

## UNLOCKING IDEAS: THE OPUS OF NATHAN ECKEL

My OPUS is based upon the Judeo-Christian philosophy – the foundation of today’s Western culture of tolerance and inclusion.

“Come to me all you who labor and are heavy-laden and overburdened, and I will cause you to rest. [I will ease and relieve and refresh your souls.] Take my yoke upon you and learn of Me for I am gentle (meek) and humble (lowly) in heart, and you will find rest (relief and ease and refreshment and recreation and blessed quiet) for your souls. For My yoke is wholesome (useful, good—not harsh, hard, sharp or pressing, but comfortable, gracious, and pleasant and My burden is light and easy to be borne.”

- Jesus of Nazareth, Matthew 11:28-30 AMP

### I. OVERARCHING VISION – Our Big Idea

Imagine a **TRIBE** accelerating outside the box. We’ve served others’ visions and built others’ platforms. Now it’s time for ours. We ruthlessly steward abundant opportunities. We always collaborate, seldom compete. Rejecting the STALE, we imbibe THE FRESH.

Imagine a **CAUSE** manifesting Divine dreams. Not a corporation’s, organization’s, or ministry’s agenda – but our own purpose. Producing solutions. Overcoming economic uncertainty. Living our God-given Birthright - the Creative Lifestyle.

Imagine a **SPACE** where creatives connect, collaborate, and create. Birthing, Nurturing, Reproducing concepts into Reality. Friendships forge. Strengths leverage. Teams form & perform. Embracing the wisdom of Failure, getting unSTUCK. Swinging for the fence again.

### II. PURPOSE – The Defining Statement of My Work

I help people connect, collaborate, and create - Unlocking ideas to make the intangible, tangible.

### III. UNIFYING STRATEGIES – What’s Necessary For Me to Achieve This?

**v RECEIVE** (Input Value) - Dreaming God's dreams, I live above the clouds - seated in heavenly realms above the mud. I **RECEIVE** God's abundance, casting my cares on him. I **DOWNLOAD** the **DREAM** to **DEVELOP** others. I step into my Birthright. I **input** the invisible and co-create the visible.

**"" RESOURCE** (Articulate Value) - I **RECEIVE** God’s feelings, concepts, and plans. Like an inspired composer I **articulate** the glory I feel. **PRODUCING** the divine dream is fun yet costly. I **STEWARD** ideas by Publishing them in an edited, imperfect form.

**+ RELATE** (Build Value) - With divine inspiration **RESOURCED**, I connect to people. I **ASK**, **BUILD**, and **CLARIFY**. I **ASK** to find Pain, Problems, and Perpetual Potholes to Progress. I **build** nurturing spaces for inquiry, reflection and insight. I **CLARIFY** with Intuition and Inspired Solutions.

**> RELEASE** (Replicate Value) - When I **RELATE**, the **DREAM** converges with the need. I **SCALE** the **SYSTEM** for greater impact. God's heart is not in numbers - but individuals. Engaging each heart **replicates** for more individuals.

**x REPRODUCE** (Multiply Value) – **RELEASING** the **replicated** System brings rapid reproduction. **Multiplication** is the key to explosive growth. I **BUILD** the dream with a team. I **MENTOR** creatives for sustained creativity and production – **REPRODUCTION**.

#### **IV. SCORECARD FOR SIGNIFICANCE – How Do I Know I’m Hitting My Target?**

##### **v Receive – Input Value**

- Download – I have the mind of Christ. I think his thoughts. I agree with what he says about me.
- Dream - Once I know who I am, my emotions and imagination follow. I dream his reality
- Develop - I make His invisible reality visible.

##### **”” Resource – Produce Value**

- Articulate - Document the download, make the invisible visible.
- Produce - Embrace yesterdays' awareness and imperfections. Update it.
- Steward - Bite off what I can chew - Hit the PUBLISH button on it. Ship.

##### **+ Relate – Build Value**

- Ask - Talk to people. What are their struggles? What is the need?
- Build - Extrapolate new resources. Improve the focus
- Clarify - How could these resources improve?

