



The Launch Project



THE FIRST PHASE OF DEVELOPING A PRECISION VISION

The Launch Project has been designed to assist you to discover the authentic dreams and desires of your own heart.

Completing The Launch Project is the first step towards developing a precision vision plan for your life that will empower you to bring your dreams to life.

A friend of mine named, Dave Riddell, once asked me if I wanted to know a secret that he had discovered. He asked me if I wanted to know how to get whatever I wanted in life. He immediately had my attention. Of course I did! I have desires that I really want to see fulfilled! Here's the secret that he shared. Here's how to get whatever you want from life:

Do whatever it takes!

How do you get whatever you want? Do whatever it takes!

DAVE RIDDELL

WELCOME TO THE LAUNCH PROJECT

Welcome to The Launch Project! It is my hope and my passionate desire that completing this launch project will add great value to your life and bring you another step closer to the fulfilment of your wildest dreams. I believe that you carry hope for nations. No matter how great or small your dreams feel right now I am fully persuaded that by completing the launch project you are going to discover new dreams and watch your current dreams grow. I am passionate about the fulfilment of your dreams because they are the hope of nations for a better brighter future. I am dreaming of a dream revival. I'm dreaming of a revival of dormant dreams that causes a viral awakening, activation and fulfilment of tens of thousands of dreams all over the earth. I pray that this Launch Project will be a tool in your hands that helps you see the fulfilment of your wildest dreams!

The fulfilment of your dreams is extremely significant to me. The injustice, the chaos and the dysfunction in this world is heart breaking. It's not a distant heartbreak that I observe without being impacted by it. It's a deeply personal heartbreak. The heartbreak that I have experienced as I have watched the oppression of darkness unfolding around me has forged an unshakeable life purpose inside me. The heartbreak has led to defining moments, which have set the course of my whole life and given me a cause and a vision that's worth dying for.

When I am face to face with victims of systemic oppression I find in their eyes a cause worth fighting for, worth dying for but most importantly – worth living for with extreme passion. When I think about my children and the world that they will inherit I find a cause worth fighting for. When I think of the awe, wonder and ecstasy of fellowship with the Trinity I find a cause worth pursuing with my whole heart. I have not just discovered what I want – I have discovered my why. I have discovered why I want what I want. I have discovered the significance of the authentic desires of my own heart.

When I dream about a future where victims of systemic chaos have been set free, restored and released into their destiny it causes my heart to burn with passion. When I dream about the world that I want my children to inherit it causes my heart to burn with passion. When I dream about experiencing unexplored depths of divine union, ecstasy, awe and wonder my heart burns with passion! When I dream about the legacy that I want to leave on this planet it causes my heart to burn with passion.

I have discovered how to systematically harvest passion at will. I can then apply that passion to my actions. When my impossible, improbable and impractical dreams seem out of reach – fresh passion keeps me pursuing. When my dreams demand that I give more than I think I can – fresh passion keeps me going. When the daily and the moment-by-moment price of seeing my dreams fulfilled gets overwhelming – fresh passion empowers me to do what it takes to keep on dreaming, keep on believing and keep on doing whatever it takes to see these impossible dreams become realities that bless generations to come.

Our vision comes from our values. My value system is founded on love and I have not yet found a single expression of evil that love finds acceptable or tolerable. My vision that's worth dying for is the global annihilation of darkness. My vision that's worth dying for is systemic revival – a revival, which raises up leaders in every sphere of influence and every level of leadership within society who rule and reign in power and love from the top down. Leaders who are devoted to establishing Heaven in their sphere of influence. I'm dreaming of seeing authentic expressions of Heaven on Earth established in every sphere of influence.



That looks like every home, every family, every work place, every school, every TV channel, in governments, in education, in media, in entertainment, in business, in churches – authentic expressions of Heaven everywhere! Obviously that's impossible for one man. But it's not impossible if we have a dream revival. It's not impossible if you discover the authentic dreams and desires of your own heart and get empowered to bring your wildest dreams to life. It's not impossible if tens of thousands of dormant dreams all over the earth simultaneously start coming to life. It's not impossible if tens of thousands of dreamers are passionately pursuing their dreams: day in, day out, passionately doing whatever it takes to bring Heaven to Earth in their own sphere of influence.

This is my vision, my cause, my dream that is worth dying for – unprecedented systemic revival! 'The Launch Project' is of extreme significance to me because I believe that the Launch Project will act as a catalyst of a dream revival in, which we see tens of thousands of dreams coming alive simultaneously all over the earth. I believe that the Launch Project will be one of many catalysts of a viral outbreak of fulfilled dreams.

I believe that this generation can out dream the darkness in our world and redesign our world with dreams of a better brighter future.

