



WHY DO SOME SOME COMPANIES OUT-PERFORM?

Because they are **THE 9%ERS.**

ACCORDING TO MCKINSEY



3 DIMENSIONS OF HIRING DECISIONS (THE OLD WAY)

SKILLS, EXPERIENCE, EDUCATION

YOU'RE MISSING...THE 4TH DIMENSION (THE ONLY WAY)

SUBCONSCIOUS MINDSET

controls and informs a wide range of things, often without us even realizing - a powerful behind-the-scenes operator, automates learned skills, and shapes our emotional responses and perspectives.

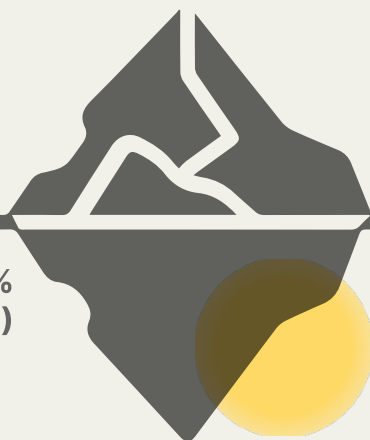


CONSCIOUS MIND - 10% (VISIBLE)

- Reasoning
- Logical & Critical Thinking
- Limited Memory
- Volunteer Actions
- One task at a time

SUBCONSCIOUS MIND - 90% (INVISIBLE)

- Values & Beliefs
- Emotions & Attitude
- Past Programming
- Long-term Memory
- Involuntary Actions
- Imagination & Self Image
- Everything happening now



SUBCONSCIOUS MINDSETS

OPPORTUNISTIC

focus on personal success rather than the success of the whole

→ SALES PEOPLE

EXPERT

prioritize mastery of skill & knowledge over conformity, healthy skepticism and rational judgment

→ UI/UX

EMPATHY

integrates new & inspiring discoveries + material and spiritual transformation

→ MLK

HOLISTIC

reinvent themselves, excel at dealing with short-term projects and tasks, while keeping long-term goals in mind

→ ANY GURU

DISCIPLINE

bring company goals into alignment & create rules/process to (re)enforce

→ BANK MANAGER

RESULTS

set effective goals for their team and themselves

→ JEFF BEZOS

SYSTEMS

sees organizational roadblocks as potential opportunities

→ CONSULTANTS



LANGUAGE PSYCHOLOGY

The correlation between mindset, personality traits, and language theory.

**WIN BIG, LOSE LITTLE.
HIGH REWARDS, LOW RISK.
GUARANTEED RESULTS.**



HOW?

METHODOLOGY, PROCESS & TECHNOLOGY

Mine 60+ millions of people
Bring subconscious mindsets to light
Non-intrusive & non-disruptive, remote
Data collection & assessment



RESULTS

EXCEPTIONAL FINANCIAL RETURNS

Immediate, no surveying
Comprehensive, easy to act on
Change-making

EVIDENCE

TRANSFORMED DISCIPLINE MINDSET TO RESULTS

GREW REVENUE 82% IN 5 YEARS

IDENTIFIED "RIGHT MINDSET" EXECUTIVES, EMPLOYEES AND CUSTOMERS

450 CUSTOMERS, \$350M IN REVENUE

REORGANIZED AND PROMOTED LEADERSHIP

**45% STOCK GROWTH IN 10,000
PERSON TECH COMPANY**

Join the nine per-centers. Unlock exceptional financial performance.



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