

# THE BEST VERSION OF YOU



## MODULE #2

## ACTIVATE YOUR COMPELLING VISION

So here's what we're going to dive into in Module 2. I'm going to help you:

- ▶ Discover your **IKIGAI** and activate your a **NEW AND COMPELLING VISION** for your business and life so that you establish an iconic marketplace position in your industry without compromising your values and realise your highest 'vision'
- ▶ Unlock the **SECRET OF THE 'GOLDEN THREAD'** - the special 'X factor' woven into the heart of all supremely successful people, business owners, spiritual societies, clubs, brands and companies around the world
- ▶ Discover the **ART OF FUTURE PACING** and why it's the #1 secret of highly persuasive and successful people
- ▶ Create a **GO-GETTING GAME PLAN** for long-term success in your business, your health and relationships by being the best version of yourself
- ▶ Access the **KEY BUSINESS, LIFE, LEADERSHIP AND SPIRITUAL LEARNINGS** which have helped me find my mission for manhood and build and grow next-level businesses

“Begin with the end in mind.”

Stephen Covey

“Hello, Shane here.

Welcome to **Module 2** of **The Best Version of You Bootcamp**.

Being a “big picture guy”, I love talking vision. And I love seeing people's faces light up when they share their vision with me. On the flip side, those without vision have typically lost their light and tend to fade away into obscurity. They find themselves making up the numbers in someone else's vision or plan.

Lack of, or a weak, vision, is often the singular, critical missing element in success. It's the reason why success, happiness and fulfillment eludes most people in life. Without a vision, we have no direction in life. This leaves us open to distraction, drifting back to the “good old days”. By contrast, a vivid vision keeps us future focused, pulling us forward and compelling us to grow. Most importantly, when it comes to vision, size matters.

Is your vision exciting enough to give you goosebumps when you share it? Does the language you're using talk “industry domination” or “financial freedom” or “total craft mastery”? Or is it meek, talking about “survival” and just enough money to pay the bills? If it's the latter, then it's not enough to inspire people and create a movement regarding your business or services.

In this Module, we are going to work on your “Compelling Vision” to help you build a business that creates income, influence and impact and allows you to live your best life.”

**Mission critical intel: If you don't know where you are going, anything and everything will take you there.**

**SHANE  
KEMPTON**

solutions for business and life

## MODULE 1 CHECK IN:

SO before we map out your compelling vision and Mighty Mission in life, let's review the week just gone.



- ▶ **Review your daily diary** from last week where you wrote down your daily food intake, fitness, work and down time habits. Where can you pop in an **upgrade** to make sure you've got the energy to pursue your dreams and goals? What habit or daily task do you feel most ashamed, annoyed or worried about? There's likely one thing that you do that you know is holding you back so give some thought to changing it up this week. It might be getting up earlier, canning the mid week drinking or exercising for 20 minutes a day. Write it down and get accountable to yourself!
- ▶ **Write down what your perfect day looks like** and put it in your phone or up on your wall or fridge. That way, you can work towards that ideal day each time you look at it and make some small adjustments each day and each week to get closer to it. Massive life changes don't happen overnight but momentum and action is key.

