

UNLEASH

the Brilliance of Your
Next Big Thing!



Lizabeth H. Phelps

© Inspired Leaders Academy 2015
All rights reserved

No part of this publication may be reproduced or transmitted, in any form or by any means (electronic, mechanical, photocopying, or otherwise) without the prior written permission of the copyright owner. The scanning, uploading and distribution of this book via the Internet or any other means without the permission of the copyright owner is illegal and punishable by law. Do not participate in or encourage electronic piracy of copyrightable materials. Your support of the author's rights is appreciated.

Where You Will Find Your “Next Big Thing.”

When you are looking for that creative money-making idea that will bring meaning to both you and the world, it stands to reason that you need to mine the depths and secrets of both *you* and, well, the world. We’ll call that the “marketplace” from now on. If you’re going to go to the trouble of creating something at all, you want it to make its mark and endure, right?

Well, to do that, it needs to be a profound reflection of you or you will lose interest in a matter of months.

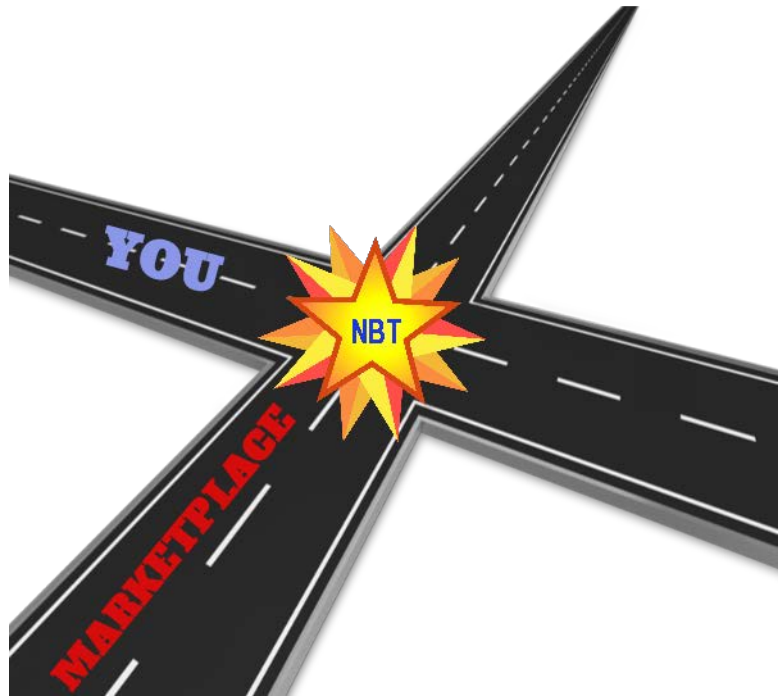
It also needs to tap into the “zeitgeist”—(spirit of the time) as well as the spirit of the *future*. If your **Next Big Thing** is going to last, you need to know what will be relevant years from now, not just today.

When I help subject-matter experts develop their brands and signature products and programs, we delve deeply into both **who they are**—what they stand for, what entralls them, what matters most when all things fall away—and what the “**marketplace**” will do and want into the future. No one has a crystal ball, but it is essential that we use deductive reasoning and our most educated assumptions to produce something the market will buy.

At the intersection of “you” and the “marketplace” is your Next Big Thing.

Do other factors come into play to ensure it is a truly “big thing”? Absolutely, and stick with me over time, I’ll get you there. But for the scope of this workbook, we’re diving into “creation mode”—the most fun part!

What we’re doing in this exercise is eliciting **patterns**. Being able to find patterns is a



recognized hallmark of “creativity.” At the end of both chapters, you’ll be asked to step back and find them.

And in this book, we’re going BIG! Astro Teller, who heads up GoogleX, a special innovation think tank at Google, calls it “moonshot thinking”: pushing ourselves to shoot far into the unknown for answers. We need to catapult ourselves out of typical thinking, out of the status quo, away from the places *occupied by everyone else*-- to have hope of finding something truly new.

That’s what we’re doing here! **Part One** plumbs your depths about who you are, to unleash something fresh from far beneath the surface of your usual thinking. **Part Two** asks you to bring to the page everything you can think of about today’s culture and to stretch your imagination far into the future—to spark ideas you wouldn’t conceive otherwise.

