



# VIVID VISION 2020

## KICKSTARTING CLARITY



### SNAPSHOT

Building your dream business and life starts with a **purpose, a vision, and some rules to play by**. I know this might sound woo woo. I thought so too, until I tried it. And guess what? **This stuff works**. I discovered it as a superpower firsthand and now it's a critical component of the work I do.

*The truth is, we often overestimate what we can get done in a day, a week, or even a month, and we underestimate what we can get done in three years.*

**A Vivid Vision pushes us to shoot for the moon.** To get to your three year vision, you find your happy spot, stand there, shut your eyes, and imagine what that world looks like, feels like, sounds like, tastes like, and acts like. Then, you open your eyes and take the first step to put it into motion.

**This is my Vivid Vision for Kickstarting Clarity.** It's a detailed overview of what my business will look like, feel like, and act like three years out—by **December 31st 2020**.

# WHY I DO WHAT I DO

The past I climbed out of looked very different than my current reality. Where I was then threatened any possibility of having a successful future. That wasn't something I could accept, so I changed my story. I kickstarted my own clarity to attain Focus, Freedom, and Fun, while dropping the occasional F-bomb. I built and sold a \$10M company after sustaining it for 20+ years, created a new business and life on my own terms, and found my calling in "Empowering Better" by inspiring, coaching, and helping people shoot for the moon and take action to land there.

## The purpose of my life:

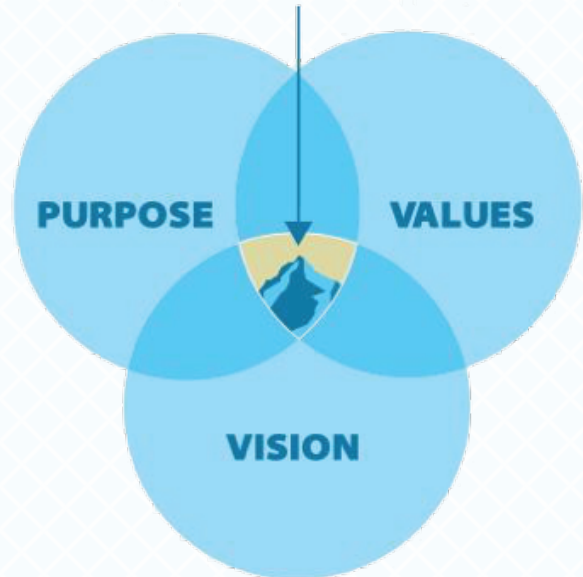
To be an inspiration by example that anything is possible, to myself and others, while living a fun loving and passionate life.

# 3HAGs

Looking back over the past three years leading up to 2020, there were predefined 3HAGs (3-Year Highly Achievable Goals) that were critical to my success.

The first one was the launch of my first book, *GiddyUp & Make Awesome Happen!* This got my message and story out there and was a critical turning point to creating positive impact in the world. The second one was having my wife, Kimberly join me to run the Marketing and Operations side of the business. There were a million things that had to align to make this possible, but after 20 plus years of working apart, we now work together side by side.

# SUPER POWER



# RULES I PLAY BY



## REAL PEOPLE

Show up 100% and be your Awesome self. No a-holes or lose-bags allowed.



## EXPRESS GRATITUDE & APPRECIATION

Find and share the beauty and love in everything, always. Things happen for you, not to you.



## PASSION & PURPOSE

Do what you love. Love what you do.



## SIMPLE SOLUTIONS

K.I.S.S. Keep it Simple Stupid.





## WHO I SERVE

I work with high-performing entrepreneurs and CEOs, who have reached success by conventional standards, with teams of 30+ employees. While these are the people I serve, I believe it's important for those who aren't there yet to know that they absolutely can get there, too.

I work with people who are propelled by an inner voice that asks,

*"Is there more?"*  
You're willing to give up the great to go for the fucking Awesome.

You're actively engaged in your business and hold personal growth and great culture to the

core. You're ready to step into your zone of genius and put the tools and systems into place to create a power-house company, where success cascades down from the leadership team to front-line employees.

You simply need clarity, determination, a great team, and the tools and resources to **Make Awesome Happen.**

## WHAT I DO

I empower entrepreneurs to get hyper-focused so they can push past limits and defy expectations. I work with you and your leadership team to break through plateaus, banish being average, and push past current beliefs to a place of outstanding.

First, we discover your #1 Thing—the thing that catapults you out of bed in the morning and gets you excited to start the day. Then, we identify your biggest fears and deepest struggles to take them down one by one. Next, we develop a step-by-step plan of action with the rules to play by to get you and your team there FAST. Finally, we set you up with the resources you need to keep and fuel your passion and purpose.

I help you get clarity on where you are going and why, so we can get you there faster.



**My brand promise to you is: Focus, Freedom,  
AND Fun in your business, and your life.**

**HERE'S HOW I DO IT:**

## **COACHING**



### **BUSINESS COACHING & STRATEGY PLANNING**

I teach how to master the Rockefeller Habits and Scale Up. We do this through a 2-day off-site Kickstarting Clarity Session. We create a One-Page Plan (that's right—just one page. I told you, we keep it simple). I host quarterly offsite face-to-face meetups and monthly Zoom Calls for accountability. At the end of each year, we come together to create a one-day annual plan. I also hold 1-day events for employee growth and productivity, as well as monthly Stay Smart learning webinars.