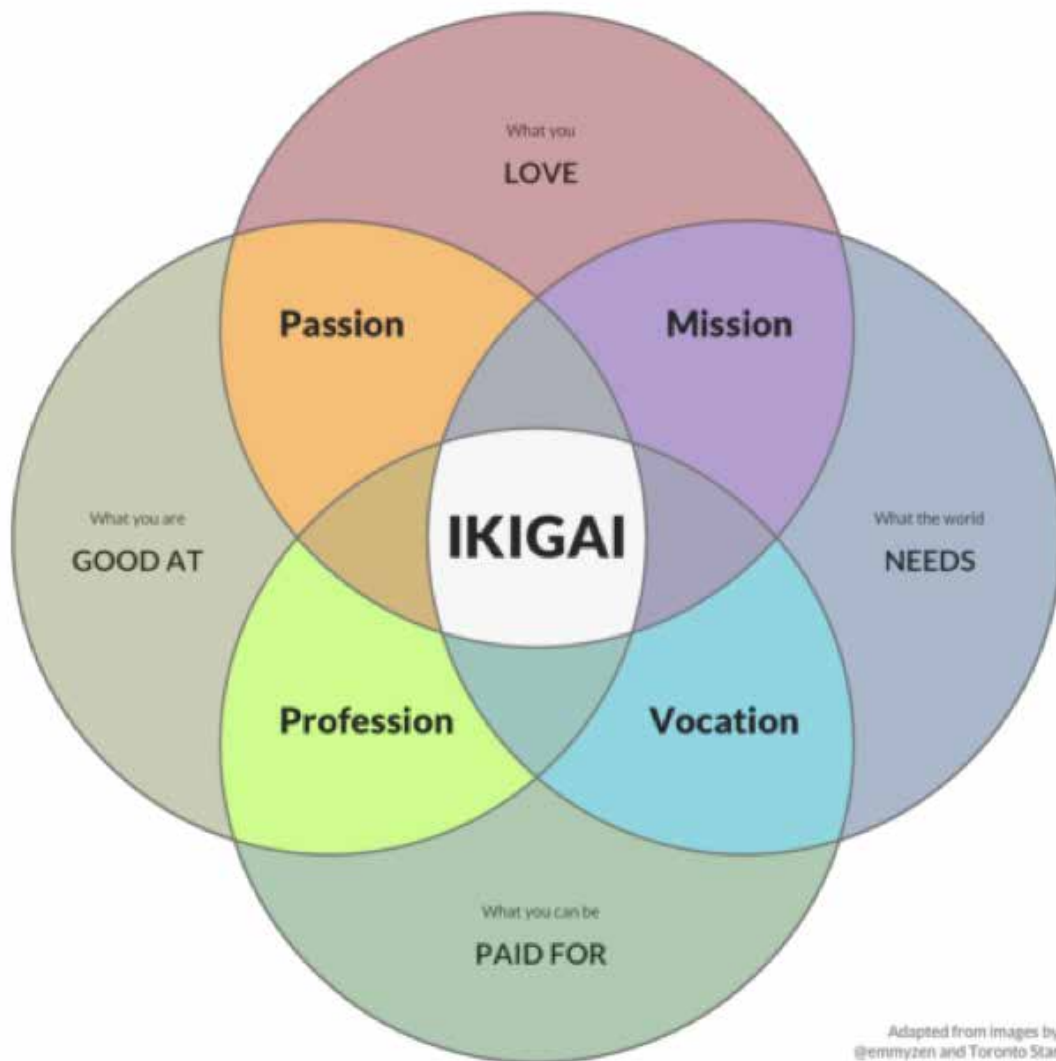
The one thing I consistently say to my top clients is: you need a **compelling vision for your business and your life.**

Call it your true north, your north star, your magnificent obsession, whatever you like. Our purpose and vision underpins our entire lives and infuses it with meaning. I like to think of it as your **'Mighty Mission'** or as the Japanese describe it, your **Ikigai** (more on this shortly). This module will help you create yours, or at the very least, shine a light on the path to discovering it .

## EXERCISE 1:

## MINI VISION

In one or two paragraphs, write down why you are doing this BVOY Bootcamp and what you hope to achieve during our time together.



According to Wikipedia, Ikigai is a Japanese concept that means “a reason for being.” The word “ikigai” is usually used to indicate the source of value in one’s life or the things that make one’s life worthwhile. The word translated to English roughly means “thing that you

live for” or “the reason for which you wake up in the morning. Each individual’s ikigai is personal to them and specific to their lives, values and beliefs. It reflects the inner self of an individual and expresses that faithfully, while simultaneously creating a mental state

in which the individual feels at ease. Activities that allow one to feel ikigai are never forced on an individual; they are often spontaneous, and always undertaken willingly, giving the individual satisfaction and a sense of meaning to life.

## EXERCISE 2:

## WHAT IS YOUR MIGHTY MISSION OR IKIGAI?

What do you love?