Since we are going into big and new territory, here is my whole-hearted suggestion for this excavation process: First, be committed to spending some time on the questions. If at times, you want to drop out, don’t. You’re giving up on yourself. *Stay committed.*

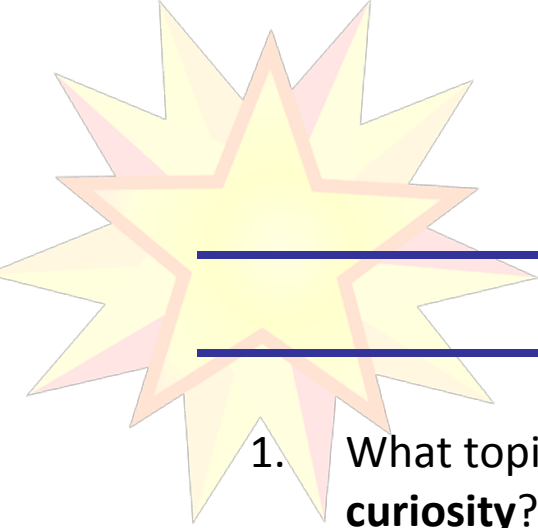
Second, release (entirely) your need to “get it right” and be perfect when you answer. Those needs will strangle your own muses. You must decide that you will allow any answer to surface, the crazier the better. Astro Teller says, “**The day before something is truly a breakthrough, it’s a crazy idea.**” You must give permission to let the crazy out! And it will happen when you do not need to “perform” or be perfect.

Okay, I think we’re ready! You’ll find that directions accompany those questions that could be interpreted in multiple ways and thus take you off course. You’ll also find my own answers in the appendix in the back. I *highly recommend you read them before* answering your own; they will help you get a clearer sense of what a helpful answer looks like.

One more thing: I don’t believe any great Next Big Thing can be sprung solely out of your own consciousness. I encourage you to work with me privately or join 10X Genius, an accelerator program designed to elicit great things from the genius inherent in groups!

Let’s begin!

A handwritten signature in dark ink, appearing to read "Lizette". The script is fluid and cursive, with a large, stylized 'L' at the beginning.



Part ONE: *YOU*

1. What topics and interests unwaveringly **capture my curiosity**? (*List as many as you can think of.*)
 - a. What is THE reason each one **matters to me**? What does each topic **achieve**?
 - b. What is the **unifying core driver** underneath them all?

2. If you had **one year** to focus all of your time on **one specific topic** (*entrepreneurialism vs. work*), what **question** about that topic would you want answered?
Another way I looked at this is, “What would I want the question in my thesis paper to be if I were back in grad school?” Choose whichever question elicits the best answer.

3. What seems “**impossible**” that bothers me to no end?

a. Why does that bother me so much?

b. Why does THAT bother me so much?

c. How are things supposed to be?

d. What is a possible **solution for this** that no one seems to be offering?

So, let me give some direction here. This is where you *must* answer as if a guide is within you who knows more than you. You must let go of the reins of your intellect, let go of the thought that ‘there are no solutions to this’ and allow whatever answer to surface: *whatever answer*, no matter how crazy. To get at moonshot ideas, you must allow ‘crazy’ a voice!

4. What are my top **3 core values**?

Bring to mind the spirit of your family of origin—its traditions and strengths; how your parents or other adult kin responded to challenges, responded to other family members when times were hard and to strangers. What were their spoken or subliminal “mottos”? How did you respond, watching them? What core values of your own arose from watching them? Now, what core values arose as you discovered adult life—with work and relationships? What three ideals do you stand for at this stage of your life?

a. How do I **rank them**?

b. Based on these, then, and if money were no object, what are my passionate, full-on, **desired outcomes for humanity?** (Please note how I included all three values in my statement.) Start this way: *“That humanity...”*

c. How does my passionate desire for *humanity* translate to what is possible for **my target market?**

d. What is a possible **action** that no one has taken yet that could bring my core values to humanity? (Remember, don't get freaked out by the largeness of this question. Just play! Get crazy!)