That might seem impossible, improbable or impractical to you – but it is impossible, improbable and impractical dreams that have gripped the hearts of humanity since the dawn of time. Throughout history it has been the impossible, improbable and impractical dreams of revolutionaries that have captured the hearts and hopes of people all over the world, causing dreamers to arise from ashes and oppression and forge from the future a brand new normal. A brand new normal that only the most courageous hearts could once imagine.

We see the impossible, improbable and impractical dreams of technology, sport, architecture and business come to fruition every day. Our normal today would have been absolutely unbelievable to the average person 60 years ago. But we have dreamed of and imagined a whole new world. Fulfilled dreams have redefined impossible, normal and reality itself. Yesterdays unbelievable dreams have become today's brand new normal.

I believe that all of our dreams have the capacity to forge a brand new normal, the capacity to redesign our world in the image of Heaven. I believe that there are dreams inside of you that are more wonderful, more revolutionary and more powerful than you have yet dared to imagine! I believe that inside of you are the type of dreams that are so inspiring, so compelling and so captivating that they have the potential to give a whole new level of hope to your generation. I believe that your dreams can impart so much hope to your generation that they would do whatever it takes to live in a world where your dreams have redefined reality and become this world's brand new normal.

These are the types of dreams that I want to inspire, to empower and to see come alive – dreams that have the capacity to grip a generation by the heart. Dreams that evoke the type of passion that writes history, shakes nations and redefines normal on the face of the earth forever! In the movie Braveheart, Mel Gibson's character William Wallace said: "Every man dies. Not every man really lives." It's only once you have discovered something that you desire so intensely that you are willing to die for it that you truly come alive. The type of desire that will do whatever it takes to see a dream come alive is the very same type of exhilarating passion that causes us to truly come alive.

Is your vision so beautiful, so wonderful and so valuable that it is worth dying for? I believe it is. I believe that every person has a dream worth dying for. But very few people have discovered their own dreams. Even less have discovered that their dreams really are worth dying for. By completing The Launch Project I believe that you can discover that you do have dreams that are truly worth dying for. By discovering your dreams that are worth dying for, you will unlock a whole new level of passion in your life. That passion is the very substance that brings impossible dreams to life!

Many people are so intimidated by seemingly impossible dreams that they abort their own dreams before they ever give them a chance to live. That way of thinking becomes a self-fulfilling prophecy. It is the process of dreaming the impossible and meditating deeply on the better, brighter future that you desire, which awakens within us the raw passion, which can make the impossible possible! By aborting impossible dreams, we simultaneously abort the embryonic passion, which brings impossible dreams to life. By allowing ourselves to fully invest in dreaming the impossible dreams that our hearts genuinely long for we awaken and steward a fiery passion inside of ourselves that can accomplish the impossible, write history and shape nations.

Pure passion is one of the most valuable substances that we can ever possess. It has more value than wealth or power because pure passion can literally redefine reality. I am believing that this Launch

Project will awaken dreams in the hearts of this generation that unlock the type of passion, which causes today's impossible dreams to become tomorrow's brand new normal!

The Launch Project is designed to help you discover exactly what you want from this life. The Launch Project is designed to help launch people from drifting in an ocean of possibility to passionately, intentionally and strategically pursuing the ultimate desires of their heart. The Launch Project is designed as the first phase of helping transition people from having a vague wish list for the future to having a precision vision and a precision strategy, which they are pursuing daily with passion and precision!

VISION

The only thing worse than being blind is having sight but no vision.

HELEN KELLER

Vision is...

A solution to a problem. A picture of what success looks like. A motivator. An internal compass that guides you. Costly. A better, brighter future. Priceless. Seeing what you want from the future. Power. The source of discipline and sacrifice. Inspiration. Desire. The force, which redefines reality, out dreams impossibility, writes history and shapes our future. The ability to see tomorrow today. A system for success. A map that empowers you to chart a course and plan a strategy. A wish if we aren't willing to pay the price for success. A daydream if we expect someone else to make it happen for us. An idea with no future if it isn't attached to a vision plan and a system for success that can bring the dream to life.

The impact on a person's life of a clear vision cannot be over estimated. Vision or lack of vision sets the course for our entire lives. So what course do you want to set for your life? What does your picture of a successful life look like in 1 year, 3 years, 5 years or ten years and beyond? The desires of our hearts determine our vision for the future. Therefore the great question is what do you want?



WHAT DO YOU WANT?

This is one of the most significant and most empowering questions that we can answer in life. But if you only ask yourself the question it will not benefit you. It is the answering of this question, which has the capacity to dramatically upgrade your life. Vaguely or causally answering this question is not enough to empower you to see your dreams fulfilled. Most people never answer this question with authenticity and precision. Most people's desires are expressed through wish lists rather than a precision vision.

Most people are so casual about developing a precision vision that they never actually do it. The end result is millions of people going to their graves without ever seeing their dreams fulfilled. If you ever want to walk in the ecstasy of seeing your wildest dreams fulfilled, then you have to abandon casual immediately. A casual attitude is a dream's death sentence. It's time to abandon lethal casual attitudes and ineffective wish lists and get passionate about developing a vision plan – a system for success that can bring your dream to life!

