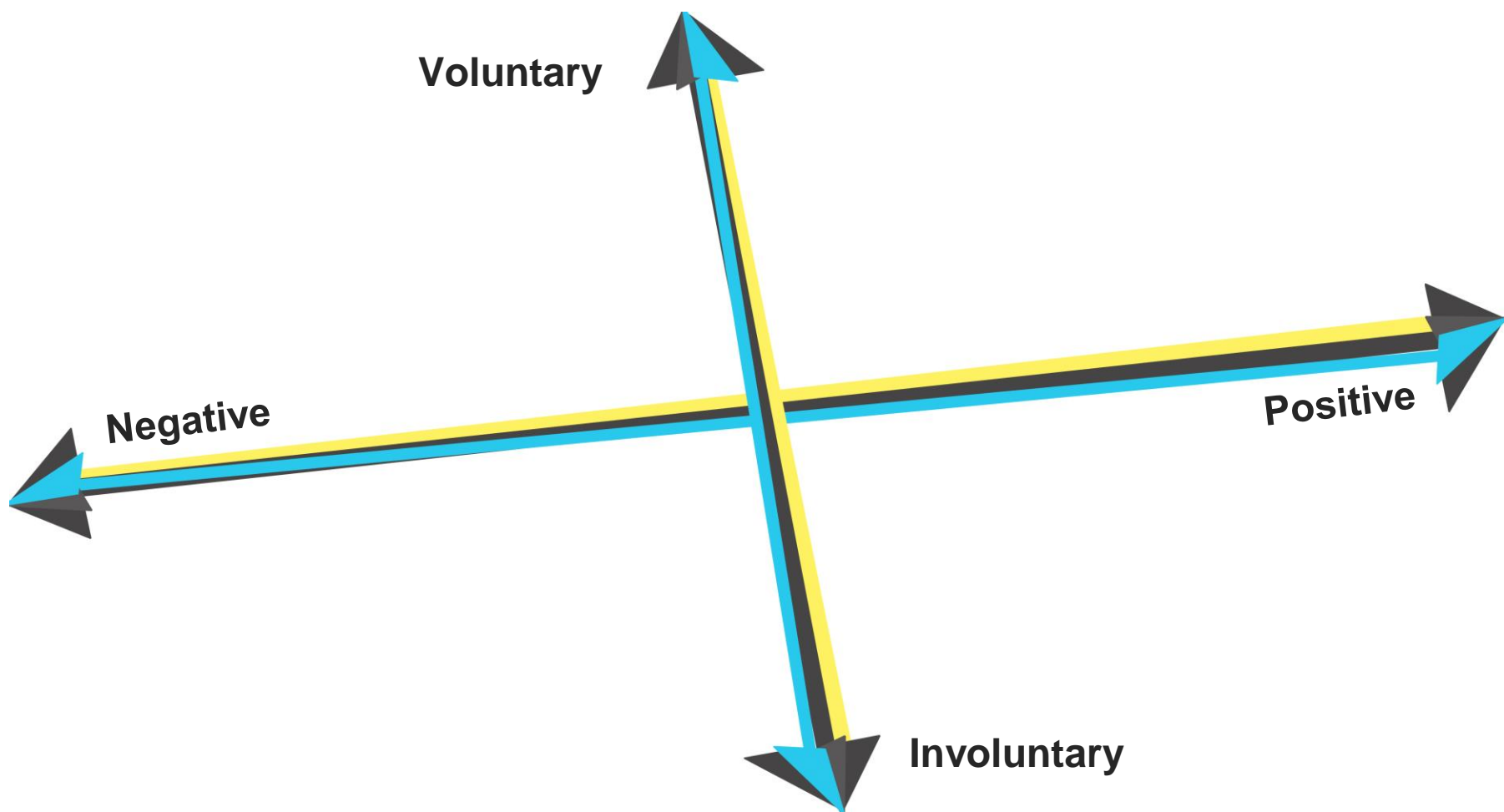


BEYOND THE PIVOT

Voluntary



Involuntary





CEILING

CEILING

BUMP

CEILING

JUMP

BUMP



CEILING



JUMP



BUMP



OPPORTUNITY

$$\begin{aligned} & \left(\begin{array}{c} \text{Relationships} \\ + \\ \text{Skills} \\ + \\ \text{Character} \end{array} \right) \\ & \times \\ & \text{Hustle} \\ & = \\ & \text{Career} \\ & \text{Savings} \\ & \text{Account} \end{aligned}$$





SKILLS
(ceiling)

SKILLS
(ceiling)

RELATIONSHIPS
(bump)

SKILLS
(ceiling)

CHARACTER
(jump)

RELATIONSHIPS
(bump)



SKILLS
(ceiling)



CHARACTER
(jump)



RELATIONSHIPS
(bump)



HUSTLE
(opportunity)

SKILLS

THE BRIDGE BETWEEN
AMATEUR AND EXPERT

3 SKILLS THAT HELP YOU PIVOT:

1. CRITICAL SKILLS

2. NEW SKILLS

3. CLASSIC SKILLS



CRITICAL SKILL:
WHAT'S YOUR
TAKEOUT SIGN?