5. What **outrages** me?

a. What **concrete, actionable solution** could bring a *1,000x* improvement to what is currently in existence around this? *(If bringing a solution to this feels hopeless and impossible, recognize that, but then let it go to allow your more Expansive Self to answer.)*

b. In what ways has my outrage--even if unconscious/underground--**manifested constructive decisions** for me at times in my life? (If it's not apparent, stay with it. Trust the answer to come.)

c. Would I ever **want others** to make similar decisions?
If so, which ones in particular?

d. Giving my mind permission to go wider, higher and crazier than it's used to...what **concrete, actionable initiative/item/solution** might **I** uniquely provide that would contribute to a 1,000x improvement over this issue that outrages me?

6. What do I have a **healthy disregard** for?

a. In my fantasy, what would **eliminate/take care** of that?

b. What **solution** could achieve the elimination of it?

c. What **concrete, actionable initiative/item/solution could I provide** to contribute to this solution/change?

7. What concept/ideal/principle am I an evangelical **missionary** for?

a. What would be possible in the world if this were **fully realized?**

b. What could be done **1,000x better** to make my answers to 7 and 7a a reality?

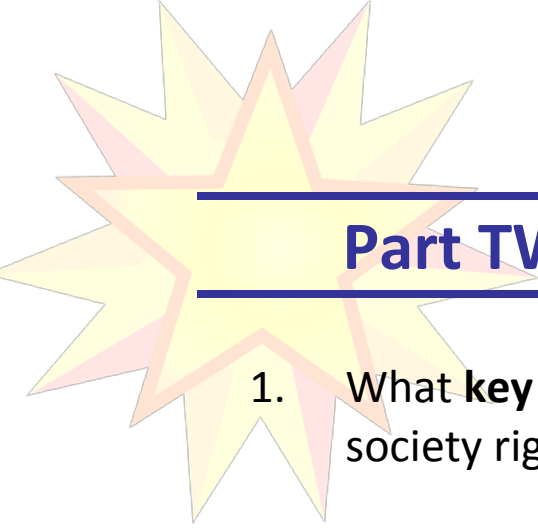
8. What is my “**founding principle**”? (*You might think of this in terms of your motto.*)
9. Now, review your answers to questions 1-8 and **highlight** key words and ideas that **stand out and resonate most** with you. Copy and paste them **here** so they are all in one place:
10. Take a look at them all. See the **themes** that present themselves. Remember, we’re looking for *patterns*. Write just one or two themes/patterns you see:

11. What excites you about these themes/patterns?
 - a. What do you feel is *possible*?

12. **Given those themes/patterns** (*Dance lightly here. Don't be afraid of the size of the question. Take all pressure off.*)...what **PRODUCT, PROGRAM, SERVICE, CAMPAIGN, etc.** could be **your NEXT BIG THING?**

Excellent!!

Now, let's put on our futurist hat and see what the marketplace will look like years from now—and *want*!



Part TWO: The World Marketplace

1. What **key phenomena (3-4)** do I notice emerging in society right now?
 - a.
 - b.
 - c.
 - d.

2. What **future trend(s)** can I imagine each might foretell?
 - a.
 - b.
 - c.

3. What opportunities are **already being mined** to *capitalize* on EACH of these phenomena (answers to #1)? (List them out individually and give answer for each.)
 - a.
 - b.
 - c.
 - d.

4. Looking at my answers from #1 and #2, what **NEW, untapped opportunities** are possible—that others do not appear to be seeing? (Again, don't put pressure on yourself because of the last phrase. Give permission for CRAZY to come to the surface!)
5. Let's take a look down the road. What **major** changes are likely to happen in the following areas **over the next 10 years?**
- a. Societal:
 - b. Technological:
 - c. Educational:
 - d. Religious:
 - e. Environmental:
 - f. Political:
 - g. Economic:
 - h. Work:
 - i. International:
 - j. Psychological:
 - k. My industry/field:

- a. **Highlight** the answers above that are **relevant to your field**.

Next: What **opportunities** could these changes potentially provide to *my work/field*?

- b. What is the **threat** to my industry/work with these potential changes?

- c. What could I **do in your business over the next 6 months** to take advantage of the opportunities and *minimize* the threat?

6. Now, what do I feel will **NOT change** in the next 10 years in society?

- a. What **opportunity** does this potentially provide for your field/work?