What does the world need?

What can you be paid for?

What are you good at?

Find the intersection of those 4 things and you've got your Ikigai, purpose and the foundation of your mighty Mission.

Now the next step is to capture those 4 statements and write one sentence that will be your Mighty Mission.

Here's an example of mine:

**Shane's Mighty Mission:**

*"To live the best version of myself out loud, whilst inspiring others to do the same, so that together we have a positive impact on the world".*

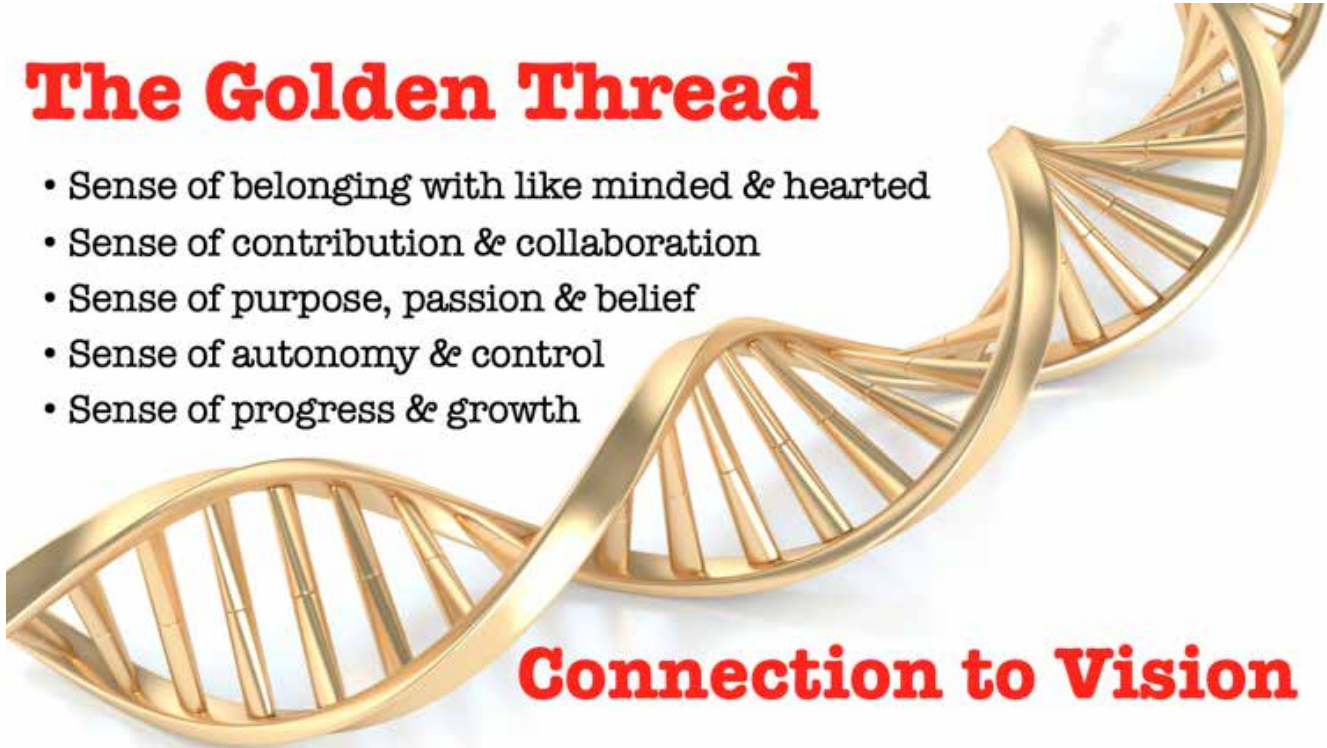
Now you try

## THE GOLDEN THREAD

In my experience, be it corporate, military special forces, elite sporting clubs and teams, spiritual organisations or successful social organisational movements, there is a common thread that weaves through all successful organisations. For me, I believe it's the sum product of the collective, purpose driven State of each individual based on 5 key personal fulfillment criteria being met.