NEW SKILL:
Today
IS SOMEDAY.



WWW.ACUFF.ME/PODCAST



A woman with long dark hair is holding a smartphone to her ear. The image is overlaid with a solid purple color. White text is centered on the image.

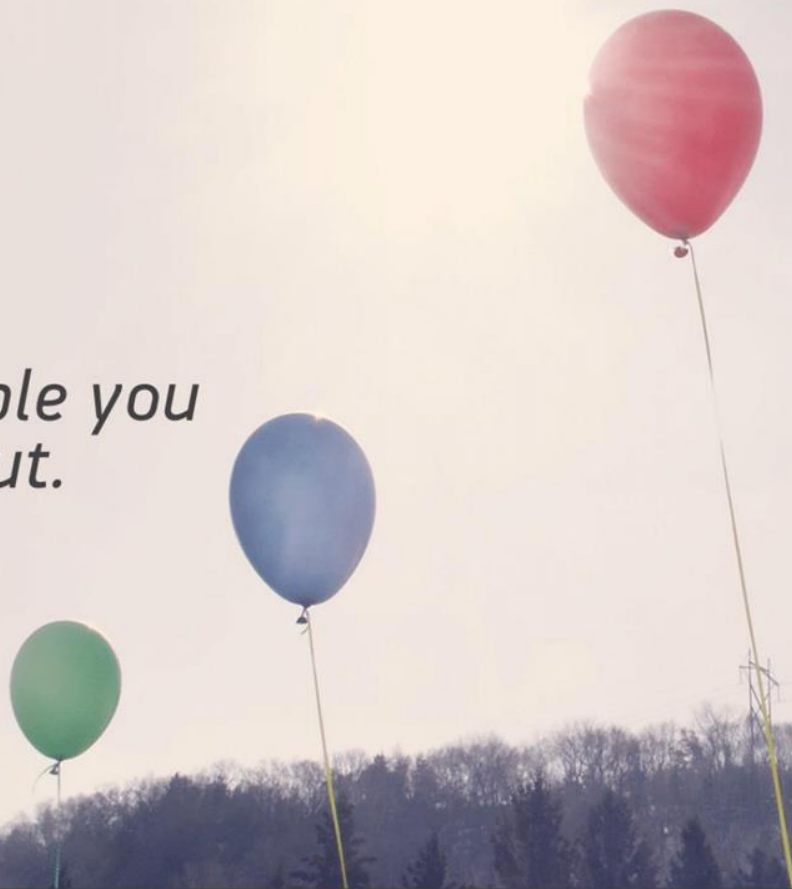
CLASSIC SKILL:
USE THE PHONE
AS A PHONE.