7. Given my predicted changes, what do I believe the **general population will want most** in 10 years?
8. What will **my market want** in 10 years?
- a. In what way(s) is this related to what the **population** will want?
 - b. Knowing my **field/industry**, how do I predict it will provide my market with what it wants? What is it likely to continue doing? What might it do differently?
 - c. What is **missing** in my above answer—in my industry's solution? What more could be done to give my market what it wants in 10 years?
- ;
9. What if you, in the next 3 years, **spearheaded a movement** that tapped into the **zeitgeist** (spirit of) your market and that was *still* going strong 10 years from now?

In what ways would **your movement be infused with the following?** Begin your answer this way: *It would....*

- a. The interest that most captures your curiosity? (Part 1, Question 1)
 - b. Your core value: (Part 1, Question 4)
 - c. The solution you gave in 4d.
 - d. What you said outrages you: (Pt 1-5)
 - e. Your solution to what outrages you: (5b)
 - f. What you have a healthy disregard for: (Pt 1-6)
 - g. Your solution to that: (Pt 1-6c)
 - h. What you're a missionary for: (Pt 1-7)
 - i. Your founding principle: (Pt 1-8)
-
- a. **Which trends/major changes coming** that you wrote about (*what will change; what will not; what population will want, etc.*) would your movement tap into that would make it so successful?

 - b. What **4 key emotions** would your movement evoke that relate to the trends you see in the future?
 - a.
 - b.
 - c.
 - d.

10. How could your answer to (Part 1-12) **make your movement even better?**
- a. Now, you may never actually create a *movement*, but there are patterns in what you wrote that can be transferred to any *next big thing*. **What patterns** do you see that could be used for endeavors other than a movement?
11. Now, **review this section**, as you did Section 1, and **highlight** those **ideas** (concepts) and **solutions** (actions/steps) that jump off the page for you; that really resonate/bring excitement.

Copy and paste them **here** so they are all available at-a-glance:

Now copy and paste **your Section 1** highlighted ideas and solutions so they are all available here.

12. What are the **top 4 most exciting** ideas?
- a.
 - b.
 - c.
 - d.
13. What are the overarching **themes or patterns** you see throughout?
14. Okay. Drum-roll time. Take a moment to review your answers to 12-14 of this section. See the **themes and possibilities** that present themselves.

Review your answer to Question 12 from Section 1.
Consider it.
Consider it all.

Your Next Big Thing is found at the intersection of your deepest self—and the trends, opportunities and needs of the marketplace. Given your exploration of both....

- a. What **PRODUCT, PROGRAM, SERVICE, CAMPAIGN, etc.** could be **your NEXT BIG THING?**

I am so happy to have been able to help you dive well beneath the surface and excavate concepts and ideas that you may never have considered before!

This is the work I do every day with subject-matter experts. I set their businesses up so that customers *buy*--and that all begins with a GREAT product that customers will *want* to buy. Their “next big thing”!

My experience is that most solopreneurs underestimate what makes an exceptional, marketable program and product, so when they come to work with me, the first thing I do is disengage them from preconceived notions, cookie-cutter thinking patterns and advice they’ve heard. All of that comes from the “middle of the curve”—where most people reside—but where exceptional businesses do not!

I do this work in private consulting as well as in a brand new “accelerator” program *10X Influence*, that catapults you AND your business into new stratospheres of creativity and effectiveness—because we’re tapping what I call “collective genius.” With a tight-knit gathering of peers and my professional guidance, your business is taken where it could never, ever go alone.



To learn more please email me at [lphehelps \(at\) inspiredleadersacademy.com](mailto:lphehelps@inspiredleadersacademy.com).

My raison d’etre is to help you change the world.
Let’s do it together!

(P.S. See the appendix on the following page!)

Appendix

APPENDIX

My Answers to Part ONE

1. What topics and interests unwaveringly **capture my curiosity?** (*List as many as you can think of.*) Leadership, entrepreneurship, politics, education, deep discussion, documentaries, psychology, empowerment, justice, spirituality, anti-establishment *anything*.
 - a. What is THE reason each one **matters to me?** What does each topic **achieve?** (I took each one separately and asked myself this question. Some answers were: “because it empowers people” and “it enables people to wake up and not be enslaved.”)
 - b. What is the **unifying core driver** underneath them all? (I found that the unifying core driver beneath virtually all of my interests—the REASON I felt so passionately about them—was that they got “regular folk out of limitation/mental bondage” and most of all gave “power back to the people.” While I knew this meant a lot to me, whittling it down to the words “people power” focused all that I am into a single beam that could be directed in so many different ways
2. If you had **one year** to focus all of your time on **one specific topic** what **question** about that topic would you want answered? “How can entrepreneurs erode market share of institutions and either force them out of existence or empower the human race—and how quickly can it happen?” Another way I looked at this was what would I want my thesis paper to be on if I were back in grad school?
3. What seems **“impossible”** that bothers me to no end?
Being unable to connect to my deceased loved ones; not being able to tell the future or read minds. I.E not seeing beyond the apparent.