### The Golden Thread

- Sense of belonging with like minded & hearted
- Sense of contribution & collaboration
- Sense of purpose, passion & belief
- Sense of autonomy & control
- Sense of progress & growth



### Connection to Vision

## SENSE OF BELONGING

We humans are social pack animals! We work better together. That's how we have survived and thrived for thousands of years. This yearning to be a member of a community is within our very DNA. Our bodies are designed to ensure we seek out others for it releases certain "feel good hormones and chemicals" when we are around other like minded and hearted people. When we are isolated we don't get this positive biochemical release and that is why it doesn't feel right or nice when we are isolated and lonely for prolonged periods of time. In fact that is why being placed in isolation cells in prison as a form of severe punishment. So don't be fooled! The popular image of the "lone wolf" is a false ideal. Typically in nature, the lone wolf has been isolated from the pack because it's sick and dying. Wolves live in packs for warmth, community, to hunt and feed and for protection.

If you are a leader of an organisation, do you feel you are creating an environment where your people feel a sense of belonging? Or if you work in an organisation, do you feel like you belong?

**What's one thing you could do to improve on this?**

“The strength of the wolf, is the strength of the pack.”

## SENSE OF CONTRIBUTION AND COLLABORATION

Once we have found our “wolf pack”, we want to ensure it continues to survive and thrive. And because we feel a part of it, a family member of such, we feel compelled to contribute to its ongoing success, for us and for future members. Feeling like you are contributing to your pack and collaborating with other members of it, is another intrinsic motivator and key element of personal fulfillment.

If you are a leader of an organisation, do you feel you are creating an environment where your people feel they are contributing towards the greater good and can collaborate effectively with their team mates? Or if you work in an organisation, do you feel like you are contributing towards the greater good and can collaborate effectively with their team mates?

**What’s one thing you could do to improve on this?**

## SENSE OF PURPOSE, PASSION AND BELIEF

Very closely connected to contributing and collaborating, is the sense that it’s all worth it, that there is a greater good. Something bigger than myself that I believe in, something that sparks my passion.

If you are a leader of an organisation, do you feel you have created and articulated your businesses purpose? Or if you work in an organisation, do you know the purpose of the business and do you feel connected to it?

**What’s one thing you could do to improve on this?**

## SENSE OF AUTONOMY AND CONTROL

In ancient tribes, everybody knew their role. Some hunted, some protected, some healed, some nurtured the young and some provided the leadership. They performed their job in order for the tribe to survive and thrive without the need for middle management (this is a 19th century invention) to supervise. Fast forward to today and fundamentally things haven’t changed too much. People don’t go to work to be managed. They want to be lead and coached, but not micromanaged. People get highly motivated when they have permission and freedom to do the job they have been employed to do (obviously with the parameters of your values and laws). They want to be surrounded by systems and processes that support their talents.

If you are a leader of an organisation, do you feel you have empowered your team to their role without the need for constant micromanagement? Or if you work in an organisation, do you have a sense of autonomy and control over your role?

**What’s one thing you could do to improve on this?**

# SENSE OF PROGRESS AND GROWTH

Life needs to flow and grow, otherwise it becomes stagnant and stale. Think of water, think of economies, think of your own circulation system. People's lives and careers are no different. We need to feel that if we are contributing, that they are progressing and growing, being recognised for our efforts. Again we are hardwired to do this. When we receive praise and recognition, it releases hormones which makes both the giver and the receiver feel good.

If you are a leader of an organisation, do you feel you recognise and reward your team enough. Are you providing training and growth opportunities? Or if you work in an organisation, do you feel you are being recognised, rewarded and have opportunities to learn and grow?

**What's one thing you could do to improve on this?**

## A STORY ABOUT VISION

Prior to joining the Army, I didn't have a true appreciation of what it really took to achieve success. The previous 5 years in real estate as a sale rep mirrored that of a 'shooting star'. I shone bright at the start. And then, due to poor decisions and a lack of effective strategy, I faded out and fell downwards. The culmination of both led me to financial ruin. I finally reached out to my mentor and he said: "You need to learn about loyalty and discipline. Go join the Army."