RELATIONSHIPS

EVERYONE ELSE WHO
IS ON THE ADVENTURE
WITH YOU

Care

*about what the people you
care about care about.*



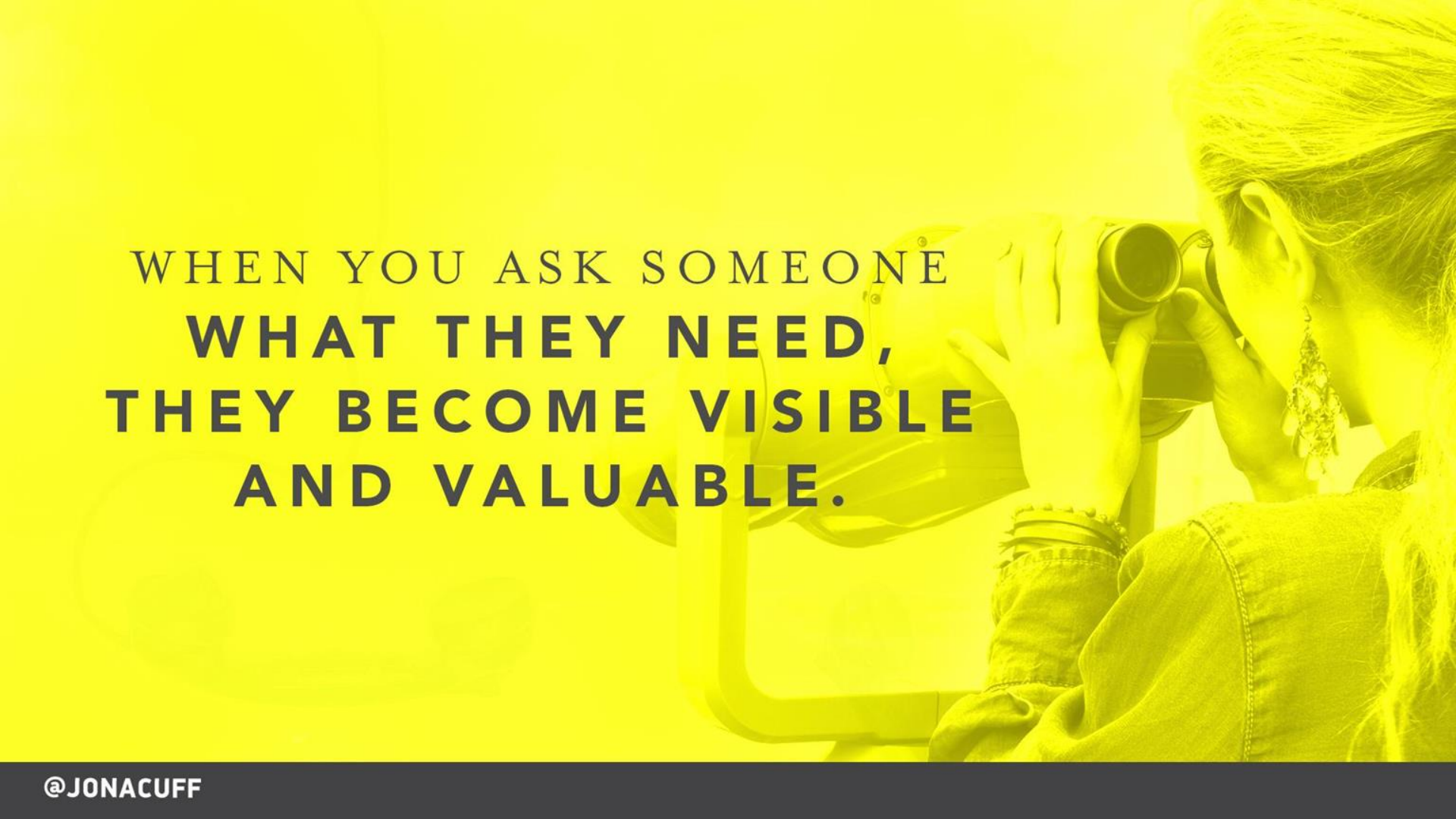
WHAT DO THE PEOPLE
YOU CARE ABOUT,
care about?

The background of the image is an abstract composition of organic, flowing shapes in various shades of blue and green. The colors are layered and blended, creating a textured, almost painterly effect. The overall tone is cool and calming, with the green shapes appearing more vibrant against the darker blue background.

**CRISIS
MAGNIFIES
KINDNESS.**



**READ LESS MINDS.
ASK MORE QUESTIONS.**

A person with long blonde hair, wearing a denim jacket and a large earring, is seen from the side, looking through binoculars. The entire image is overlaid with a semi-transparent yellow filter. The text is centered on the left side of the image.

WHEN YOU ASK SOMEONE
WHAT THEY NEED,
THEY BECOME VISIBLE
AND VALUABLE.

CHARACTER

WHO YOU ARE



Retire

***THAT'S NOT HOW
WE DO THINGS HERE.***

***THERE'S NEVER BEEN A DAY
THAT TURNED OUT THE WAY IT
WAS SCHEDULED, SO WHY DO WE
TALK ABOUT THE SCHEDULE?***

***WE NEVER REACH OUR GOALS,
SO WHY DO WE SET THEM?***



ASK THE LOUDEST
SOUNDTRACKS
THREE QUESTIONS:

1. IS IT TRUE?

One of the greatest mistakes
**IS ASSUMING ALL YOUR
THOUGHTS ARE TRUE.**

2. IS IT HELPFUL?



DOES IT PUSH US
FORWARD OR
PULL US BACK?

**PREPAREDNESS ALWAYS
LEADS TO ACTION.**

PREPAREDNESS ALWAYS LEADS TO ACTION.