- a. Why does that bother me so much? We are disconnected from loved ones and we're also kept in limitation w/o wider perspectives.
 - b. Why does THAT bother me so much? I don't believe it has to be that way. I believe there's something we don't know and the fact that it actually IS possible bothers the heck out of me.
 - c. How are things supposed to be? Unlimited. We could have super-human abilities that connect to dimensions that know much more so we could exponentially improve our society.
 - d. What is a possible solution for this that no one seems to be offering?
There could be extensive research done on tapping into altered consciousness and make the findings mainstream and part of early education.
4. What are my top **3 core values**? Freedom; Growth, Justice
- a. How would I **rank them**? #1: Growth, #2: Freedom; #3 Justice
 - b. Based on these, then, and if money were no object, what are my passionate, full-on, **desired outcomes for humanity**? Please note how I included all three values in my statement. Start this way: *That humanity...* That humanity be freed from control and limitation (justice), and individuals have the (freedom) to know who they are separate from social norms and rules, and express and experience their fullest potential (growth).
 - c. How does my passionate desire for *humanity* translate to what is possible for **my target market**? ENTREPRENEURS must be freed from the lies they're told (justice) about success, so their brilliant

ideas can truly succeed (freedom)--and they can self-actualize, as they're meant to (growth).

- d. What is a possible **action** that no one has taken yet that could bring your core values to humanity? A clear expose could be written on the hidden control, limitation and conditioning of society so people are informed and WANT to escape it
 - e. What is a possible **action** that no one has taken yet that could bring your core values to your market? An honest portrayal of entrepreneurship so folks can make an honest decision about whether or not it's for them PLUS immersive environments to help them release their ideas and succeed.
5. What am I **outraged** over/with? Power & institutionalism and its corruption; how it stultifies the people!
- a. What **concrete, actionable solution** could bring a 1,000x improvement to what is currently in existence around this? Education about the corruption; education about what it does to the mind and spirit. A call to action to resist institutions.
 - b. In what ways has my outrage--even if unconscious/underground--**manifested constructive decisions** for me at times in my life? (If it's not apparent, stay with it. Trust the answer to come.) I've avoided working in institutions and have been autonomous, free to self-express. I've stayed away from typical social norms and have empowered my daughter when the education system harmed her.
 - c. Would I ever **want others** to make similar decisions? If so, which ones in particular? Work for yourself. Completely disregard the educational system! I think I'd most want them to simply be informed about other options and not blindly accept what everyone else does.

- d. Giving my mind permission to go wider, higher and crazier than it's used to...what **concrete, actionable initiative/item/solution** might **I** uniquely provide that would contribute to a 1,000x improvement over this issue that outrages me? I could write a fiction book about this. Develop a marketing campaign about "power to the people." Even a merchandising effort to that affect.
6. What do I have a **healthy disregard** for? Authority!!!!
- a. In my fantasy, what would **eliminate/take care** of that? A strong trust in one's self. If people understood and trusted in their own power, authority would disappear like that!
- b. What **solution** could achieve the elimination of it? A grass-roots campaign about power of self that links to the disempowerment of authority.
- c. What **concrete, actionable initiative/item/solution** **could I provide** to contribute to this solution/change? A documentary. A course for parents that they'd pass on to children. A book for entrepreneurs that puts power in their hands and gives them permission to trust themselves.
7. What am I an evangelical **missionary** for? The dismantling of controlling, unjust and disempowering institutions and the rise of "people power"!!
- a. What would be possible in the world if this were fully realized? Explosive creativity/innovation; exponentially improved happiness and health; exponentially improved self-images and relationships.
- b. What could be done **1,000x better** to make my answers to 7 and 7a a reality? I believe the "crowd" is the only thing that can do

this. Gathering tribes together; crowd influence to get people aware of hidden truths and outraged themselves.

