

THE IMPACT THEORY BELIEF SYSTEM IN 25 BULLET POINTS:

- 1 Human potential is nearly limitless.
- 2 Personal growth is the highest priority of Impactivists.
- 3 You can acquire new skills in any area at any time.
- 4 It requires focus and disciplined practice to acquire new skills.
- 5 You can do **anything** you set your mind to, without limitation.
- 6 #5 is a lie. But it's an empowering lie. Impactivists do and believe that which empowers us.
- 7 It doesn't matter who you are today. It only matters who you want to become and how hard you are willing to work to become that person.
- 8 See beyond your current self to the opportunity of becoming the best version of yourself.
- 9 The Impact Theory Community is a safe place to make mistakes.
- 10 Mistakes are a great teacher to those who are willing to admit that they've made one.
- 11 Share the lessons learned from your mistakes with your fellow Impactivists.
- 12 Failure is temporary. Move quickly beyond it.
- 13 Everyone has something to teach you. Learn from whomever you can.
- 14 Impactivists do not make excuses. **Ever.**
- 15 Any obstacle can be overcome. See #14.
- 16 Building your self-esteem around being right all the time will lead to poor decision-making.
- 17 Build your self-esteem around identifying the right answer and pursuing it faster than anyone else.
- 18 Have **VERY** clear goals.
- 19 Do that which moves you toward your goals.
- 20 Do NOT do that which moves you away from your goals.
- 21 Only work in an environment that is moving you towards your goals.
- 22 Impactivists are Linchpins who work hard, smart, and long hours. See #21.
- 23 Passion will help you keep fighting to reach your goals when things get difficult. Center your life around your passion.
- 24 Impactivists motivate and inspire those around them.
- 25 Take the **red** pill.