September. Bold, measurable, time-bound. Things you could show someone, not activities.

WHAT EXISTS BY 30 SEPTEMBER

- 1
- 2
- 3

THE ANCHOR

What do I need to anchor into for this to be true?

The belief that has to hold when the week goes badly.

THREE BOLD COMMITMENTS

- 1
- 2
- 3



What am I committing to?

This is where we relate to the gap with action.

THE GAP

WHERE I AM

WHERE I WANT TO BE

HOW I AM RELATING TO IT RIGHT NOW

One word. Evidence I'm behind, a threat to avoid, a problem to solve, fuel, something else.

WHAT I AM COMMITTING TO IN THE NEXT SEVEN DAYS

- 1
-
- 2
-
- 3
-

THE ONE I'VE BEEN AVOIDING

The conversation, the ask, or the decision. Who, and when.

| *A good opportunity that's off-path is still a no. The vision decides, not the fear of a quiet week.*



*One year. One quarter.
One month. Tomorrow.*

Develop your

Depth × Drive™



The invitation.



Depth × Drive™ for Entrepreneurs Mastermind

Twelve weeks. One cohort. Five people.

- ✓ Three 90-minute group coaching sessions a month
- ✓ A 30-minute 1:1 with me every month
- ✓ A private channel where commitments live
- ✓ Chat and voice access between sessions, where I answer questions and keep momentum going
- ✓ Accountability that runs between sessions
- ✓ Access to every future workshop



FOUNDING MEMBERS

It will be \$1,850.
For you, \$900.

Three payments of \$300, across the twelve weeks. A one-off founder price for this room.