Startup Your Life: 
Hustle and Hack Your Way To Happiness

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When was a moment when your life felt out of control?
When was a moment when your life felt out of control?

- Now
- Just prior to getting a divorce
- After the birth of our first child
- When I was diagnosed with cancer
- When there is so much going on
Life is what happens in between
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Attendees Only
Happiness someday TODAY

Startup Your Life

- Become an entrepreneur
- Be better at life
- Be proactive
- Capitalize on resources
- Champion the small stuff
How do you feel about self-help books and gurus?

• Love it - I read or listen to it often
  30.77%

• Indifferent
  38.46%

• Hate it - it doesn’t resonate with me and I can’t relate...
  15.38%

• Other (please specify)
  15.38%

• Depends on what it is.
• I like participating in thought sessions on the topic, but not delving much deeper than that.
THINK POSITIVE

Just meditate!

Dance spontaneously!!
You can be ME!!!

THINK POSITIVELY

DANCE SPONTANEOUSLY!!

JUST MEDITATE

Startup Your Life

This is the approach to living that I needed but couldn't find
How to operate like an entrepreneur and run your life like a startup

1. HUSTLE
What comes to mind when you hear the word “hustle”?

- Rip off
- Hurry up
- Doing whatever it takes to accomplish your goal
- Salesmen
- Work hard
- Sports, trying hard, giving effort
- Dig in, move, get the job done
- Scammer and pimp
Dancing spontaneously since the ‘80s...

Hillside Apartments, Waterloo, Iowa
"Well, you're lucky."

GOOD NEWS
It's your strategy and execution that determines your sustainable happiness level
BOOTSTRAPPING

Scrappiness, not pedigree, prevails
HUNGER BEATS COMPLACENCY

What is the single biggest indicator of long term health and happiness?
What is the single biggest indicator of long term health and happiness?

- Well-being
- Family/Friends/Relationships
- Retirement
- Relationship with Jesus
- Staying active
- Attitude
- Stability
- Less stress
2. INVEST IN RELATIONSHIPS
Relationship Recipe

1 Cup Insecurities
2 Cups Baggage
1 Bunch of Differences
Sprinkle patience throughout

My vintage kitchen
Scrappiness + Practicality + Humor =
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You are only as good as the company you keep

Are you afraid of failure? What’s your biggest failure so far?
Are you afraid of failure?

- Yes: 23.08%
- No: 69.23%
- It depends: 7.69%

What's your biggest failure so far?

- Unhappy spouse
- Not being able to lose weight
- Not speaking up more often
- Not getting the job I wanted
- College GPA
- Don't have one, always look at the bright side
- Failing to take enough time off from work to enjoy family
- Dealing with flood damage
- How do you short answer a question of this magnitude?
3. EMBRACE FAILURE
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Failure Truths

- Failures and wins can sometimes be hard to differentiate
- If you aren't failing frequently, you aren't risking enough
- Failure is an opportunity to begin again more intelligently

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better
stronger
FAILURE
more resilient

Patience
Stay the Course
Success
How To Capitalize On Failure

- Redefine failure
- Analyze this
- Surf fear

How do you feel about changing course in life?
How do you feel about changing course in life?

- **46.15%** Excited - and I do it often and/or welcome it
- **38.46%** Excited - but it's not practical so I avoid it as...
- **7.69%** Neutral
- **7.69%** Not interested - I like my life as it is

Name a major transition you were forced to make?
Name a major transition you were forced to make?

- Understanding myself
- Career change
- Divorce after decades of marriage
- Moving
- Taking the only job offer I had out of college
- Fatherhood
- Moving from college to the full time workforce

4. PIVOT
Failure = Change

Stages of transition
Stages of transition

1. Endings

2. Neutral zone

1. Endings
Stages of transition

1. Endings
2. Neutral zone
3. New beginnings

Permanent Transition, Blissful Uncertainty

Change
Permanent Transition, Blissful Uncertainty
LIFE IN TRANSITION

PAST

FUTURE

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Hit refresh

Adopt a Change Mindset

- Disrupt your assumptions
- Capitalize on endings
- Ritualize closure
What does play currently look like for you?

What type of play would you ideally like to engage in regularly?

- Traveling with family
- Beaches, music festivals, hobbies
- Backpacking, adventure motorcycle
- Spending time with family and spending time outdoors
What type of play would you ideally like to engage in regularly?

- Fishing
- Travel (with spouse)
- Spending time with family
- Outdoor activities

Is play a regular part of your weekly routine?

- Yes: 53.85%
- No: 23.08%
- Less than half the time: 23.08%
What is it you seek, and are you allowing it to find you?

5. PLAY
RULES OF PLAY

- Unproductive
- Time Out Of Time
- "What if?"

Who has time for play?
Who has time for play?

Can I afford NOT to play?

If people did not sometimes do silly things, nothing intelligent would ever get done.”

— Ludwig Wittgenstein
So how do we find our play outlets—and how do we know if they are working?
The Big Pivot

Practicality + Passion
Practicality + Passion

Happiness
What do you seek in life?
What is the daydream that makes you the happiest?

› That my children do better than me and my wife
› Joy
› Retirement
› Peace. Happiness and Love with a partner
› Fulfillment
› Serving the Lord every day
› Time to explore the things that interest me

› Health, happiness and financial stability
› For my family to be taken care of
› Balance between a good work life and good home life. Time to do my hobbies
› Great health and happy life with my wife
What is the daydream that makes you the happiest?

- New hobby
- Balance with the have to’s and the want to’s
- Golfing
- Winning the lottery and quitting my job
- Retirement
- Too many to tell

- All inclusive resort with my wife and best friends
- New fishing boat that my family and I can use for cruising
- Traveling the world
- Outdoor activities
- On the beach with my wife
3 Simple Reminders To Startup Your Life
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Startup Your Life

- Return to your core
- Settle for good enough
3 Simple Reminders To Startup Your Life

- Return to your core
- Settle for good enough
- To serve others is to serve yourself

LAZY LOW-DOWN: TOP 10 TAKEAWAYS
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2. Hustle trumps pedigree. It keeps you hungry and hunger always beats complacency.
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4. Give yourself permission to fail and you acquire the ability to succeed.
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9. Champion good enough, so you have a chance at really great.

10. Become an MVP. Return to your core, or discover it for the first time.
Questions? Thank you!

Up Next:
9:45-10:30 am
Interactive break in Canyon 1-6

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