##### **> Release –Replicate Value**

- System - Identify the process. Make it simple and catchy.
- Scale - Identify the MVP - minimum viable prototype for rapid growth and duplication.
- Replicate - Implement the process. Validate the process.

##### **x Reproduce – Multiply Value**

- Mentor - Coach and guide others in the creative lifestyle (process).
- Build – Nurture my Dream Team for prolific production.
- Guide – Direct. Support. Lead.

#### **V. 6 PACK - Worldview –**

##### **What I Believe**

- BUY IN is essential... because
  - FREE is CHEAP.
  - TIME is COSTLY
  - EFFORT is INTENTIONAL
    - People must intentionally invest in themselves for my efforts to be effective.
    - There must be a price to everything I offer.
    - Time & Energy are a bigger demand than money..
    - I extract NEEDS via surveys and other non-invasive tools.
- I can live at higher levels

- Discipline, Intentionality, and God's Grace combine to fulfill the calling on my life

### **Identity – Who I Am**

- I am a husband, companion, lover, and friend to Angela
- I am a doctor to doctors.
- I am a son not an orphan. I live each day secure and thankful. I will not sell my birthright.
- I choose to believe the best about myself.
- I'm intentional about what I do. I reject both laziness and busywork.
- I evaluate myself according to God's heart for me instead of in comparison to others
- I reject systemic compromise

### **Principles – What I Value**

- CREATIVITY
  - Creativity is a lifelong goal
  - Everyone has a deep desire to create
  - Creativity is vital to escape economic enslavement in a thought economy
  - Intentional Creativity frees us from compromise infested systems.
  - Intentional Creativity produces options, alternatives and possibilities
  - Intentional Creativity is the path forward in uncertain times.
- TRANSFORMATION – IT MUST BE LIFECHANGING OR I CAN'T AFFORD IT. TIME'S TOO SHORT.
- SELECTIVITY – Leaving the Good behind
  - I ruthlessly select the best environments, people, groups and causes for my time
- SIMPLICITY not complexity > CLARITY is the result
  - I no longer believe that simplifying = dishonesty
  - Oversimplifying at first actually helps people avoid forfeiting straightaway.
  - Oversimplifying gives people momentum. They find solutions and execute
  - My simplicity involves a growth process leading to success for those who ask.
- SACRIFICE – We must INVEST our time, energy and focus to grow.
  - MENTORS – I cannot afford NOT to invest in those who BELIEVE in me
  - MYSELF – I must INVEST to keep growing and going.
  - FAILURE to invest = I cannot afford to stop growing and invest in my stagnation.
- APPLICATION & EXECUTION TRUMP INFORMATION & MOTIVATION
  - Info & Motivation can be found in any “how-to” program and viewed in isolation
  - Motivational Products often provide a false sense of accomplishment
  - Application, Production & Execution only happens in RELATIONSHIP
  - POSITIVE not Pessimistic > Possibilities are the result
- NURTURING ENVIRONMENTS – they:
  - DISRUPT Dysfunction
  - EXTRACT the Best in me and others
  - ACCELERATE progress
  - REDEEM time
  - GRAFT transformational and bonding relationships
- CONSTRUCTIVE CRITICISM – I find the “seed of truth”
  - I no longer receive toxic criticism; My filter extracts the seed of truth regardless.
- PARTNERSHIP – I have many friendships. And I have higher expectations of partners – I expect:
  - Be Imperfect – and open to being aware, do what it takes to improve

- Do their best
- Seek to be Transformational
- LEVEL 10 LEARNING – I seek the most challenging teachers and environments.
  - I no longer subject myself to toxic, cutthroat environments
  - I no longer stay where I am not embraced.
  - I waive repeat opportunities to those who don't exploit the first one.
  - I mastermind with brilliant people
- STEWARDSHIP – I work my body for greater focus, creative energy, and emotional toughness.
- CLARITY – I clean my office to channel more thoughts effectively
- MAGNIMANITY – I thank God for what I have – & give it to others. I reject envy and compromise.

