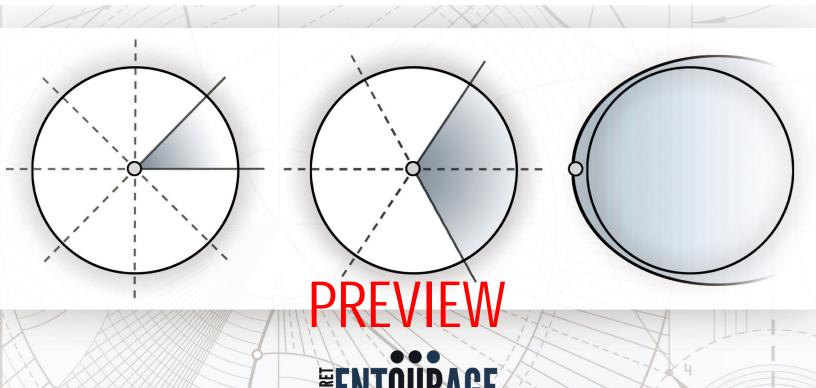
From the Founder of Secret Entourage

# THRD CIRCLE THEORY

# **PURPOSE THROUGH OBSERVATION**

How Visionaries Create Billion Dollar Ideas





# **Third Circle Theory**

Purpose Through Observation

By Pejman Ghadimi

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#### For my mom Shahla

A woman who never put herself first

Thank you for showing me a different world.

#### **PREFACE**

What is it that makes certain individuals so much more capable than others? What is it that allows innovation and advancement in the world to take place? Who are those people who hold that capacity and why can they create the change we all know is needed? Why are these individuals always full of energy, and yet others just always feel knocked out?

In my 30 years of life, I have witnessed some pretty amazing things. I have seen people who have lost everything be inspired by a picture drawn on a napkin, and as a result, climb back to the very top against all odds. I have witnessed immigrants who barely spoke English rise to executive positions within the system and earn six-figure incomes in less than four years, only because someone took a chance on them. But nothing I have seen is more amazing to me than the power of the human mind and its evolution when given a purpose.

I am no psychologist and certainly not a scientist. I know nothing of biology, and quite frankly, did very poorly on high school report cards. After just two years in college, I dropped out due to complete boredom—despite being only one course away from finishing my Associate's degree. Many will tell you that foregoing college is a huge mistake, but throughout this book, you will understand why education held no relevance in my life.

I could start telling you all about my lifestyle or the possessions I accumulated and how all that should make you buy into the book itself. But if I did, that by itself would go against the essence of this book's important message. What I will tell you, however, is that the lifestyle I live today is the exact one I want to be living, not the one my initial circumstance had intended for me. The possessions I have today are not a good representation of how I wish to be remembered and certainly hold very little relevance to who I have become.

What did maintain relevance in my life was a group of people who all played a significant role as they entered and exited my life at different stages. People who held no connection to each other except that they were all connected through me. Individuals who helped open and broaden my views and vision to the reality of what the world is. They helped shape my life into what it is today.

When things in front of you change and you start seeing more than others, you will question why you are given that ability and what it can all mean. It sparks your philosophical perspective and drives you to think of a powerful word, "**Purpose**", and to consider what your very own is.

For me, the concept of purpose came earlier than for most. As an analytical and philosophical person, I was naturally motivated to attempt to understand how and why I was privileged enough to have found my purpose. This self-exploration enabled me to eventually conceive and develop the "Third Circle Theory", a principle of how one person can prepare themselves to find their own purpose.

Finding your purpose is extremely important for yourself and all of those around you. Purposeful individuals are motivated, often more active in society, and most importantly, an inspiration to those around them. The core of what advances this world are those extraordinary people who see it for what it can be, rather than what it presently is. When these essential, purposeful individuals identify where they fit in society, they can help shape the world to mimic their vision of it. Purpose is ultimately the catalytic energy we need to see our vision and ideas come to life. It is the fuel of life and holds the key to fulfillment well above that of money. Even though your purpose cannot ever be proven to have been right or wrong, the powerful energy that emits from someone with the belief that they have found it is the extraordinary feeling that the Third Circle Theory helps you reach.

As you read this book, keep in mind that my goal is to challenge your perspective, not your judgment. There is no right or wrong here, but rather only two different ways to look at the exact same thing. Regardless of your ability to adapt immediately to this new way of discovering yourself, just the idea that you are now aware of this alternative viewpoint will simply open your mind to a new frontier, because perspective is ultimately derived from your knowledge and beliefs (values).

#### WHAT OTHERS ARE SAYING

"This book could not have come across my desk at a more appropriate time. As a young entrepreneur (24) at the start of my career, I'm surrounded by a seeming limitless number of potential influences. The Third Circle Theory presents an honest and clear framework for how our environments effect us - all the while helping us see which influences around us are going to be the most beneficial. It doesn't make any promises or set any expectations, it just presents information in a way that's easy to understand and leaves the reader to interpret it their own way. At the end of the day it's up to the reader to take action, and that's my favorite part. I will keep this book close at all times."

- Andrew G.

"The Third Circle helped me realize why I have spent the last 5 years of my life at a stand still and how easily my life could have been improved should I have known how to get to that 3rd Circle. Having owned and operated a business for 10 years now, I can relate very strongly to some of the elements discussed in this book and now see the reality around me for what it truly is. - Thank you SE."

- Joe V.

"This book is so much more than that. It should be a mandatory read by all college and high school students worldwide. It is almost a mini foundation for what the real world looks like. I had read Stay Poor and ART E before but was never moved as much as I was reading the Third Circle - You guys have to make sure this book is everywhere."

- Ronald D.

"If you had to understand how to define who you are and who you will become, this book will help you find the answers you seek. Before I understood what the 3rd Circle was, I expected a marketing gimmick but little did I know what the Secret team had in store. This book has broken down success to a level beyond anything out there. A very fresh perceptive on life and our society - The book can be brutal at times but so can life. Thank you so much for shaping my world"

- Scott C.