If you fail to plan, you are planning to fail! **BENJAMIN FRANKLIN**

A wish list will set you up to fail, but a precision vision is a system for success. The first step of developing a precision vision is to ask yourself, "What do you want?" and then go on the roller coaster ride of letting your heart speak freely about your genuine desires. This question needs to be answered diligently and in depth with precision detail for every area of your life. Answering this question with vulnerability, authenticity, courage, and detailed precision will position you to see your wildest dreams come true.

A lot of people are too afraid to admit to themselves what they really want because they are so afraid that what they really want in life is not possible. A lot of dreams get aborted before they ever have the chance to come alive, grow and flourish because some part of us believes that those dreams are not possible. We need to change our internal dialogue. Nothing is impossible. Impossible and possible are dictated by our minds and the minds of those around us. To change what is possible we simply have to change our minds.

As you engage with the first activity in The Launch Project, you will need to be courageous and authentic. You need to ask yourself what do you really want from life? You only have one life. No one else can answer this question for you: What do you want? From the smallest desire to the greatest. Remember that the question is not: "What do you think is possible in the context of your current circumstances?"

The question is what do you **really** want? What are the secret desires of your heart that you really long for? If you had limitless resources at your disposal, what would you want to do, to be, to see or to create? This is the only way to dream!!! One of the most beautiful things about dreaming is that there are no limits! It is still free to dream! The only way to allow yourself to dream authentically is to allow yourself to dream without limits, without restriction and without the dream-killing tyrant of impossibility.

You have dreams and desires deep inside you that will leave a legacy of blessing for generations to come. Will you dare to dream without the illusion of impossibility? I want to give you permission to rebel against every thought, every voice, every circumstance and every experience that has ever told you that your dreams are impossible. Now is your time to dream authentic and limitless dreams!

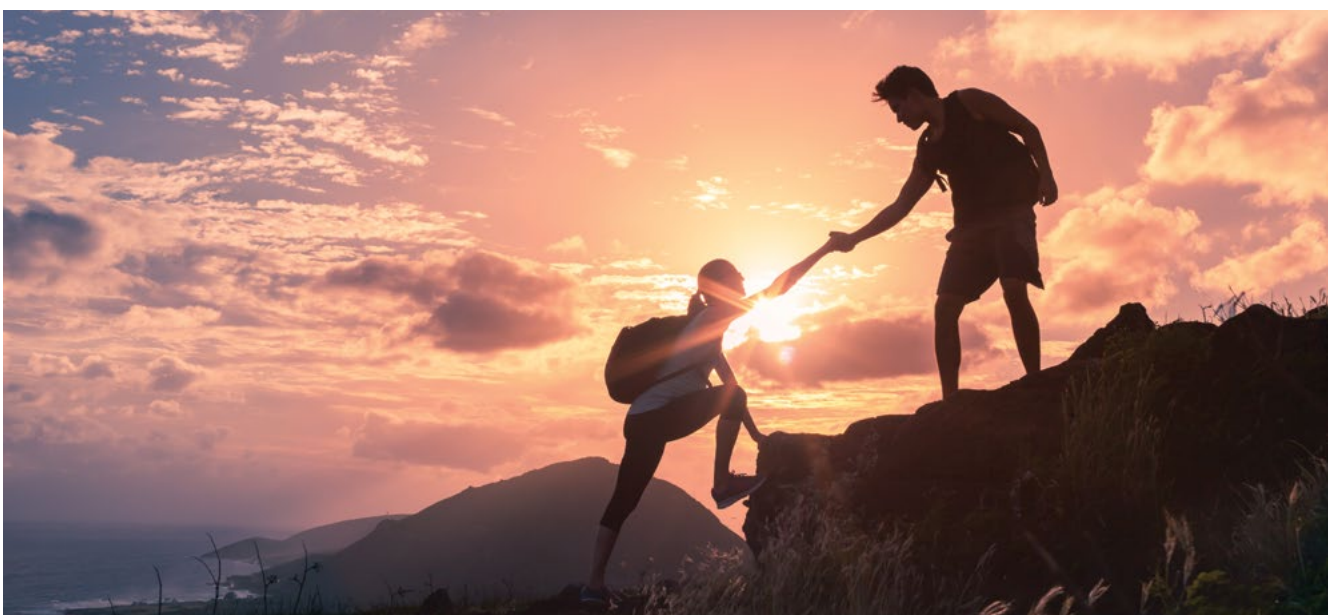
I challenge you to honestly, courageously and diligently answer the question – what do you want?