And so I did. To get in, I needed to lose some weight (and fast). My passion and determination to be accepted outweighed my cravings for fast food and booze and I got stuck in. As Jim Rohn stated; "the prize has to be greater than the price in order to do the work". I lost the required 15kg with 8 weeks.

Once accepted into the Army, I applied the same passion and vision to my training. I received many awards, including 'Best a Physical Training' and several "Student of Merit" accolades.

My first posting was to Darwin, where I served for 2 years, before applying to join the Special



Forces (SASR).

500 soldiers applied for that gig and only 150 got selected to attend after psych test. To get a sense of how tough it was, the grueling course went for 3 weeks and you were allowed to quit after 2 days.

To be honest, that first 48 hours is tough. Sleep deprived. Physically exhausted. We were down we just 50 recruits by Day 3. In the end, **less than 10 people** completed that selection course. Such is the grueling and selective nature of becoming a Special Forces Soldier.

But the interesting thing was this: I touched it out longer than most. But I removed myself from the program halfway through because I was afraid of what it meant to finish that thing.



I knew if I successfully completed the course, I would be away for many months. I knew I would need more training, more time on the ground, more sweat and tears. My wife Lara was pregnant and my mind was on the child that was soon to be born.

Fortunately for me, I had a skill set that the SAS Regiment was looking for and I got posted to the Unit in a support role so all was not lost.

And the real point here is this: what got me through that entire experience was the **emotional attachment to my vision of getting my family back to Perth with me and the dream of being a soldier in SASR. That's what I wanted and I did everything I could to make it happen.**

Just like a career in the military, real estate or any other high-stakes profession, success and being the best version of yourself requires your full commitment and focus in order to achieve it and at the highest level.

Yes, there will be some personal sacrifices in the beginning however if you are consistent and persistent with your efforts, the prize is greater than the price. But you have to do the work and you will only do the work if you have a compelling dream to do so.

# DREAM DESIRE DISCIPLINE

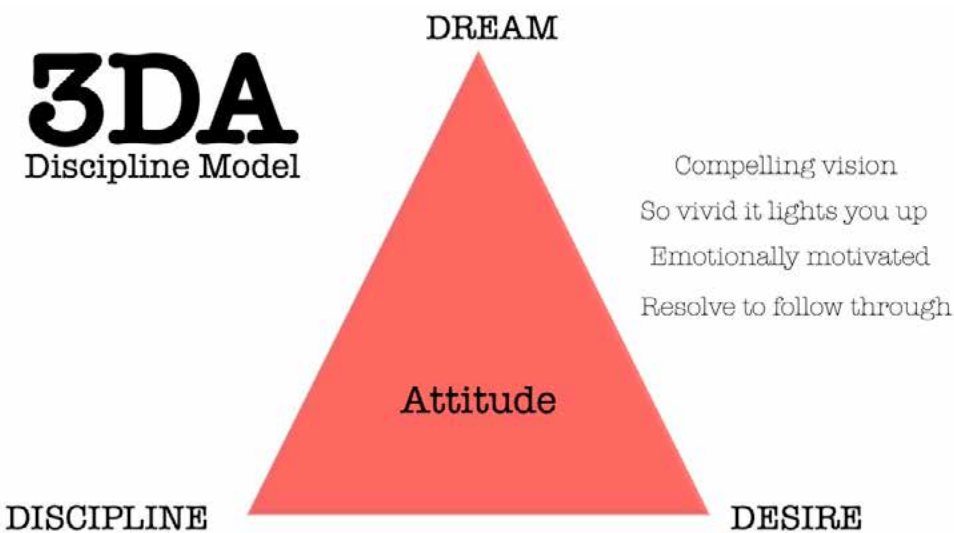
Speaking of dreams. Have you ever had a vivid dream before? The one where you wake up in the morning and it felt so real. You were emotional about it and you felt truly attached to the outcome. It felt so real that your heart was still racing, long after you awoke. Well that's what your "compelling vision" needs to look and feel like.