Overthinking always leads to overthinking.

3. IS IT KIND?



GOOGLE WONDERED,

“What do our most successful teams have in common?”



Google:

- 1. Spent millions of dollars.**
- 2. Measured 180 different teams.**
- 3. Used 35 statistical models.**



**PSYCHOLOGICAL
SAFETY**

**“A SHARED BELIEF HELD BY
MEMBERS OF A TEAM THAT
THE TEAM IS SAFE FOR
INTERPERSONAL RISK-TAKING.”**

- AMY EDMONDSON, HARVARD

On great teams you can:

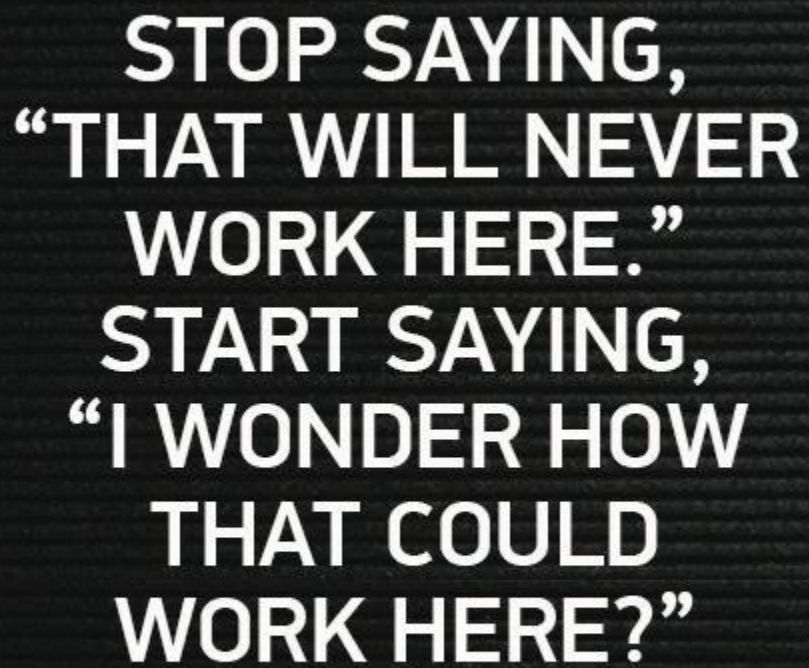
1. ASK QUESTIONS

2. SUGGEST NEW IDEAS

3. ADMIT YOU ARE WRONG ...



**... WITHOUT BEING
TREATED UNKINDLY
BY THE TEAM.**



**STOP SAYING,
“THAT WILL NEVER
WORK HERE.”
START SAYING,
“I WONDER HOW
THAT COULD
WORK HERE?”**



CURIOSITY
BEATS CRITICISM.

HUSTLE

AN ACT OF FOCUS,
NOT FRENZY

A low-angle, upward-looking shot of a carousel. The carousel is partially visible on the right side of the frame, featuring a yellow and red ornate canopy with circular illustrations. Several colorful seats (red, blue, green) are suspended by chains and are in motion, carrying people. The background is a bright blue sky with scattered white clouds. The text "MAKE IT FUN IF YOU WANT IT DONE." is overlaid on the left side of the image.

MAKE IT
FUN IF YOU
WANT IT DONE.

SMART GOALS

specific

measurable

attainable

realistic

time-bound



1. SATISFACTION – HOW YOU FEEL

***2. PERFORMANCE SUCCESS
– HOW YOU DID***



{NOTES}

31% increase
of satisfaction
46% increase
of performance
success.



Let's be honest,
KALE ISN'T FUN.

There are two types of motivation:

1. REWARD 2. FEAR



INSTAGRAM: @JONACUFF

YOU ARE WHAT I CALL
***“ACCIDENTALLY
SUCCESSFUL.”***

A white sailboat with two sails is sailing on a deep blue ocean under a bright blue sky with scattered white clouds. The horizon line is visible in the distance.

YOU WERE MEANT TO DO
MORE THAN FLOAT.

$$\begin{aligned} & \left(\begin{array}{c} \text{Relationships} \\ + \\ \text{Skills} \\ + \\ \text{Character} \end{array} \right) \\ & \times \\ & \text{Hustle} \\ & = \\ & \text{Career} \\ & \text{Savings} \\ & \text{Account} \end{aligned}$$



TEXT
“SOUNDTRACKS”
TO 44222 FOR
A FREE FIRST
CHAPTER.