In the dreaming phase, reality is not important. What is important is desire. If you are distracted by limits, impossibilities, circumstances or even your present reality you will not be able to focus on the true burning desires of your own heart. Forget everything to do with logistics in the dreaming phase of developing a precision vision – logistics and details are essential, but it is essential that they come at the right time. The dreaming phase is the wrong time for logistics and details. If introduced at the wrong stage of developing your vision plan, details and logistics will kill your dreams instead of bringing them to life. In the dream phase, forget logistics, details, possibility and reality – focus on the authentic desires of your heart.

The dreaming phase is the time to engage with the secret desires of your own heart that are so big, so revolutionary and so radical that they terrify you, evade your conscious awareness and defy both possibility and reality. The dreaming phase is not the time to be rational, practical or realistic. Countless dreams have been aborted before they ever had the chance to see the light of day because people have been trained to be practical at the wrong time. I am all about being practical at the right time. But during the dreaming phase being practical is inappropriate and counter productive.

Being practical at the wrong time will limit you to the restrictions of your present circumstance. Being practical at the wrong time will turn you into a liar by causing you to suppress the genuine desires of your heart. Our dreams are often impractical. But if you only allow yourself to embrace what is practical then you will suppress your hearts desires and you will abort your own dreams.

Intentionally allowing yourself to dream impractical and unrealistic dreams allows you to be completely honest with yourself about the desires in your heart. It also empowers your mind to be free to see new possibilities, new ideas, new creative solutions and new perspectives that you may never have considered before. This is the purpose of dreaming: to see a better, brighter future. The majority of the process of bringing your dreams to life is about logistics, strategies and working out how to take precision actions, with precision timing in order to transition your impossible, impractical and improbable dream into reality. But the dreaming phase is all about discovering the authentic desires of your own heart.



During the dreaming phase you have to be intentional about being courageous. Your dreams may be so good that they scare you! Your dreams might be so phenomenal that they cause you to be concerned about what other people will think. You may think that some people won't like your dream. Insecurity caused by what others think will turn you into a liar by causing you to reduce your dreams or avoid your dreams or present false dreams that you think are more acceptable in your context. The dreaming phase is all about desire and having the courage to admit first to yourself and then to the world what you really want.

In every sphere of human advancement dreamers have redefined what is possible! In 1895 Lord Kelvin declared to the world "heavier-than-air flying machines are impossible". On December 17, 1903 Wilbur and Orville Wright did the impossible when they flew the first successful powered aircraft. In 1934 Albert Einstein said "There is not the slightest indication that [nuclear energy] will ever be obtainable." Just before Christmas in 1950, on December the 20th in Idaho USA four light bulbs were lit by nuclear powered electricity. Einstein's own equation is now at the heart of over 400 nuclear power plants. Even the concept of light without fire was a huge development for humanity. Dreamers had already brought humanity a long way. Dreamers brought humanity to the place where we had already discovered how to harness electricity and we actually had light bulbs to power! Impossible dreams become tomorrow's brand new normal.

Scientists and doctors had declared that running a mile in under 4 minutes was impossible. It was not believed just to be difficult or dangerous, it was believed by scientists and doctors to be humanly impossible. Roger Bannister dreamed outside the confines of possibility. He dreamed of running a mile in under 4 minutes. As a part of Bannister's training he would visualize, he would imagine himself doing the impossible, he would imagine himself making history, defying reality, probability and impossibility as he imagined himself running a mile in under 4 minutes. On May 6, 1954, Roger Bannister redefined reality, possibility and normal when he ran the first mile in under 4 minutes with a time of 3:59:4. The current world record for the fastest mile is now 3:43:13, held by Hicham El Guerrouj.

You must choose to be courageous. You must choose to be powerful. You must choose to dream authentic dreams. You can be honest about what you really want. You can dream without limits. You can see a better, brighter future! You can guarantee opposition. Regardless of what your dream is, how big it is, how small it is or even how brilliant it is – you can guarantee that someone will stand in opposition to your dream. You must choose to dream anyway! Don't let haters turn you into a liar who never truly admits to the greatness of your own dreams. Your dreams have the capacity to influence nations and write history – but only you can dream them!



Stay away from negative people. They have a problem for every solution. **ALBERT EINSTEIN**

Many dreams defy what is rational, realistic, normal, achievable and possible. At the same time it is impossible dreams fulfilled, which redefine normal, possible, achievable, realistic and rational! The future will be a totally different reality, from the reality that we are experiencing right now, because some individuals have dared to be courageous enough to dream beyond what is real, possible, achievable, rational and normal.

It is fulfilled dreams that make the difference between the present and the future. It is fulfilled dreams that redefine normal, possible, rational, achievable, practical and reality itself!