**Mission critical intel: Emotion builds motion and momentum.**

I use the phrase 'compelling vision' on purpose because it needs to excite, motivate and inspire you to switch on your desire. It is the fuel for your personal discipline so you can take massive action all the time.

I call this my 3DA model; **Dream - Desire - Discipline.**

This is how you develop the attitude, dedication and commitment to be the best version of yourself.



Don't make it just about work or play or money or family - try to include all elements of a happy and content life and get your partner on board with the game plan. It's what I call the 'home team advantage'. When there are two visions, you get 'di-vision' and this will hinder your home team advantage and limit your opportunity to chase and achieve success.

**REMEMBER:** Communicate, communicate, communicate.

Write it down and get everyone to 'buy into' the vision for you

and your family and your business. A vision board can be a handy tool or resource to use to capture pictures of the lifestyle, body and things you want to achieve. Pop it in a Word doc, your Pinterest board or a notebook that you carry around with you - it doesn't matter where it is but put pen to paper and make it real.

And above all, you need to dive deep down into the core of you. This is going to feel uncomfortable for a lot of you, especially if you think vision creation and goal setting is 'woo woo' or too dreamy or unrealistic.

I say it again: when it comes to vision, **size always matters.**

Is your vision compelling enough that it keeps you future focused? You don't want to be dragged back to the good old days or fall prey to the same distractions that set you back in the past.

A **compelling vision and 'Mighty Mission'** will get you through a tough day. It will motivate you to get through a month full of setbacks. It will inspire you to push forward and work on, during a challenging year.

“If a house is divided against itself, that house cannot stand.”

**Mark 3:25**



**Do you know the #1 secret of highly persuasive people? They future pace their way to success.**

Achieving your goals and getting your clients and loved ones on board is all about confidence and persuasion. You need to visualize a new future and act as if it is already happening. If you can't imagine your vision, then your clients and the people around you are unlikely to buy into it.

**Future pacing** is an exercise that incorporates neuro linguistic programming (NLP), a pattern used by top communicators and experts such as Tony Robbins, Bill Clinton, Martin Luther King and many more.

It's a simple technique that can have a significant impact on your skills of persuasion and your ability to hit your goals.

Let's do it now. We start by projecting ourselves 12 months into our future.



## Future Pacing

### 12 months of being BVOY

- Career**  
positive impact, clients, the numbers
- Health**  
exercise, diet, weight, energy
- Wealth**  
investment property, shares, diverse
- Relationships**  
spouse, children, parents, friends clients
- Habits**  
morning routine, addictions you quit, learning

## WHAT'S YOUR VIVID VISION OF YOUR LIFE?

You can literally write the script of your life and design it exactly the way you want it. And when you think about it, we are all going to arrive in the next 30, 60 or 90 days. That future point in time will come - 3 years, 5 years, 10 years. The choice we have is to either arrive on purpose or not.

**Firstly, write one or two paragraphs that will be the start of your Compelling Vision.**

## BUSINESS/CAREER:



Now, let's break it down into the top 5 areas of life: **business/career, relationships, health, money, spirituality (or higher purpose).**

Smart business owners have a purpose-driven business.

It helps them enjoy their work a whole lot more, recruit the right people for their team, inspire growth in the business, attract the ideal clients who want to work with them, who love their energy and can't wait to work with them. When you believe in what you do, you radiate confidence and positivity and that, in turn, can help you realise your full potential and boost profits at the same time.

According to Robin Sharma, top personal mastery and leadership expert and author of the 5AM Club, when we stay focused on the following 6 higher purposes of business, profits will inevitably follow:

1. Fulfill client dreams and create raving fans
2. Remove your client's frustrations
3. Fuel their joy through an amazing experience
4. Distribute 10X value and create movement
5. Dedicate yourself to total craft mastery
6. Build and coach a team of more leaders.

When you focus on having a compelling vision, giving 110% to your clients, delighting them at every turn and getting buy in from people around you, your business momentum will sky rocket.