"This book inspired me to become a better person and leader. It gave me a different perspective on how I approach business opportunities and develop my staff. I've been living in the first circle trying to progress in my career by managing results and numbers. I now realize I can achieve more if I focus my efforts on developing my team and helping others. It seems so simple but we live in a culture of instant satisfaction so we've lost touch with what it takes to be an true entrepreneur. The author clearly explains the steps you need to take to transition from one circle to the next. As I was reading the book, I began applying the concepts and felt the difference in my business immediately. It has not only transformed the way I approach business opportunity but how I balance my life."

- Allysa W.

"This book is a comprehensive source of insight into the mechanisms of Entrepreneurship. The "Third Circle Theory" is instrumental in providing an overview of the key components that develops entrepreneurial spirit in addition to guiding the reader to finding their "Purpose". This book is no less than a wonderful educational resource for any level of Entrepreneur looking develop their skills and view the world from the other side of the lens. I think this book deserves its own special spot on any Entrepreneur's bookshelf. The theories, terms and notions covered, are simple and comprehensible, using intelligible examples. In this context, it is only logical to conclude that this book will be of particular interest and utility to every reader."

Eddie P.

"There are only a handful of true innovators that have shaped this world, this text allows one to structure their thought process and perspective in a way that makes sense - yes purpose in life makes sense. This is the handbook for generation Y's innovators and entrepreneurs that we were waiting for. My inner drive for purpose tells me that ultimately I am a helper as I learned from the Third Circle Theory. From my now clear perspective I want to immediately start helping those who like me feel deep down they have a purpose to be here. Get the book. Keep it nearby and read it again. The world needs positive change."

- Anthony I.

"I have been part of Secret Entourage for some time and looked forward to reading the 3rd Circle since back in June 2012. This book has exceeded my expectations in ways I cannot describe... Thanks for doing what you do. We need people who truly care."

- Abby W.



### **Table of Contents**

The Power of Discovery	3
Why Do You Exist? Faith versus Opportunity	
How the Third Circle Theory Will Help You	11
Why the Third Circle Theory Was Created	13
Third Circle Theory Introduction	17
The First Circle: The Birth, The Settler, & The Dreamer	18
The Second Circle: The Awakening, The Leader, & The Achie	ver22
The Third Circle: The Vision, The Purpose, & The Rebirth  Progression of The Mind	
The First Circle	
Belief	
Choice	
Fear	
Confidence	
Goals	54
Entourage	58
Time	
The Second CircleEducation	
Money	77
Habits	
Emotion	89



Leadership	95
Perception	100
The Third CircleLifestyle	
Vision	112
Entrepreneur	115
Legacy	117
A Selfless Final Act  How it Applies in the Real World	
Why the Self-Help Industry Won't Work	130
How Fulfillment and Purpose are Different	133
Understanding Your Value	135
Explaining Life's Spider Web	136
The Entrapment of Society	138
The Role of Education	139
The Role of Government	141
The Role of Corporate America	144
Break Your Comfort Zone by Creating Change	145
Living for the Experience of Life Itself	150
The Birth of Purpose	152
The Birth of an Idea	155
Final WordsAbout The Author	
Acknowledgements	
ACKIOWIEUZEIIIEIICS	103



## The Power of Discovery

The self-help industry has changed significantly over the past few decades. So much of its focus is based on educating you on how to make money. In turn, those "gurus" make large profits. The Third Circle Theory was created instead to elevate your understanding of purpose and help you find yourself through helping others. It is ultimately the best guide to help you not only define your existence, but also understand the true value of the people around you when factored into the equation of a successful life.

When you think of success today, you might neglect to consider the success of those around you. Instead, you think about how your success looks right now and what it can look like once you have accomplished everything you need. After you have explored this new way to look at life through this book, you will be able to understand how impactful your observations of life are in the context of your growth. You will also realize how to pull away from the moneychasing rat race. Instead, you will see a new element to success that defines the difference between those who become innovators, creators, and icons, versus those who just keep making more money without purpose.

Have you ever wondered why some businesses like Apple have become so immense and created so much buzz while others like Sony simply make money? Have you tried to figure out where certain people find the much-needed strength to see their creations become game changers for society? If so, then the Third Circle Theory will elevate your awareness of the reasoning and unlock the mystery behind how some of us become visionaries while others don't.

Understanding how the Third Circle Theory works will help you understand why Michael Jordan, Steve Jobs, Walt Disney, and Thomas Edison will be remembered forever, while the founders of Citigroup, Exxon, and the owner of the Chicago Bulls basketball team will not be. As you explore the depths of each circle, you will search within your own life and identify why you



have been successful so far — or why not — and grow even further as a result of your understanding, or comprehend the obstacles that have kept you from living your life to your greatest potential.

Now I need to warn you that this book's intention is not to change you, but to empower you to make change. My goal is to inspire you to self-reflect and create the self-awareness you need to know why you are who and what you are today. There may be sections that will evoke emotions and you might disagree with what I say. There will also be times when you may want to stop reading because your long-held values, beliefs, or perspectives may be questioned. Self-realization can be a blessing or a curse, but it is ultimately in your own best interest to see your true image and how others see you in that very same mirror. Since this book is highly focused on the importance of understanding others, then it is only reasonable that you need to identify how others see you and why. As I mentioned earlier, there is no right or wrong here, but rather only perspective and information that over time will grow within your mind and heighten your awareness to things that perhaps you have not yet recognized.

By investing in reading the Third Circle Theory, you will learn to tweak your perspective to understand others. You will experience the reward of being able to define yourself through the observations of others. More importantly, you will understand the critical value of releasing the self-centric approach you have been accustomed to and instead move towards a level of selflessness that you may not know existed within yourself.

The Third Circle Theory will take you on a transformational journey that will open your mind and your heart to a vast world of opportunity. When you are prepared to move forward with the quest toward greater success and a more fulfilled life, turn the page.



### Why Do You Exist?

This question is often left unanswered, as its meaning can be interpreted in about a thousand ways, yet none as conclusive as we would like. The reason for someone's existence can be linked to faith, belief, circumstance, and nothing more than destiny. So, why do we exist and why are we all so different from one another? What makes some of us more capable than others? Why do some of us excel at something while others are so much better in other ways? All of these are valid and powerful questions, but none are as relevant as why we exist.

We must all play a role in a bigger picture, but what? Is God testing you? Or perhaps faith has you left with the belief that procreation is the ultimate way to leave a legacy behind and create a sense of purpose for yourself. We do, after all, hear many mothers and fathers saying, "I live through my children" or "I wish for you to have what I never had".