The future belongs to those who dare to dream! **BENJI ALEXANDER**

So let your heart speak! Set your heart free. Do not let your heart's voice be bound and gagged by impossibility, circumstances, reality, logistics or details. Let your heart speak honestly, without fear or interruption. Allow your heart the position of honour that it was designed to have. Do not treat your heart like a prisoner or a slave, which must beg for an opportunity to have a voice. Give your heart a position of honour and allow it to express its authentic desires whenever it pleases. By doing so, you will cultivate your capacity to dream and your precision vision will remain up to date, valid and authentic. Dreaming is not supposed to be an event but a lifestyle.

So let loose as you complete the 100 dream challenge! Rebel against average, normal, possible and reality itself – dream limitless dreams of a better, brighter future! Now is the time to answer with precision detail one of the most empowering questions that anyone can ever answer – what do you want?

There are three stages to every great work of God: first it is impossible, then it is difficult, then it is done. **JAMES HUDSON TAYLOR**

THE 100 DREAM CHALLENGE

Keep your dreams alive. Understand to achieve anything requires faith and belief in yourself, vision, hard work, determination, and dedication. Remember all things are possible for those who believe. **GAIL DEVERS**

To help you develop the ability to let your heart speak, and authentically answer the question “What do you want?” we use the 100 Dream Challenge. A lot of people almost by reflex or instinct respond to that question by saying, “I don’t know what I want.” I don’t believe that answer is true for anyone. I generally find that by asking the question in a more targeted, specific way, people are able to let their heart speak and begin to answer the question honestly.

The Launch Project focuses on assisting people to develop an authentic and balanced vision plan by asking targeted questions designed to help people discover precisely what they want in all areas of life. I have identified 7 high value areas of life that are essential for developing a focused and balanced vision plan:

- » Faith
- » Family
- » Finance
- » Fitness
- » Fellowship
- » Fun
- » Future

Here are some catalytic thoughts designed to help kick start your dreaming and to help you start answering the big question with precision detail – what do you want?

These are not exhaustive lists. Please feel free to add your own thoughts, questions and ideas.

WHAT DO YOU WANT IN THE AREA OF YOUR FAITH?

Do you want more intimacy, identity, spiritual gifts, revelation or spiritual understanding? Do you want a more divine state of being? Do you want more of the fruits of the Spirit? Do you want to see more people blessed by your faith? Do you want to launch a ministry, improve a ministry or expand a ministry? Do you want to pray more, read more or do any more spiritual activities? Do you want to go to a conference? Do you want to study your faith more? Is there something else specific in regards to faith that has captured your attention? Do you need personal freedom? Do you want to be free from inadequacy, shame, self hatred, condemnation, self harm, anxiety, sin, fear, trauma or abuse?

WHAT DO YOU WANT IN THE AREA OF YOUR FAMILY?

What type of son, daughter, brother, sister, husband, wife, father, mother, aunty, uncle, grandmother, grandfather or cousin do you want to be? Is there a specific relationship or relationships that you want to see grow? Do you want to get married? Do you want a better marriage relationship? Do you want more intimacy in your marriage? Do you want more fun in your marriage? Do you want more adventure in your marriage? If you're not married and you want to be – what do you want your future marriage to be like? Do you want children? Do you want restoration? Do you want to improve your communication skills? Do you want to improve the culture in your family or in one of your relationships? Do you want the same experience of family for your children that you experienced? Do you want to use the same parenting style that your parents used? Do you want to adopt?

WHAT DO YOU WANT IN THE AREA OF YOUR FINANCES?

Do you want more money or less money? Do you want to spend more, give more, invest more or save more? What do you want to spend money on? Who do you want to give money to? Where do you want to invest? What do you want to save for? What financial legacy do you want? What type of inheritance do you want to leave? Do you want more financial freedom? Do you want to earn money by working for wages, running a business, investing or creating? How many hours do you want to work? How many business's do you want to run? What returns do you want from your investments? What do you want to create? What type of work do you want to do? What type of business do you want to be involved in? What type of investing do you want to do? How often do you want to create?

WHAT DO YOU WANT IN THE AREA OF YOUR FITNESS?

What do you want your personal health to be like? How healthy do you want to be? What do you want your nutrition to look like? How long do you want to live? How fit do you want to be when you are old? How fit do you want to be right now? How heavy, light, fit, unfit, fast, slow, strong, weak, toned, out of shape, muscly, flabby, sexy or not sexy do you want to be? How nutritious do you want your diet to be or not to be? What do you want to eat? How often do you want to eat? How often do you want to exercise? What type of exercise do you want to do? Do you want to do cardio training, strength training, weights training, endurance training, speed training, weight loss exercise? Do you want to do something else? What are your favourite sports? Do you want to run a marathon? Do you want to play more sport? Do you want to be better at your pursuit? Do you want to stay the same? Do you want to change?

WHAT DO YOU WANT IN THE AREA OF YOUR FUTURE?

What legacy do you want to leave? What do you want to do, what do you want to create, who do you want to be? What do you want to drive? What type of house do you want to live in? How much free time do you want to do the things that you love? What do you want to wear? Where do you want to go? Who do you want to go with? What type of career do you want? What type of lifestyle do you want? What training do you want to do? What is on your bucket list? Where do you want to live?