**What's your vision for your business/career?**

*“ The past is a good place to visit, but certainly not a great place to live. ”*

At your next meeting, share these with the people you work with. If you're a professional and you don't run a business, share it with your family or a trusted advisor, coach or mentor.

## RELATIONSHIPS:



I know a thing or two about what's like to almost lose your wife and family from working too hard and forgetting to explain my vision for the future.

At the peak of my real estate career, my home life was suffering – I never saw my kids or my wife. I barely communicated with them and I missed out on so many moments.

I'll talk about this more in Module 7 but for now, try to think about what a shared family vision might look like.

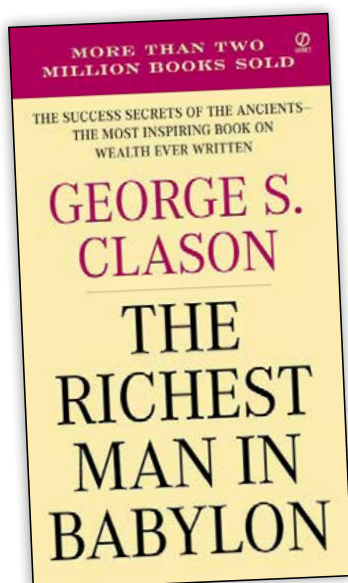
Is your vision their vision?

If you're single and you would love a relationship one day, you might want to try future pacing yourself into the scenario you envision for your ultimate life.

**What's your vision for relationships?**

**HOMEWORK THIS WEEK:** Sit down with your loved one or significant other and write down 3 share goals for the next 3 months and 2 shared goals for the next 12 months.

## MONEY:



What money strategies would you like to have in place to have the kind of income, influence and impact you crave? A great book to read is "The Richest Man in Babylon". It shares a time proven strategy for managing your money. In summary, it says this:

1. Live off of 70% of your income.
2. Invest or (pay of bad debt first )10%.
3. Save 10%.
4. Give to charity 10%.

**What's your money strategy vision?**

## HEALTH:



### WINNING ROUTINE TIP:

*“ If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us. ”*

**Jim Rohn**

There are so many diets and fads in the marketplace. Fasting, high protein/low carbs. The Atkins Diet. The CSIRO Diet. Intermittent fasting. You name it, someone has created it.

### **Mission critical intel: beginning is winning**

My rule of thumb is this: More fresh food and less processed food. Eat less than what you think. Stay away from high sugar and salt products. 2 litres of water every day as a minimum. More often than not, we are thirsty not hungry. Go for the 80/20 rule. Stay on track with your healthy eating habits 80% and allow yourself 20% for those occasions you want to indulge.

Personally, as I'm on the road a lot, I aim for two protein shakes during the day, 2 pieces of fruit and a normal meal at night (meat and vegetables or meat and salad).

I am a big believer in connecting to your vision daily, especially as part of your morning routine.

### **The Magic Of Mornings**

Beginning is winning!

Your morning routine sets you up for the rest of your day. So many other programs tell you to spend an hour each morning (say from 5 to 6 or 4:30 to 5:30am) doing exercise, meditation, writing, reflection, etc.

Whilst I would love you to do this and I commend it, I also want you to follow through on your morning routine and still have enough time for family and work and getting ready for the day.

Make your morning great: try this **30 minute health hack** before 6:30am if you can:

- ▶ **15 minutes:** Move your body every morning (and check out my quick 'Soldier 6' SAS-based fitness routine in Module 4)
- ▶ **10 minutes:** Write, meditate or sip tea/coffee and enjoy nature
- ▶ **5 minutes:** Set your goals for the day. Write down 3 things you want to get done so you can make those a priority before the busy-ness takes over.

**What's your health vision?**

## SPIRITUALITY/ HIGHER PURPOSE:



“ Be humble,  
Be hungry and always  
be the hardest worker  
in the room. ”

**Dwayne Johnson**

### Evening Gratitude

We live in a truly wonderful world. There is no better way to bookend your life by saying out loud (or writing down) those things you are thankful for in this life. As I'm from a military background, I also like to honour those that have gone before us and pay respects to the fallen soldiers. We have a lot to learn from the sacrifice, honour, discipline and commitment they showed for their country and cause.