Maybe life is not as complicated as we make it out to be. Maybe it's just about making a lot of money and living happy, but despite all these uncertainties, certain concepts are factual and not philosophical at all, such as being influenced by your environment. Each of us at some point or another is a by-product of our environment and all of us, no matter how hard we work, are a sum of our actions. At some point, we have felt emotions and experienced fear. These are facts, and regardless of how much impact they imparted on your life, they are experiences we must go through in order to evolve.

These actions can all be linked, explained, and answered. As a result, we can identify the reasons why certain people are so much more successful than others. Why do some achieve the highest level of fulfillment while so many others find themselves lost into an endless cycle where life just never seems to cut them a break (or so they believe). Does this sound familiar? Where are you in the spectrum?



This "break" or help you seek, stems from nothing more than your inability to deal with the situation you are in right now. You lack the acceptance that your life really holds no weight or importance—at least, not yet.

If we accept that all successful individuals share certain traits, we can conclude that some skillset or process exists that delivers a higher rate of success. We can also conclude that although highly successful individuals may not be connected to one another, they share more in common than most.

These individuals share similar experiences and viewpoints towards society that enable them to see and implement innovative ways to change their world. They connect the dots more quickly and can envision the grand scheme of things, not just the narrow view of what they are shown. These visionaries possess passion, determination, and the strong belief that their life's purpose is to bring these innovations to life. Therefore, they live a life devoted to building on their ideas or projects so they will eventually change the world as they see fit.

What is it that makes them so special? Why can they do things that you can't? And lastly, did this outcome have anything to do with destiny? Are some of us destined to be more successful than others? Are we here to change humanity or to simply maintain it? Who decides all these things?

#### **Faith versus Opportunity**

The discussion of these questions takes us to the faith versus opportunity debate, which you can argue forever. But it doesn't just take religious belief to sometimes concede that "it wasn't meant to be". It's often true that you look for a greater reason for things to happen (or not). You might blame missing an employment opportunity or a big hit on the *belief* that it must not have been the right deal or just wasn't your time for it. It is difficult to actually accept the *fact* that perhaps you weren't good enough or not suitably prepared for it.



The same can be said about opportunities that your successful idols and role models took in their lives. Was it their time to shine when all the stars were aligned? Or was there a greater power at work, like destiny or faith? Maybe it was even simpler than that—it was nothing more complicated than hard work.

What made their opportunities more valuable than yours?

Those individuals, however, do not dismiss opportunities. They are prepared for them, while you, on the other hand, do not realize that you can actually have more awareness of your surroundings. Instead, you give up and blame faith.

"Opportunities lie all around us, from the lifetime opportunities we encounter everyday by meeting new people and learning from them, to new directions we can take our lives. These opportunities appear in front of us each and every minute that we exist, and in most cases we miss most of them because we are not looking for them, and most likely dismiss them."

The easiest way to put this in perspective is to think of an occasion when you wanted something, such as a certain brand of car, for example. As a result of wanting it, your focus alerts your senses to identify it each and every time you see it, giving you that feeling that you can now identify with it more than you did before. The same goes for other things like the latest electronics or designer clothes. Opportunities are also included in that mix, but the difference is you actually have to know what specific opportunities you are looking for. In most cases, you haven't yet defined those targets. How can you aim for something when you don't know what or where it is?

Awareness has a lot to do with seeing the right opportunities. Seizing that opportunity is the other half of the equation. Grabbing hold relies heavily on your understanding of the opportunity, but you also have to be ready to take action when you encounter it.



Readiness can also be tricky when you aren't clear about what you are seeking. If you can't connect with a golden opportunity when it arises, you might miss your chance. You can blame it on lack of faith or some other factor, but perhaps you should look more closely. Was it really faith or your lack of faith in yourself that let the opportunity pass you by?

Success can be defined as hard work meets opportunity, but "opportunity" is a very broad word. Even where hard work exists, opportunity may seem like it never appeared. In reality, you didn't know what to look for. If you are not prepared, the action or lack of action might appear as though you lack confidence or ability to get the job done. So that opportunity is presented to the people that you believe had the luck to be blessed with faith or belief—and that's why you think they succeeded.

In truth, their purpose wasn't revealed to them through faith or even a dream, and certainly their vision didn't come to them by a biblical figure. It was nothing more than a combination of their past experiences, amplified by their ability to see further and deeper than others, which also came from their hard work and belief in themselves.

How does confidence play a role in finding purpose? Confidence is accumulated through experiences you go through over the years, and certainly is a very important part of finding your purpose. If you lack confidence, you probably won't discover the power to identify why you exist. Doubt and purpose have no relation in this equation.

Let's be clear here. Don't confuse confidence with arrogance. Yes, they are a hair-line's distance apart, but they are still two distinct attitudes and traits that differentiate your abilities.

Confidence is self-belief based on tenure or track record, which ultimately is the brain's way of self-acknowledgment in a field or perhaps of a skillset.

Arrogance on the other hand is a highly manipulative trait where a person believes himself to be superior to others, but without any real merit or accomplishments to support it.



Despite being similar to the masses out there, the two traits are certainly very different and certainly not mistaken by highly confident individuals. Only those individuals who lack self-confidence will mistake the two. As a result, they call confident people "cocky", "arrogant", or "stuck up". True confidence, however, is very much needed in order to initiate the hard work that is based on vision, which ultimately allows your purpose to manifest itself. More importantly as we will discuss later, confidence originates from experiences and therefore is much more related to purpose than you currently think today. For now, simply understand that without confidence, you're unlikely to identify or realize what your life's purpose is.

When can you identify your life's purpose? Your view of the world certainly changes with time, age, and your experiences. We are ultimately the by-products of our environments (I will later prove to you why that is very true no matter what your current point of view is). These environments—which are ever changing and based on your decisions—evoke a new side or skillset within you. They enable you to adapt, which may prompt you to change your perspective. Think of when you lived somewhere for a long time and then moved. The new place seems so strange, but with time, you adapt. As you adapt to the new place, the old place no longer seems the same when you visit. This change of perspective is attributed to experiencing another life, which you were previously unaware existed. Components of this new life have become part of your perspective, vision, and mindset. With this new information, what you saw or knew before has been altered.