WHAT DO YOU WANT IN THE AREA OF FUN?

What do you love to do? Who do you love to be with? What refreshes you, relaxes you, stimulates you, entertains you? What adventures do you want to have? What places do you want to go? What is exhilarating for you? What does your perfect day look like? What does your perfect weekend look like? What does your perfect holiday look like? What type of movies do you like? What type of music do you like? What hobbies do you love? What books do you want to read? What books do you want to write? What do you want to wear? What do you like to create? What mountains do you want to climb? What slopes do you want to ski or board? Where do you want to dive, surf, explore, build, fish, race, compete or play? What toys do you want?

WHAT DO YOU WANT IN THE AREA OF FELLOWSHIP?

Fellowship here relates to the people that you want to work with or that you are working with intentionally to bring Heaven to Earth and to leave a legacy of blessing for generations to come.

Do you want to work with more people to accomplish significant things with your life? Do you want to work with less people? Do you want to accomplish more things, different things, new things, old things, impossible things or simple things? What new relationships do you want to rekindle? What old relationships do you want to develop? What existing relationships do you want to enrich? What area of influence do you want to be involved in: Religion, Family, Business, Government, Media, Education or Entertainment and the Arts? Who do you want to reach? What message do you want to bring? What need do you want to meet? How do you want to meet it? What do you want to build, establish, invent, prevent, enhance, reduce, multiply, eradicate, influence, change, sustain, restore, replace, pioneer?

Use your answers and inspiration from these questions to complete the 100 Dream Challenge. From the smallest desire to the wildest dream any authentic desires count as a valid dream when filling out the 100 Dream Challenge. To complete the tasks following the 100 Dream Challenge, you will need to include at least 3 dreams from each of the 7 high value areas identified.

THE 100 DREAM CHALLENGE

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PRIORITY DREAMS!

Now that you have completed the 100 Dream Challenge identify your 3 Top Priority Dreams for the 7 High Value Areas of your Life:

FAITH

1.

2.

3.

FAMILY

1.

2.

3.

FINANCE

1.

2.

3.

FITNESS

1.

2.

3.

FUTURE

1.

2.

3.

FUN

1.

2.

3.

FELLOWSHIP

1.

2.

3.

Of your 3 Top Priority Dreams now choose which dream is your number 1 priority dream for each of the 7 areas:

FAITH

FAMILY

FINANCE

FITNESS

FUTURE

FUN

FELLOWSHIP

FINDING YOUR “WHY”?

To the degree that you know your “why” and you are focused on your “why”, you will live with passion. Your “why” is your significance. Your “why” is what makes your cause worth fighting for, dying for, working hard for, getting up early for, sacrificing for, risking for and living for! Your “why” is the source of your passion. Your “why” is what gives your dream value. Your “why” is what makes your dream significant. Your “why” is what pushes you to go just a little bit further when you think you’re at the end of yourself. Passion is the engine that will take you to your dream, your “why” is the fuel that keeps the passion engine running. Without the fuel, without the “why”, everything grinds to a halt.

So ask yourself – why do you want what you want? Why do you really want those 100 dreams? Why do you really want your top priority dreams?

For each of the seven high value areas in your life list your main dream and beside that explain why you want it.

You want the answer to be deeply significant. The type of core motivating desires that will stir your emotions, bring you to tears, convulse your soul and break your heart. You want this answer to burn with such a fire of conviction that it causes you to do whatever it takes and pay any price for the better brighter future that you are dreaming for.

FAITH

FAMILY

FINANCE

FITNESS

FUTURE

FUN

FELLOWSHIP

FOCUS

The next time that you reassess your level of passion for your dream, check to see if the issue is that have lost your passion or lost your focus. Our level of passion can ebb and flow like the tide if we don't maintain a vigilant focus on "why" we want what we want. Once you understand this principle it becomes your ally and enables you to harvest desire at will by maintaining your focus on "why" you want what you want.

Passion comes from your "why". You can steward passion by focusing on your "why". You can grow passion by keeping your "why" at the forefront of your mind. You can fuel passion by fixing your attention on your "why". You can learn to harness the power of passion at will once you master the art of focusing on your "why".

A practice becomes a habit. A habit becomes a reflex. A reflex becomes a lifestyle. A lifestyle becomes a state of being. **BENJI ALEXANDER**

If you intentionally practice focusing on your "why's" pure passion will eventually become your moment by moment state of being. Every action that you take will be infused with passion, which is leading towards the fulfilment of your dreams.

FROM PRACTICE TO STATE OF BEING

Identify three ways that you can practice focusing on your "why's":

A DAILY PRACTICE:

A WEEKLY PRACTICE:

A MONTHLY PRACTICE:

The future belongs to those who dare to dream! **BENJI ALEXANDER**

TAKE ACTION!