### Passion – What I love

- Turning down the Good for the TRANSFORMATIONAL
- incremental improvement | growing & progressing | the Sweet Spot | New Awareness
- speaking life into others - -surpassing my insecurities to encourage others
- Breakthrough & Ease | Delegation
- Staying in my Strengths

### Purpose - Why I live

- Connect others to a process that helps the sides of their brain connect, collaborate and create.
- Encourage others to claim their Birthright
- Escape compromise-infested systems ---academia | ---corporate | ---education |---religiosity

VI. **PLAYBOOK** (as of **10-17-12**) – J F M A M J J A S O N D | **30 DAY** | **60 DAY** | **90 DAY** | **ongoing**

## Unifying Strategies

### B1: Receive – INPUT VALUE (God's mind meeting mine)

#### Download

#### Production Action Steps for this month:

- Read Bible & listen to God 4x/wk. Write down what I feel, sense & hear.

#### Dream

- Meditate 4x/wk. Center my consciousness on what God says about me.
- Expand Dream muscle daily. Raise my ceiling with bigger ideas.

#### Develop

- Exercise 4x/wk
- Declutter – Clean & Organize 10 minutes every other day
- Cook – 1 dinner/week. Help wife. Learn skills.

## **B2: Resource – DEFINE VALUE (Define the IDEA)**

### **Articulate**

- Map – Mindmap quickly what is in my head. Map, Print, Improve, Do it. Daily.
- Journal – Verbalize the mindmap. Record it.

### **Steward**

- Determine which ideas are Actionable
- Filter, Prioritize & Act

### **Produce**

- Publish & Promote. Launch website, ning site – 90 Days
- Put email capture form on ALL websites - 30
- Video Trailer – 90
- Develop production network. Outsource video production workflows and traffic experts. 60

## **B3: Relate – BUILD VALUE (Communicate to Others)**

### **Ask**

- Reach to 5 creatives on FB/wk
- Build One long-term alliance w/potential platformed expert
- Develop SURVEYS, Queries, Quizzes to gain awareness of market and potential solutions. 30

### **Build**

- Write newsletter content. One Video. One 300 word article. Event lineup.
- Establish, delegate & document workflows with VA
- Hire Custom html template, graphics, material, for newsletter. 7 Days
- Graphic Templates for products – 7 Days

### **Clarify**

- Review w/inner circle – Strategy/Content/how much is it impacting
- Weekly Inner Circle Communique

## **B4: Release – REPLICATE VALUE (Scale the Idea)**

### **System**

- Share MVP Canvas with Inner Circle – 30 Days
- Plan next Cohort. Schedule Dates, Activities, Content & Marketing Upsells - Ongoing
- Plan next Launch. Create Eventbrite, Video, Bonuses & Affiliates - Ongoing
- Work Backwards from Goal - 30

### **Scale**

- Weekend Content Creation event – Ongoing
- Record content/takeaways / lessons learned
- Multipurpose content. ContentBuzz or other rapid upload/traffic tools.
- Collect stories & testimonials. Designate a testimony-taker months in advance to ensure this. 30

### **Success Strategies**

- Set Goal 90 days out & work backwards. What is my goal for FEBruary? 30
- Full social media traffic eventbrite workflow – use ASTD LEAD webinar as test balloon. 30
- SELL OUT of 25 seats monthly by January. 90

## **B5: Reproduce – MULTIPLY VALUE (Build inner Circle & Teaching Team)**

### **Mentor**

- Lead, plan and convene Cohort calls. Come up with a call schedule. Seed, Upsell & Relaunch. now
- Anticipate pre&post details. Cover them. 30

### **Build**

- 20 Subscriber emails by end of October. 14
- Plan launch to impact 20 end of November. 45
- Impact 50 by December 1. 45 | Impact 100 by January 1. 75. | Impact 250 by February 1. 105
- Utilize down season of holidays. Write book, videos, & trailers instead of selling & marketing. 90
- Hire a BUSINESS MANAGER whose job is to track financial goals, update me, help us hit targets. He or she keeps my mind on GOALS and helping people while staying in business - instead of having to view people as dollar signs. – EMAILING ACCOUNTANT NOW
- Create workflows for – daily video/blogpost, tweet. NOW

### **Guide**

- Update entire inner circle & Talk to each inner circle member. Ongoing
- Communicate with teaching team. Plan, take & share notes with team. Ongoing