With time and experiences altering your perspective, your fields of understanding and vision change, too. The same can be applied to identifying opportunities. If you look at a computer at an early age, you might only see it as a vehicle for playing video games. As you grow older, you discover many more uses for the computer. Your needs grow as you do. You buy more software or upgrade your equipment. You might decide to learn about coding, and then design the software rather than buying it. As a result you create an opportunity for yourself to sell or trademark the program. The same item, which had been used to play video games, has now



made you a millionaire. And it was nothing more than information and perspective that allowed you to identify a different use and purpose.

At every turning point of your life, you discover life's objectives. Your discoveries are based on how much you see, which is tied to how much previous information you received. This either makes it an opportunity or just entertainment. Purpose can be identified only when you:

- See correctly
- Hold enough information; and
- Have the confidence to act on discovering more

As a result, you will feel purposeful—even if you have yet to discover your life's purpose. At different stages of your life, you might feel like you hold multiple purposes as you identify your objectives. But it is often later when all your experiences and your past feelings of fulfillment come together, which ultimately allow you to reach a level of true self-actualization.

Is your job today relevant to finding your purpose tomorrow? Absolutely. The role you hold today was most likely chosen by you and, regardless of whether or not you are passionate about it, your job holds certain elements of what you are meant to do in the long run. For myself, I started in the finance industry at a relatively young age and evolved into multiple leadership roles there. Despite hating the job itself or those I worked for, I enjoyed the way I helped employees grow and discover their paths in life. It was invigorating to see them succeed and feel like I played a part in that. Later in life, I found that I possessed a great skill set to help people in this way. I also understood that my unique life experiences enabled me to help them more than most, so I asked myself how I could help more people, which led me down a new path—which I believe is the reason I exist. I also wish it to be the reason why my existence is validated by society.

Without having had jobs I hated, I wouldn't have identified all the elements that were missing and without experiences from my past, I wouldn't have been able to act on them. Think about



the common factor that you didn't like about all your past jobs, what is that one missing element?

The roles you hold today or have held in the past are linked to what you will do later, but perhaps not in ways that you might identify immediately or even relate to. You can, however, back track once you understand the Third Circle Theory and identify for yourself why you work where you work and why you worked at previous jobs. More importantly, you will identify elements in your skillsets or beliefs that all your past roles had in common at that time. Take a moment and think back of all your past jobs and the positions you held. What were the common responsibilities you enjoyed in your roles?

By understanding and applying the Third Circle Theory, you can identify with what to do today to help position what you see tomorrow and ultimately remain on track to discover your true life's purpose.

#### How the Third Circle Theory Will Help You

Purpose is often defined through mystery, luck, or faith. I've never had it explained through a systematic lens of life's cycles, in a way that provides a pattern, process, or something more tangible than those other pathways.

Success is defined differently for each individual, but the road to succeeding, regardless of what your definition looks like, shares a lot of the same attributes. A quick and easy example would be that saying "consistency" is an attribute of success. I expect that anyone who has succeeded in life will tell you that consistency in one way or another played a role in his or her quest. The same pattern of consistency is how most people found what they believe to be their purpose in life. They experienced a number of common experiences and observations, such as surrounding themselves with role models or being raised by people other than their real parents, which led them to who and where they are today.



This roadmap is the Third Circle Theory and the steps we take in life, experiences we go through, and the surroundings we observe, are all part of this theory. This theory shows you how to navigate life—progressing from one circle to the next—ultimately discovering your true passion and leading to what you are meant to do.

It is extremely important that you establish this roadmap before undertaking your journey—just as you previously needed to define your purpose. Succeeding and making money is only 50 percent of the equation. Financial gain often leaves you wanting more of the same, which ultimately leads you to making more money. You become the hamster on the wheel, constantly working but with no end to the effort. When you are focused on making money, you fail to realize is that you subconsciously are looking for nothing more than your purpose and fulfillment, but that truth is masked in making more money. Despite you almost feeling like you are in this never-ending cycle, you do have an opportunity to move forward, and that's where the Third Circle Theory can help.

Finding purpose can change your life instantly as you feel this boundless supply of energy propel you forward. This power surge fuels your quest for completing what you believe to be the definition of your existence.

Imagine how much harder you would work at your current job if you knew for a fact that the particular role is the one you are destined to fulfill. No matter how you looked at your tasks, you would strive to accomplish them and be the best at it because you have the confidence that this present is guiding you toward a better future. You certainly would stop complaining, stop looking for money, and find just about every way possible to accomplish the tasks at hand. More importantly, your positive attitude towards those around you, and those below and above you, would be infectious. This inspiration is contagious and will enable them to work harder and support you better through your quest.



Finding purpose is this unexplained phenomenon that makes you limitless and enables you to become great at everything you do.

#### Why the Third Circle Theory Was Created

Something was always different for me while I was growing up. I saw most of life through a weird third-party lens, like a spectator. From a very young age, I was able to be logical and emotionless towards situations. With this purely rational perspective, I observed my surroundings and those in it, while never really understanding at the time how everything and everyone was interconnected.

What was most interesting was that no matter what I started—like getting an education or a nice job—I never really found fulfillment, just temporary satisfaction. I bought new cars, homes, and luxury gadgets that many people dream of, but I got bored with them in a few months. I dated beautiful women, but became just as bored with them and moved on.

But there was one thing that was constant that didn't bore me. That was the knowledge gained from each experience. No matter what the experience, I immediately absorbed knowledge.

Then I discovered that I had a natural talent for sharing that knowledge in a charismatic and profound way—one that inspired others to act. With each person I helped or touched, I became more and more motivated and I was full of energy to do it all over again.

At first, I believed that my own purpose was found and it was helping others succeed at what they did... BUT I WAS WRONG. I had not uncovered my purpose, but rather what I was passionate about. This discovery led me to become even more analytical with myself and look back at all my experience, so I could understand what my purpose really was.



"I realized through this experience that every time I helped someone, it held a residual effect for me. As their supervisor, their efforts directly benefited me and so I knew something was keeping me from taking the next step towards finding my purpose."