Don't let your Launch Project be a theory project or it was a waste of time. The Launch Project is about preparing you to take passionate precision actions that bring your dreams to life! The only way to transition from where you are right now and into the better brighter future that your heart truly dreams for is by taking action. But not just any action will get you there. Many people are busy their whole lives but never see their dreams fulfilled. Being busy counts for nothing and being busy is not guaranteed to get you what you want. In fact being busy is often a betrayal of the authentic desires of our own hearts.

Only the right type of action will lead us into the fulfilment of our dreams. If we want to live in the fulfilment of our wildest dreams then we need get focused, proactive and passionate. Passionate and precise actions lead us into the fruition of our dreams. We need to be proactive about ensuring that our actions and lifestyles are not betraying our dreams. We need to be proactive to ensure that our busyness is not betraying our dreams. We need to be proactive about ensuring that our actions are passionate, precision actions taken with precision timing to produce precision results. We can do this by developing a personalised "System For Success".

I can help you to create an in depth personalised "System For Success" in my "40 Day Focus Package". During the "40 Day Focus Package" I will coach you through the process of mastering the 7 Sacred Systems For Success. If you do not master the 7 Sacred Systems For Success, your dreams are guaranteed to suffer unnecessarily. However if you learn to master the 7 Sacred Systems For Success, then you are guaranteed to expedite the process of bringing your dreams to life!

You can find out everything that you need to know about the "40 Day Focus Package" online at www.mysystems4success.com.

Don't think a dream will help you if it's not authentic. If your dream is not the genuine, burning hearted desire of your own heart then it will not be helpful to you. It will just become more obligation in your life until you give up on it like an abandoned new years resolution. Your dream must be the genuine desires of your own heart, and flow from the values that you burn for. Because doing whatever it takes for the fulfilment of your dream is not for the faint hearted. Your dream will demand more from you than any boss, co-worker or leader ever will.

If your dream does not demand more from you than anyone or anything else then you may want to reassess your vision, because it is very likely that you have greater more authentic desires in your own heart that you have not yet discovered. An authentic dream will demand you to fulfil your potential. Fulfilling your potential will demand intense effort and training as you push yourself to go where you have never gone before.

If you have discovered the authentic desires of your own heart you will have found something so huge, so beautiful, so wonderful, so scary and so powerful that it will seem that this dream is completely beyond you. That is because the authentic desires of our hearts are presently impossible. One of the divine purposes behind placing impossible dreams into our hearts is so that our dreams will become a road map to lead us to become the people we were destined to be! We have destinies, callings and dreams that are presently impossible for us to fulfil and it was designed to be that way.

The divine design behind impossible dreams is that the only way we can hope to fulfil them is if we go where we have never gone before, do what we have never done before and become who we have never been before. Life is most fulfilling when we have discovered the impossible dreams in our own hearts. Impossible dreams are the highway into our destiny. Our dreams only remain impossible if we stay the same. Part of the divine purpose of impossible dreams is to cause us to grow, to fulfil our potential and to become the people that we are called to be.

We cannot fulfil our potential by remaining the same. We cannot fulfil an impossible dream by remaining the same. In order to fulfil our impossible dreams we must change, we must grow, we must

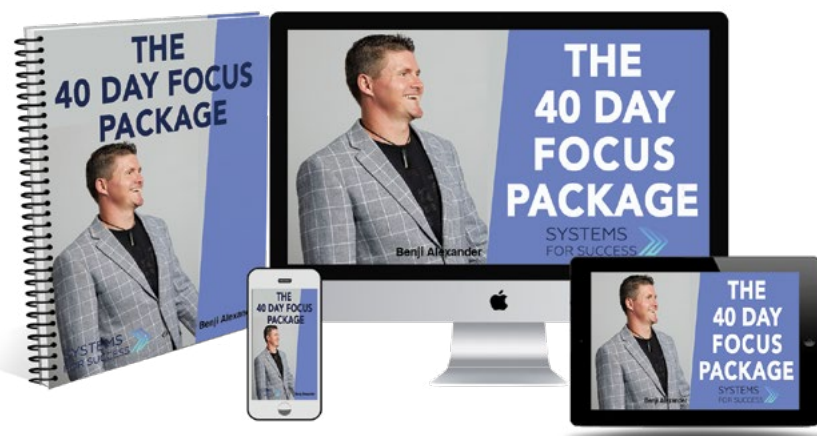
fulfil our potential. As we fulfil our potential, then what was once impossible will become possible. Fulfilling our potential requires intense effort and training. The process of intense effort and training eventually empowers us to be able to do what was once impossible.