8. What is my “**founding principle**”? (*You might think of this in terms of your motto.*) The greatest joy and power in life comes from making use of your internal authority and turning away from external authority.
9. Review your answers to questions 1-8 and **highlight anything** written that **stands out and resonates most** with you. Copy and paste them **here** so they are all in one place. I won't bore you with these.
10. Take a look at them all. See the **themes** that present themselves and write those themes here: Power to the people! Exponentially improving human potential. Education about both control and human potential.
11. Given those themes...what **PRODUCT, PROGRAM, SERVICE, CAMPAIGN, etc.** could be (*dance lightly here; no pressure!*) **your NEXT BIG THING?** A focused marketing campaign on people power; novel about control and people power; documentary on power and control in society.

APPENDIX

My Answers to Part TWO

1. What **key phenomena (3-4)** do I notice emerging in society right now?

- a. Explosion in entrepreneurship
- b. Explosion in technology
- c. "Crowd connection" (social media and crowd funding, etc. sites; Meet-Up)
- d. More liberal social norms

2. What **future trend(s)** can I imagine each might foretell?

- a. Explosion in entrepreneurship -- Greater self-reliance
- b. Explosion in technology -- Greater self-reliance + more abundance for all
- c. "Crowd connection" -- more assistance/help, more people power
- d. More liberal social norms -- more tolerance AND people-power because of less adherence to institutional rules

3. What opportunities are **already being mined** to capitalize on EACH of these phenomena (answers to #1)? (List them out individually and give answer for each.)

- a. Entrepreneurship -- Learning environments for them everywhere
- b. Technology -- Reducing social, environmental issues + apps created by everyone + low cost work
- c. Crowd connection -- websites + conferences + advocacy + low-cost work
- d. More liberal social norms --??

4. Looking at my answers from #1 and #2, what **NEW, untapped opportunities** are possible that others seem not to see?

Entrepreneurs connecting to each other as a single tribe via technology and crowd connection. Some kind of single, entrepreneurial “hub” where we work to defeat all oppressive institutions?

5. Let’s take a look down the road. What **major** changes are likely to happen in the following areas **over the next 10 years**?

- a. **Societal:** Far more liberal swing; more healing for minorities of all kinds; crowd connection slips into ALL areas: educ, etc.
- b. **Technological:** Many things easier, cheaper and abundant
- c. **Educational:** Rebellion against institutionalized; indp’t learning & teaching
- d. **Religious:** Less affiliation with churches; greater indp’t study
- e. **Environmental:** Worse weather conditions; much more damage but more national and individual responsibility
- f. **Political:** 2 party system deeply eroded, corruption deeply addressed
- g. **Economic:** A small uptick due to entrepreneurial ventures
- h. **Work:** Huge influx of entrepreneurs + lots of folks out of work
- i. **International:** Terrorism worsens; wars continue; more unified fronts
- j. **Psychological:** Shame because of loss of work and financial constraints; fear bc of loss of institutions; empowerment for same reason
- k. **My industry/field:** (Advisory/business education roles): Eroded because of crowd connection

d. Highlight the answers above that are **relevant to your field**.

Next: What **opportunities** could these changes potentially provide to *my work/field*?

Far more business available due to increase in entrepreneurs; better education opportunities via tech; crowd connection could make entrepreneurship education even more powerful?

- e. What is the **threat** to my industry/work with these potential changes? Crowd connection and AI/tech could usurp need for teachers? Need for experts??
- f. What could I **do in my business over the next 6 months** to take advantage of the opportunities and *minimize the threat*? Consider ways that crowd connection can be used to bring entrepreneurs together
6. Now, what do I feel will **NOT change** in the next 10 years in society?
People's need for connection with one another
entrepreneurial gains
tech explosion
dismantling of institutions
divisive country
terrorism
need for help (from advisors/teachers/those in the 'know')
- a. What **opportunity** does this potentially provide for my field/work?
The opportunity for more crowd connection (more togetherness)
more opportunity to help entrepreneurs
Ways for technology to infiltrate the entrepreneurial market –make things faster, easier, more connection to others
7. Given my predicted changes, what do I believe the **general population will want most** in 10 years?
Things they can count on because of all of the enormous changes (security)
Each other because of the distancing effect of technology
Return to authentic living outside of tech
Answers for work!