I asked myself over and over, How was I actually helping people? Was it changes to their mindset? Was it motivation? Or perhaps it was nothing more than offering them a logical approach rather than an emotional one. I really couldn't differentiate what it was exactly that I was doing to help them, or in what order. I knew I was helping them as their change in results proved that my method worked even though it wasn't much of a method but rather different components of different things all coming together through my words and presented a way that everyone would buy into it.

I didn't know what I triggered in them to make them change and certainly didn't understand how my techniques worked for everyone, but I certainly knew why it was very important for me to continue helping others—ultimately helping society all together by introducing smarter and brighter people each and every day. I kept helping and in various ways continued to see results. Time after time, my methods worked as planned until the one day I ran into failure. Ten years of positive results had passed. Then I finally met the exception to my rules. No matter what I said or how I said it, she didn't believe me, didn't change, and didn't improve. My method failed with this young lady. As shocked as I was, I actually enjoyed analyzing why I failed and attempted to find out from her why she never trusted me and she actually told me, "Because I thought you wanted to help me so you could use me to get yourself ahead." Despite being hurt, shocked, and puzzled as to why she would feel that way, I understood that I simply hadn't earned enough trust for her to believe me.

So I tackled the situation in my usual non-emotional, analytical way. I evaluated why others trusted me while she didn't. For example, I broke down the different segments of what I did with others that I didn't do with her.



After careful study, I finally came to realize that it wasn't what I did or didn't do with her, but rather what was done or not done to her prior to meeting me. Her past environment taught her to not trust those who want to help. She had been conditioned to believe these people would most likely be using you. This discovery made me realize that "environment" plays a much more significant role in someone's growth. More importantly it also made me have to re-think my own environment and how it had altered my thinking through the years. That's when I realized that what I was teaching everyone was nothing more than a combination of my learnings. I also discovered that how I was teaching them was almost identical to how I learned. However, why I was teaching them was because I wanted them to know what it's like to find their purpose. I wanted them to know what it's like to feel like you understand your role in this world and the importance it holds.

I created the Third Circle Theory as a result of my experiences, because I believe more people need to discover for themselves why they are here. More importantly, they need to see and experience more of life. They need to really understand what living is and to start becoming less selfish and more driven to help one another.

The Third Circle Theory will help you identify what you must do to find your purpose. The circles themselves help identify various elements in your environment and the roles they play in your quest. A lot of the actions you take part in—or watch others go through—are defined in these circles. Hopefully, this direction will help you identify and connect the dots to what you must change to get to that Third Circle.

Before we start, let's analyze something that might make you open your mind a bit more to the concept of change itself. Let's talk about common sense!

What is common sense and where does it come from? Common sense is often represented as something that must be understood by most as the mini skillset to survive in society. It is your ability to connect the dots and make sense of life's most common theories. In the simplest



sense, it is what we define as "how we live". Those who don't "get it" are labeled as lacking "street smarts" or simply as idiots.

True common sense, however, is more than just how we live. It goes a bit deeper than just someone categorizing you into one group or another. Common sense is the majority of the group (country, city, organization, etc.) agreeing on certain beliefs or values. In this way, they come to a common agreement that whatever is discussed to be true. So if a common group believes in a system based on colors and concludes that red means "stop" and green means "go", they introduce this belief to a common group as an agreed upon concept. It now becomes a commonly accepted symbol of that group or society. Anyone not conforming would be deemed as lacking common sense. This common belief had to be created somewhere and by someone. Therefore, it may or may not be true, but the group now accepts it. If other groups, however, don't accept this theory, they create their own commonly accepted rules or symbols and, therefore, will naturally create a disconnect if one party from each group spends a day with the other party. This is no different than what society goes through as immigrants of one country with X amount of beliefs comes into Y country with different sets of rules and beliefs. Most of their actions in their new environment will mimic the actions they observed for the years they spent in their past environment, creating confusion among others who will quickly call them stupid or say they "don't get it" but perhaps the tables would be backwards if you visited a new country or place.

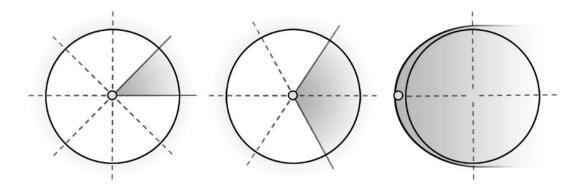
The real question though is why is your group's set of values and beliefs more accurate than others? Who decides which group is right or wrong, and which sets of values or beliefs are indeed accurate?

Since you now recognize that common sense is nothing more than your very own observed beliefs, now you can understand why the world has so many different individuals at so many different levels of understanding. We can tie it all into the Third Circle Theory.



#### **Third Circle Theory Introduction**

I created the Third Circle Theory for Secret Entourage, a platform aimed at helping the rebirth of entrepreneurship, to explain how the human mind evolves from birth to the stage where it finds purpose. This theory cannot only help you realize why you are not finding your purpose, but can actually guide you in the right direction to find it.



The Third Circle Theory consists of three circles illustrating three worlds, three perspectives, three visions, and three cycles. Each circle consists of:

- A world
- A perspective
- A vision, and
- A cycle

Your mind undergoes each of these four elements. Each circle represents a path you can take. Through time, you can evolve from one to the next. You do not have to complete a circle in order to graduate to the next circle.

Everyone goes through the First Circle, some will evolve to the Second Circle, and very few progress to the Third Circle, which is the stage that allows the definition of your existence. My hope is that by reading this book, you will join that elite group of purposeful people.



# The First Circle: The Birth, The Settler, & The Dreamer

Everyone begins in the First Circle. It is the foundation of your life and, regardless of how strong that foundation, you begin here.

**The Birth**: Signifies that you are born into this circle.

As a child, the world revolves around you, which is the significance of the diagram's center dot. You are a product of the environment you are born into and the practices you are taught early on. Your religious habits, beliefs, values, and behaviors are all derived from someone else's perspective of life, often a parent. Your value system, views, and reach extend only as far as theirs. You strive for the things you are exposed to—if you are from a family that struggles to make ends meet or raised in sickness or with issues, you could find yourself more exposed to individuals with little hope for something better, as well as a significant amount of faith or belief in things that are uncontrollable. As a result, you strive to rise above poverty or to gain better health as your main goal.