In 2004 in Athens, Rezazadeh Hossein set the world record for the clean and jerk (the clean and jerk is a weight lifting event, the one where they pick it up off the floor and then lift it up over their head). He fulfilled his dream of setting the world record for the heaviest weight ever lifted in the clean and jerk by lifting an outstanding 263kg's!!! The men's world record for the 100m sprint is 9.58 seconds, set by Jamaica's Usain Bolt in 2009. The long standing women's world record is 10.49 seconds and was set by Florence Griffith-Joyner from America in 1988. The current men's high jump world record is held by Javier Sotomayor from Cuba with a jump of 2.45m (8 ft 0¼ in) set in 1993.

At Montreal in 1976, Nadia Comaneci of Romania was only 14 when she led Romania to a historic gymnastics victory with an upset win over the dominant Russian gymnasts. Comaneci's perfect scores of 10 out of 10 on the uneven bars and the balance beam were so unprecedented that the scoreboard at the time did not actually go that high. She went on to score five more perfect 10's during those games and during her Olympic career she totalled five golds, three silvers and one bronze.

When all of these athletes began dreaming of becoming an athlete none of these accomplishments were possible for them. They all spent years investing in intense effort and training to enable them to fulfil their potential. If they had never dreamed of becoming champions, they would never have trained like champions. If they had never dreamed of what was considered impossible, they would never have put themselves through so much suffering and pain during their intense training. It was because they had a dream and they knew what they wanted that they were able to passionately and relentlessly embrace the pain of intense training day after day, week after week, month after month, year after year until eventually what was once impossible for them was now normal, and what was once an impossible dream was written into history.

Because each of them knew exactly what they wanted they were able to engage in passionate and precise actions that empowered their dreams to come true. Each athlete had a different dream. Each athlete's training was very precise and very different. But in order to fulfil their potential each athlete had to push themselves to the extreme limits of their capacity again and again in order to grow and develop the capacity to fulfil their potential. The athletes had to maintain extreme focus on what they wanted in order to steward the intense passion that was required to train like champions. By training like champions in secret when no one was watching they became champions who wrote history in public. Champions take action! Champions relentlessly take passionate precision actions, which empower them to go where they've never been before, to do what they've never done before and to become who they've never been before.



*A journey
of a thousand
miles begins
with a
single step.*

LAOZI

One thing that sets successful people apart from the crowd is that they have impossible dreams. These impossible dreams demand more from them than bosses, colleagues or leaders. These impossible dreams demand that they fulfil their potential. These impossible dreams refuse to give successful people more hours in the day than anyone else gets. These impossible dreams demand that successful people must do whatever it takes to fulfil their potential. This always involves pushing ourselves beyond our perceived limits. It involves going where we have never been before, doing what we have never done before and becoming who we have never been before.

It's not about competing with anyone else or becoming someone that you are not. It's not about taking a false identity from what you do. It's simply about being the best you! The divine purpose behind an impossible dream is to squeeze us like lemons until our hidden potential is written in history. Our full potential never leaks out of us, it must be squeezed, crushed and revealed through pressure and intense training over a long period of time. Eventually the investment pays off as we realise that we are now faster than ever before, stronger than ever before and fitter than ever before – we can now easily and repeatedly accomplish what was once impossible!

I hated every minute of training. but I said. 'Don't quit. Suffer now and live the rest of your life as a champion.'

MUHAMMAD ALI, FORMER HEAVY WEIGHT BOXING WORLD CHAMPION

Having an impossible dream is the only way to becoming the best you! Because nothing will demand so much from us as an impossible dream, which relentlessly requires us to function with passion and precision in order to fulfil our potential. An impossible dream will demand that we go where we've never been before and do what we've never done before! An authentic vision, which is an expression of the genuine desires of your own heart will push you harder than a boss, it will demand that you do absolutely whatever it takes to see the dream fulfilled. When you discover the authentic desires of your own heart: desires, dreams and future realities that are worth dying for, you will discover the ultimate source of self-motivation and the ultimate source of the passion that makes the impossible possible.

History will testify to how you stewarded what you have learned so far. I encourage you to take action! Take passionate, precision actions, which cause your dreams to come alive and leave a legacy of blessing for generations to come!

CONGRATULATIONS!

Congratulations! You have now completed The Launch Project. The Launch Project is the first phase in developing a personalised "System For Success". By allowing your heart to speak authentically and courageously you have taken the first steps towards creating a detailed and precise vision. I highly recommend that you capitalise on the exceptional momentum that you have built while completing The Launch Project and sign up for the full "40 Day Focus Package". The "40 Day Focus Package" is available in The Online School of Sonship and is part of the requirements for completing the Level 2: Kingdom Assignment Training in The Online School of Sonship. The "40 Day Focus Package" will take you through the process of mastering the 7 Sacred Systems For Success and developing a personalised System for Success designed to bring your dreams to life! Once again congratulations on completing the Launch Project – may your wildest dreams be blessed, may they come to life, may they thrive and may they exceed all your expectations!



*The future belongs to those
who dare to dream!*

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