### **PRIVATE & PUBLIC WORKSHOPS FOR LOCAL BUSINESS DEVELOPMENT**

Companies hire me to come in and run private workshops. My two private workshops, Unleash Your Superpower and Make Awesome Happen help to gain clarity on aligning vision, values, and purpose, and boosting business/personal productivity. Twice a year, I host public Scaling Up Workshops for entrepreneurs, business leaders and their teams.

## **SPEAKING, EVENTS, & MORE**

**I'm on a mission to help 5 million humans be better versions of themselves**

In the past 3 years, I've gotten closer to my goal by positively affecting over 500,000 lives a year.

I do this by giving keynotes twice a month on the topics of

coaching, personal development, culture, and company building. I share the good, the bad, and the ugly of my story, how kickstarting my clarity changed my fucking life, and how I give other entrepreneurs the tools and resources to make what they think is impossible possible.

I host a variety of webinars to get people started on their journey. I am a regular guest on leading

podcasts and TV and radio shows. After becoming a New York Times Best Selling Author with the success of my first book, *GiddyUp & Make Awesome Happen!*, I have since written 2 more Best Sellers.

Once a year, I host a multi-day "Make Awesome Happen" event, with thousands of attendees from all over the world.





# CULTURE

Strong company culture is vital to business success. I help companies cultivate the same culture I celebrate in my business.

That culture is driven by gaining clarity around vision and taking action fueled by purpose and passion. When we focus exclusively on our areas of genius, and delegate the rest to a team of top-players, we can hold ourselves and each other accountable for the work we produce. We eliminate having to micromanage and deal with the small day-to-day stuff, so we can focus on our priorities, what we enjoy doing most, and taking actions that have the greatest impact.



**THIS IS YOUR LIFE**  
DO WHAT YOU LOVE  
AND DO IT OFTEN

**IF YOU DON'T LIKE SOMETHING, CHANGE IT**

**IF YOU DON'T LIKE YOUR JOB, QUIT**  
**IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV**

**IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP**

**THEY WILL BE WAITING FOR YOU WHEN YOU START DOING THINGS YOU LOVE**

**STOP OVER ANALYZING, LIFE IS SIMPLE**

**ALL EMOTIONS ARE BEAUTIFUL WHEN YOU EAT, APPRECIATE EVERY LAST BITE**

**OPEN YOUR MIND, ARMS AND HEART TO NEW THINGS AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES**  
**ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS, AND SHARE YOUR INSPIRING DREAM WITH THEM**

**TRAVEL OFTEN; GETTING LOST WILL HELP YOU FIND YOURSELF**

**SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM**  
**LIFE IS ABOUT THE PEOPLE YOU MEET, AND THE THINGS YOU CREATE WITH THEM**  
**SO GO OUT AND START CREATING**

**LIFE IS SHORT**  
**LIVE YOUR DREAM**  
**AND SHARE YOUR PASSION**



LOVE TO HOLSTEE

# THE OFFICE

My virtual office is based out of my home. I've ditched my desk and replaced it with a couch and a large TV screen connected to my laptop. I keep it simple: the only items you'll see here are my laptop, iPhone, iWatch, and a 6-ft tall holstee manifesto.



# MONEY & MARKETING

Crushing it and Making Awesome Happen, while serving the person in front of me, has been my most effective marketing yet. I keep it simple.

People get more done with me in 90 days than they have previously in an entire year.

For my business coaching services, companies invest \$100K+ a year. In coaching, like so many other things in life, you get what you pay for.

# TALK AROUND TOWN

While I've written 3 Best Sellers, and been featured in various magazines, I've never read a word written about me. I've been published in Forbes, Inc., and Entrepreneur as a contributor and featured in articles with my name in the title. My shelves, however, are lined with family memories, adventure and experience momentos, and Ironman medals, which we continue to rack up every year.

**Inc. Forbes**  
**Entrepreneur**

# GIVING FORWARD

I donate to great organizations in support of their tremendous work. Every year, I raise money for the **Family Reach Foundation**, an organization that helps families financially who are dealing with some form of struggle from cancer in their life. I am a firm believer in hands-on giving. To charities like **Gift for Life**, **Ironman Foundation**, **Anthony Robbins Foundation**, and anything around **Addiction**, I donate at least 10% of my income, along with much time, energy, and hard work.



# FOUNDER FEELING

When I dropped out of college and decided I was going to be an entrepreneur, I never would have imagined what I do today was possible.

I've been clean and sober since '89. Happily Married for 21+ years. I went from fat dad to fit dad, having completed 10+ Ironmans to date. I built and sold an 8-figure business. All while enjoying a fun-loving and passionate life.

My journey to 31 years of sobriety, optimal physical and mental health, and entrepreneurialism all began with kickstarting my clarity and then making a decision to go **"Make Awesome Happen."**

I did it, and today I'm here to tell you, show you, and help you do it, too.

**To Make  
Awesome  
Happen, you  
must decide to:**

- Find a better way, find a better story
- GiddyUp & Make Awesome Happen
- Create your tribe
- Keep your passion alive and fueled

In Kickstarting Clarity, that's exactly what we do together.

**Because life is too short not to love every damn day of it.**

I wake up every morning feeling alive, invigorated, and ready to tackle the day. I've designed my business around my personal life, spending quality time with my children and maintaining a beautiful, healthy relationship with my wife.

I travel often to keep up with my thirst for knowledge, attending deep immersion learning programs with Tony Robbins, Gazelles Coaches, and various masterminds to continue to develop the best version of myself.

I got here by getting up, going out, and Making Awesome Happen.

If I can do it, you can, too.

**Ready? Let's GiddyUp & Make Awesome Happen!**

**Kris Kaplan**