We too can be everyday Souldiers. The “Success Trinity” we talked about in Module 1 is about being the best version of yourself in all area of your life: **Body-Mind-Spirit**.

It is the foundation of what I call the journey of a “**Souldier**”. Not a “Soldier” who fights other people. Rather, a “Soul-dier.”

A person who is striving to be the best version of themselves.

**The purpose-driven person with strength, substance and soul.**

The battle they fight is to better their old self. To cast off that person from the past who holds them back from having it all right now.

Like traditional “Soldiers”, a “Souldier” signs up, commits and dedicates their life to their mission.

They basically ‘unlearn’ the skills of their old self and acquire the new knowledge, skills and resources required to **live their best life**.

The transition and transformation from a civilian to “Souldier” will require all your personal discipline and leadership. This is no easy “Walk in the Park”, “Free Kick” or “Qualification from the Cereal Box”.

Honestly you'll get the best results when you need to put in all your effort. The kind of effort that Usain Bolt puts in when he's training for the Olympics. The kind of effort you might make if someone asked you to attend the Oscars in Hollywood in 3 months' time.

And if you have a **committed and compelling vision for the future** that gives you goosebumps when you think of it then you will do the work to “have it all” and be the best version of you.

**The discipline, training, mind hacks and routines I walk you through in this program are deliberate and effective.** These things will slowly become your way of life, I promise.

In Module 4 and 9 of this program, I'll share with you some more practical lifestyle examples that you can use to upgrade your life and live your best life. For now, focus on your vision and how that manifests itself in your daily habits and life.

## BRINGING IT ALL TOGETHER



“A goal without a plan is just a wish.”

Antoine de Saint-Exupery

If your vision isn't compelling and your 'Mighty Mission' lacks clarity and strength or doesn't inspire the pants off you, you're unlikely to haul yourself out of bed at 4:30am for it.

If you're going to 'bootcamp your life', you need to have some true meaning and purpose behind it otherwise you'll drop the ball when things get tough.

### And don't forget the details of that vision.

I've worked at the upper levels of the real estate industry as an agent and CEO for many years and what I often saw was this: agents would struggle with either 'not enough money' or 'not enough time'. What they lacked was the personal discipline required to block out time and get things done or block out time to refresh and recharge and live a healthy, balanced life.

Both of these personal discipline solutions only kick into gear if you have a "compelling vision" of what your ideal life looks like with enough detail to bring it to life.

Your **compelling vision** should include what it looks like for you when you are the "best version of yourself".

Think fitness/health, work goals, dream clients, family life, hobbies, revenue targets, profit goals, bucket list dreams.

Map out your ideal income and revenue targets, time off, holidays, hobbies, wealth, health, dream clients you want to attract, bucket list goals and everything you want your dream life to be.

I carry my business plan in my wallet/tablet all the time. I look at it constantly as a reminder of where I want to go and how I am going to get there. I want you to do the same with your life plan.

Take all of the above exercises and combine it into one **LIFE SCRIPT**.

It should be one page that clearly sets out your Mighty Mission, Compelling Vision and 3 Objectives for each of your five big areas of life.

I want you to carry this compelling vision and Might Mission 'script' with you everywhere you go.

### Shane Kempton

Founder, The Best Version of You  
*Unleashing your full potential*

[www.bestversionofyou.com.au](http://www.bestversionofyou.com.au)

#bvoy

# LIFE SCRIPT

Name:

Business/Career (write answers with 3 dot points)

Your Might Mission (one sentence)

Relationships (write answers with 3 dot points)

Compelling Vision (half page summary of the 5 areas)

Health (write answers with 3 dot points)

Money (write answers with 3 dot points)

Me Time (write answers with 3 dot points)

I

am resolved to being the “Best Version of Myself”, therefore I make this pledge, that I will honour and respect myself enough to find the intestinal fortitude to continually follow through on the above commitments.

Signature

Date