Your aspirations at this stage also remain small, perhaps because your family's goals for you are equally small as their own were. This is where they tell you about opportunities they never had, and that unlike them, you will make a difference by acquiring an education. **They might blame you for their own failures and make an example of what they sacrificed in order to bring you to this world**. But you need to put this in perspective. If you are blamed, it is mostly because your parents (or parental figures) never themselves graduated from this First Circle, so they are stuck in a narrow-minded enclosure.

On the contrary, if you are born into a family where neither money nor accomplishment is scarce, you, too, will strive to do great things. The exposure to this more optimistic lifestyle



reinforces your belief of what success is, what you can achieve, and what you deserve. This is where entitlement starts. Entitled or not, in this environment, you are always exposed to what you can be. Not only is support available for you to achieve your goals, but resources, belief, and constant encouragement exists. While education and the core foundation may not differ much from being born into poverty, the constant level of achievement present all around you forces you out of this First Circle much faster, propelling you toward finding what you are meant to do.

Remember that, from an early stage, you are born with or without an advantage, but by no means are you obligated to accept the outcome, which you are born in. You simply have to endure it.

**The Settler**: An individual stage that represents being complacent in your situation. Most who continue on from the Birth stage to the Settler have achieved just enough to be satisfied. In most cases, you would have not seen much of what life has to offer. You feel that the little you have achieved is the big achievement of your life.

At this stage, life and the world revolve around you. It's about your work, your relationships, your money, and your feelings. Routine sets in. Most of your earlier beliefs, behaviors, and faith are followed and maintained with direction from those above you—your elders, supervisors, or wealthier individuals are highly respected without question. You are simply happy and deal with life's cycles and different stages, which are represented by all the alternative viewpoints (dotted lines). They are all very narrow and only an alternate view of the main vision, which is equally narrow (illustrated by the bold line).

Your viewpoint can only see so far and is limited to what you are shown, since at any given time, you miss what is occurring in alternative views, times, and locations around you. By staying in the Settler stage, your mind accepts its inability to grow and settles for whatever it



has achieved to date. While you will catch a few breaks here and there, you will ultimately never really progress.

In the Settler stage, you will showcase traits like disinterest towards what goes on in the world. You will be apathetic about voting of any sort, but will be sold on just about anything commercial. Most of today's TV commercials are geared to this state of the mind, one that is easily convinced by what it is exposed to.

**The Dreamer**: The stage where dreams and reality never meet.

Due to your Settler viewpoint, you have become complacent. You move on to a mid-life stage. If you have not graduated from the First Circle, you go into a "Mid-Life Crisis", which is your brain's way of seeking a better reality than you ever had. As you get older, you are exposed to new individuals—many older and many much more successful, which makes you question your past decision-making. As a result, you want to belong to something you are not. Since you are way into your life cycle, your brain continuously looks for ways to catch up and, therefore, is always hungry for a quick answer. This need for instant gratification creates what we call the "Dreamer".

In this stage, you now see the lives of your friends or others. Their gains unfortunately feel out of your reach so you become very bitter and blame your family or some other form of faith. You go back to your Settler state once you acquire something like a new car or larger home—vanities that please the weaker side of your mind into feeling accomplished when no real change has occurred.

This period often ends, and very little has happened. Your mind failed at expanding itself and moving forward. The dreamer stage also indicates why Gen Y is highly focused on instant gratification. If you fit into this vision, you find yourself easily manipulated by scams or by false opportunities as you are seeking shortcuts and answers to becoming something you spend a



long time ignoring. This constant pursuit of instant gratification in this stage is the reason that very profitable self-help programs target individuals at the Dreamer stage. Rich Dad, Poor Dad is highly geared to "dads" who are often in their 40's and haven't accomplished what they wanted—the consummate Dreamers.

Most people unfortunately never graduate from the First Circle. While they are followers who seem lost to those others who have graduated, they still can make the transition at any time. The real problem here is that if you stay in the First Circle, you will remain set in your ways and it is difficult to change. This is the reason why many young adults feel their parents don't understand their aspirations when they think differently than a conventional way to succeed. The real change from the previous generation (Gen X) to Gen Y as it pertains to the First Circle is the time it takes to move through the stages. Gen Y will simply go through the phases of each circle faster due to the widely available amount of information. The access to information is good and bad. Information, if accurate, is great as it allows you to make a conclusion based on facts, but today's society shares opinions based on perspectives which will differ depending on the source of information. This creates serious mass confusion and often creates manipulation to a level unheard of before.

The characteristics lacking in most people in the First Circle are based around self-perception. Most of the individuals here lack self-confidence, courage, and belief in themselves, partly because they have poor perception of the world and where they fit in it. They don't feel significant enough to accomplish anything, often not even knowing what they want to do in life. They stay complacent with their environment, don't take chances, don't start businesses, don't travel as much to places they haven't been before, and are ok with anything that happens. They are often drawn to individuals who, unlike themselves, seem to have all the answers, which is why the First Circle people are easily manipulated. They often perceive others as arrogant instead of confident, as they are unable to identify confidence and what it does for one's body and mind.



# The Second Circle: The Awakening, The Leader, & The Achiever

About 20 percent of you will progress to this stage, either naturally or through exposure to knowledge followed by curiosity. The Second Circle reflects The Awakening, The Leader, and The Achiever.

At some point during your life cycle, you are exposed to individuals, education, or point of views that defy your beliefs, faith, or behaviors as explained in the First Circle. You have the opportunity to graduate to the Second Circle, which consists of nothing more than an increased perspective, vision, and view of the world. These broadened views empower your thinking to grow even further. The Second Circle is about your openness to expanding your mind and vision, beginning with the first stage.

The Awakening: Your mind opens up to heightened awareness and curiosity.

When you are exposed to the unknown, you either choose to accept that an alternative reality exists or you simply deny your brain access to freethinking. Often, again based on your previous beliefs, this decision is presented to you in different ways throughout your lifetime. A significant portion of that comes from education, as you are not only faced with new learning, but are also forced to accept the message in order to graduate to become an accepted member of society.