8. What will **my market** want in 10 years?

Success guarantees

Dynamic interactions with others vs online

Deeper connection to self

A mission/legacy even more than now

a. In what way(s) is this related to what the population will want?

Very aligned

b. Knowing my **field/industry**, how do I predict it will provide my market with what it wants? What is it likely to continue doing? What might it do differently?

Same as now: conferences, e-learning and in-person events

It might create entrepreneurial living communities

c. What is **missing** in my above answer—in my industry's solution? What more could be done to give my market what it wants in 10 years?

Maybe cross pollination among entrepreneurs? A chance to learn from each other.

A chance to really make an impact against the establishment?

9. What if you, in the next 3 years, **spearheaded a movement** that tapped into the **zeitgeist (spirit of) your market** at this time and that was *still* going strong 10 years from now? In what ways would **your movement be infused with the following?** Begin your answer this way: *It would....*

a. The interest that most captures your curiosity?

(Pt 1-1) It would create a sweeping return to a society that is inwardly powered as well as powered by one another. It would enable people to break all limitations and self-actualize.

- b. Your core values: (Pt 1-4) It would foster growth, freedom and justice from the collective and from the act of doing business right. It could also do all of that for the general public by awakening it to power/control/limitation.
 - c. The solution you gave in 4d. It would tell entrepreneurs the truth about success and provide an immersive in-person “camp” for building and growing biz. And it would empower them to innovate better than institutions. AND/OR it would tell general folks the truth about control and power so they can empower themselves.
 - d. What you said outrages you: (Pt 1-5) It would pierce the control that powers have and bring empowerment to the people (and/or entrepreneurs). It would emphasize total freedom.
 - e. Your solution to what outrages you: (5d) It would be fueled by a book I’d written about people power/control and lies, etc..
 - f. What you have a healthy disregard for: (Pt 1-6) Same as 9d
 - g. Your solution to that: (Pt 1-6c) It would be fueled by a documentary I’d produced OR it would introduce young people to their own power and remove them from power of institutions.
 - h. What you’re a missionary for: (Pt 1-7) Same as 9d, f –but could incorporate an effort to bring entrepreneurs together to be bigger and more powerful than the Goliaths.
 - i. Your founding principle: (Pt 1-8) It would teach entrepreneurs and or young people how to know and trust “internal authority” over “external.”
- a. Now, **which trends/major changes coming** that you wrote about would your movement tap into that would make it so successful?
- Technology
 - Crowd connection
 - In-person connection

Deeper connection to self

b. What **4 key emotions** would your movement evoke that relate to the trends you see in the future?

1. Love for others/affinity for others/unity
2. The thrill and confidence that comes from empowerment/self-reliance
3. Joy
4. Fun!

10. How could your answer to (Part 1-11) **make your movement even better?**

A focused marketing campaign on people power; novel about control and people power; documentary on power and control in society.

a. Now, you may never actually create a *movement*, but there are patterns in what you wrote that can be transferred to any *next big thing*. What patterns do you see and how might you use them for something other than a movement? I

would want it to be a movement and the patterns I see are immersive, in-person entrepreneurial environments that foster independence, explosive human potential and a way to take down institutions.

11. Now, **review this section**, as you did Section 1, and **highlight** those **ideas** (concepts) and **solutions** (actions/steps) that jump off the page for you; that really resonate/bring excitement.

Copy and paste them **here** so they are all available at-a-glance:

Now copy and paste **your Section 1** highlighted ideas and solutions so they are all available here.

12. What are the **top 4 most exciting** ideas you've conceived of in this document?

- a. Immersive camps for entrepreneurs
- b. People power campaigns (of many sorts)
- c. Entrepreneurial cross-pollination and efforts to bring empowerment to all
- d. Documentary. Fiction book.

13. What are the overarching **themes or patterns** you see throughout?

The desire to bring about an explosive materialization of human potential, the rise of people-power vs. institutional power AND the desire of human beings to connect to each other –and the potential for us to work together to achieve what the Powers that Be cannot.

14. Okay. See the **themes and possibilities** that present themselves.

- a. What **PRODUCT, PROGRAM, SERVICE, CAMPAIGN, etc.** could be **your NEXT BIG THING?**

You're looking at the very start of it!