Through this exposure to new ways of thinking, you are challenged to seek your own answers and deliver your opinions, which makes you question your narrow view of society. This is often why those people who go to better schools end up in better jobs, simply because of their exposure to people who operate in this Second Circle. This Awakening makes you curious enough to try new things, seek new answers, and even make you skeptical at times. It inspires



you to explore, and through exploration comes learning, regardless of whether it came from an educator, mentor, or teacher.

You learn to think freely and start realizing that, despite the world still being centered on yourself and your emotions and needs, it is also up to you to reach for your goals. The awakening of your mind allows you to gain courage and confidence—enough to get you to pursue your interests instead of merely doing as you are told. Being in the Awakening stage almost makes you defiant to society. You might start to believe in conspiracies and notice that everything appears to have a double meaning due to your lack of trust towards information. In the Awakening, you may lose significant trust as you believe you have lived a life that has been filled with fabrication. Being cautious in this stage is important for your well-being, because there are people with a deep understanding of the fact that you seek answers and they are ready to manipulate you. The power of manipulation continues as ideologies are shared and answers to questions are provided, creating a false sense of trust simply because you relate to a cause or person sharing it. In other words, your brain is awakening to a new world, and this new influence becomes a guide. If an individual misguides you, they are likely manipulating you for their own self-interest. This realization takes us to that next stage.

**The Leader**: The emerging need to and desire to lead others.

If you are able to overcome other opinions and beliefs that are attempting to sway your thinking in the Awakening stage, you'll feel unrest and distrust. You truly believe that you are in charge of your outcomes and feel the need to share that confidence with others. Through your actions, you become successful and build a following of employees, peers, or supporters who revolve around catering to your needs. This need of leading others benefits those around you by providing them their needs but gets you to your wants.

Others are drawn to your character, which amplifies your ability to grow even further and become even more efficient and effective as a leader. If you are in the Leader stage, you are



often looked at as a very successful and leading person in you fields of interest. You establish yourself with a high level of education no matter if self-taught or through school. More importantly, you keep relating back to a series of experiences as the reason for your success when sharing with others how you have become so resourceful.

This stage is easy to lose yourself in as you are a self-proclaimed leader. As a result, you may find yourself making a good amount of money, slowly closing your eyes to further learning. This dangerous path is the beginning stage where you can show manipulation traits, like looking for ways to profit off of those admiring you and looking to you for advice. These traits may be amplified by your self-acceptance and your group of followers increasing faster than you expect. As a result of being a leader and open to viewing multiple points of view, you become more wary of your environment. You may also become an opportunist in good or poor manners, such as either manipulating your environment to benefit yourself versus those following you and looking for guidance. You then evolve to the third stage of this circle.

The Achiever: Opportunity meets hard work.

People in this stage of the Second Circle are no strangers to the concept of hard work and opportunity. You deliver daily on your new self-created belief and see other's weaknesses as an opportunity to step up and lead them. Self-proclaimed and profit-driven self-help gurus often live in this phase.

As an Achiever, you aim to be accepted in society, and therefore constantly seek answers to why you exist. This quest leads you to multiple paths, all successful and all full of achievements (illustrated through multiple dotted lines showing only four stages but still multiple stages of one's life). Most people in this stage are still highly focused on money as the ideal reward for your efforts. You rarely seek fulfillment unless monetarily rewarded for it. If you look at the graph, it simply showcases a higher and broader view, but still keeps the self-centered



individual from seeing more of life. Therefore, if unable to graduate from this Second Circle, you will be accomplished, but will never define your existence.

Most of today's top lawyers, doctors, and businessmen fall into the Achiever category. While you do succeed, instead of graduating to the Third Circle, you work your entire life to make more money as your way to keep score. Very few of you actually feel you know your purpose—even if you believe you do, it is only to convince yourself you have found it as money has been made. The power of self-acceptance is very strong in the Achiever. This stage also amplifies the manipulative side of someone in it, constantly using resources for self-benefit and leading people on to promises that never become reality. However, if you determine that your existence should and will mean more than money, then you graduate to the Third Circle where you find the answers you seek. This takes us to the Third Circle and to the core of why you exist.



# The Third Circle: The Vision, The Purpose, & The Rebirth

The Third Circle is the one that you most often miss. As a matter of fact, only about two percent of you fall into that Third Circle or should I say graduate into the Third Circle. People whose achievements we idolize, such as Steve Jobs, Bill Gates, Michael Jordan, Walt Disney, Gandhi, and many more which we remember, despite their departure from this world, lived their lives daily the way this circle intended. You listen to their words, idolize their lives, look to them for answers, and consider them the best in their respective industries. These individuals are not god-like, but have figured out something that many of you will never accept, which will prevent you from entering this circle. They have learned their purpose and to remove themselves from the equation of life.

When you reach a satisfactory level of achievement in the Second Circle, you will start to question your existence as the human mind has been conditioned to seek more; after all it is the "Achiever" in you. It isn't until you choose to not make it about you that you establish a true vision of what the world can be. This allows you to graduate into the Third Circle, starting with your vision.

Since the Third Circle Theory is not about you, the stages are reversed. Starting with the Vision, then moving to the Purpose, and finally to the Rebirth of you. The Circle itself is yet another stage of your life, but it is your ability to go past this Circle and enhance your perspective to one who does not see yourself as the center of the universe, but rather as one removed from the universe; that will give you the ability to identify your purpose. The diagram of the Third Circle indicates the vision being outside of the Circle and no longer inside it, to showcase this entire view of the world at once from a much broader perspective.

**The Vision:** Envision a better world or see past your own emotions.



Some traits of the Second Circle's Visionary exist in many of you, but your inability to not make every situation or problem about you prevents you from finding your purpose.

When you reach the Visionary stage in the Third Circle, you are keenly aware of your surroundings and are very analytical of the information presented to you. You see what you are not shown or told, rather than what is presented. A great example of this is looking into a cell phone's screen; many of you see the image itself and while other people see their own reflection. It is not because you have better eyesight, but rather because you seek alternative answers all around you, and, therefore, can see farther than most. You envision a better world, a better future for people, and you can actually picture what that looks like. This vision enables you to apply importance to your project, no matter how big or small it may seem to others at times.

Because you see farther, you do not fear bringing that vision to life or the work ahead of you. A world without that vision is no longer possible once you have seen it. Realizing that image becomes your obsession. Some of you here are often referred to as philosophers. The graph here illustrates the view from outside of the circle showcasing an entire projection of the world rather than multiple segments at different times. The Vision grows stronger than your own being. The wheels start rolling and your desire to bring the vision to life becomes your priority, which leads to defining your purpose.

**The Purpose**: Choose which side of the equation you stand on.

Almost a clash of good versus evil, you can choose what you want the world to look like. If you choose that the world remains unchanged about you, you ultimately choose to take the wrong side of life and become an amazing manipulator. You can start showing traits of this early on like we discussed in the Second Circle where you chose how you handled people who were followers or believers of you and your cause. But like any other human going through the

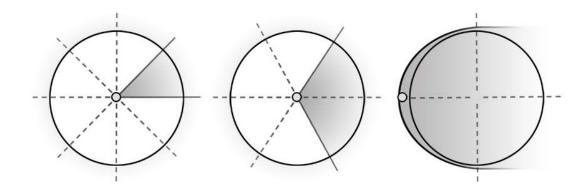


stages, you have the opportunity to change. Those who choose not to maximize opportunity don't progress past the Third Circle.

At this time in your life, whichever side you choose is the side you will remain with and is complementary to your vision. Purpose is created as a result of your belief in something greater than yourself, where you allow your mind and emotions to remove themselves from the equation. This is the stage in which money no longer matters and decisions are made for the common good of the vision, rather than your desires, needs, and wants.

The feeling of belonging to something greater sets in and can be very contagious. Those around you often feel this energy and passion, and jump on the bandwagon to share that same positive feeling.

The experiences from the first two circles all play into your purpose, and connecting the dots to life's concepts becomes an easier task for you. The grand scheme of life reveals itself to you, and your existence can only be validated when your vision comes to life. This means that your existence is null, and your feelings ignored until the bigger picture becomes reality. A high level of energy reveals itself, allowing no obstacles or problems, but rather serving up challenges that always have answers and are quickly overcome. This is outlined by the dot outside the circle, which is a symbol that the world no longer revolves around you, but rather in front of you.





Decision-making becomes easier. The project at hand or those involved become more important than you. You are now feeling fulfillment—the driving force that you must support others and help them achieve in order to reach the goal. Here, a new level of leader is born within you and the Rebirth occurs.

**The Rebirth**: Your mind frees itself of the unknown and instead focuses on the now established vision.

Your rebirth occurs when your vision is recognized by all, and not just those around you. With this recognized level of achievement comes immense boost of confidence and. Your mind seeks new ways to advance society.

Ultimately, it will never soar as high as much as the first time, simply because your existence was never acknowledged to begin with when you were going through the three circles. As a result you created the need to work harder than ever before, you had never felt a feeling of purpose and as a result pushed to find it. Many of you in The Rebirth stage become speakers, teachers, and public servants who bring their knowledge and self-awareness to good use. The mind is free, the vision established, and the purpose defined and recognized. *The game of life has been mastered*.

The Rebirth can be a tricky stage, however, you might feel you have reached this point by skipping other steps. Politicians, professional athletes, and movie stars are perfect examples as their existence is recognized, but only for a short duration. Only those individuals who become legendary will end up establishing their purpose as entertainers, icons, role models, etc.

When money is introduced early on—such as when a large inheritance is left behind for a child—the same theory applies, but the order of the Third Circle's stages will shift as the Achiever stage was never reached but rather created with experiences. This shift makes it difficult for anyone to realize the importance of removing themselves from the equation.



Other misinterpretations of the Third Circle are those visionaries who see the world from the correct lens, but remain self-centered. These people choose to ignore others when they can help change other people's lives and progress. Instead of becoming innovators or game changers, these people become powerful manipulators and con artists who alter perception to their advantage. Be advised that there is no alternate route to Rebirth. Selflessness and the Vision must take place in the right order and for the right reasons in order to create the true sense of your purpose.

The Third Circle Theory can be applied to just about any level of thinking, from leadership, management to faith and, more importantly, to entrepreneurship. The Circles hold the key to finding your purpose in today's complex society.

The Third Circle Theory allows you to see why powerful people like Steve Jobs don't just make computers, but rather rewrite history. Any one of you can advance from one Circle to another and eventually reach a new level of thinking where purpose and existence are validated. But it is often your desire to skip ahead and grab all the answers without the hard work and experiences that keeps you grounded in the first Circle. Think of the people you know who talk about businesses and ideas, but never act on them. They are all Dreamers, and because they feel entitled, they never do the work to achieve real progress. How many people give up on their businesses because they didn't make enough money? That is a self-centered approach to the idea of success - they never achieve innovation and affect real change in an industry.

By applying the **Third Circle Theory, you have the power to understand why you do what you do and why you can or cannot progress**. It also explains why you see what you see and what you must observe to allow your mind to expand. If understood and applied to any phase of life, this theory can help you take the journey to finding your purpose.



Now that you understand why it's important and what it is, take it one step further. Look at how the Third Circle Theory works and how you can use it to advance yourself through the circles and find your purpose.

#### **Progression of The Mind**

Now that you understand what the three Circles mean, you are ready to explore the cycles within each Circle. In doing so, you will learn how to transition from one to the next, while understanding why people progress slower or faster than others.

As I said earlier, the Circles are driven and navigated by what you observe which impacts how you think. Therefore, your awareness of the information you are receiving is the first step to understanding the Circles. Awareness is the single most important and often neglected aspect of your life. You take so many things around you for granted by not investigating the information. Take this book, for example. The fact that you are aware of the information you've read here now enables you to look for the signs that validate it. In other words, you now subconsciously are looking for your purpose, which means that even if you put this book down right now, you already know that finding your purpose is based on what you see and the environments around you. Whether or not you believe this information at this moment changes nothing at all, because you are *aware* of this possibility.

Your mind is open to accept further information that clarifies beliefs to be true or false. Prior to reading about the Third Circle Theory, you may not have been open to these possibilities. Investigating this information is what enables you to move through Circles faster than others. When you are able to accept alternate realities faster, you work towards your own truth immediately, rather than waiting for clarification. Once again, your ability to act rather than not do anything is the key to succeeding.

### To learn more and read the rest of the Third Circle Theory, click here.