



JOHN MATTONE'S

11 LAWS THAT CREATE

LASTING CHANGE



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In your mind's eye, concretely isolate a new compelling goal, pursuit, and vision. ("I see what I *must become/achieve*", which is bigger than "what I *want to become/achieve*"). You must know and embrace your **Core Purpose** to ignite this thinking. Making the decision to be **vulnerable** ignites being "open" to considering a new compelling goal, pursuit or vision and a willingness to understand your Core Purpose.

Think Different & Think Big.

Privilege Mindset.

Vulnerability Decision.

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DO YOU

SEE IT?

01





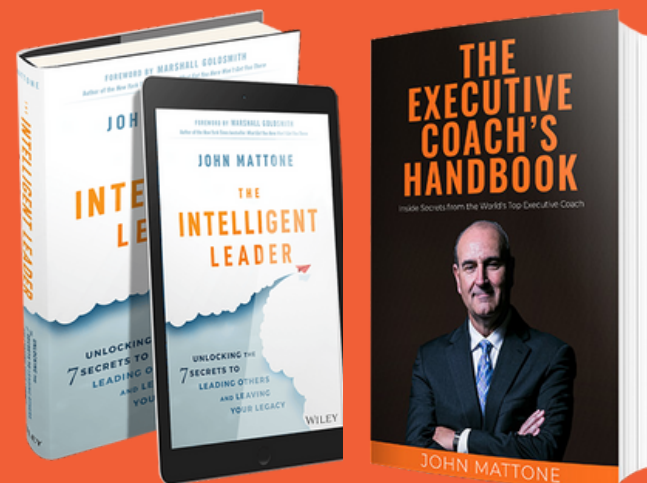
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Be aware of the emotions and feelings you experience when mentally embracing your new vision. (Do you feel energized? Ignited?).

Vulnerability Decision.

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DO YOU
FEEL THE
PLEASURE?

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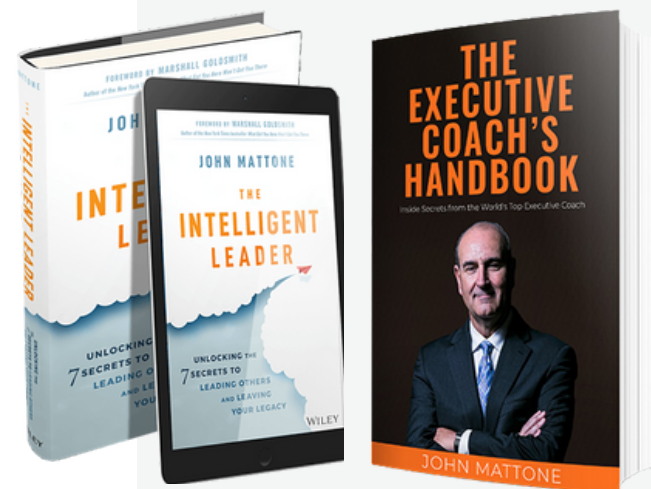
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Recognize your current state is not yielding the value you want and must achieve (How does this make you feel?).

Vulnerability Decision.

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DO YOU
KNOW
YOUR
PAIN?

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03



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Internalize the pain associated with the current situation.

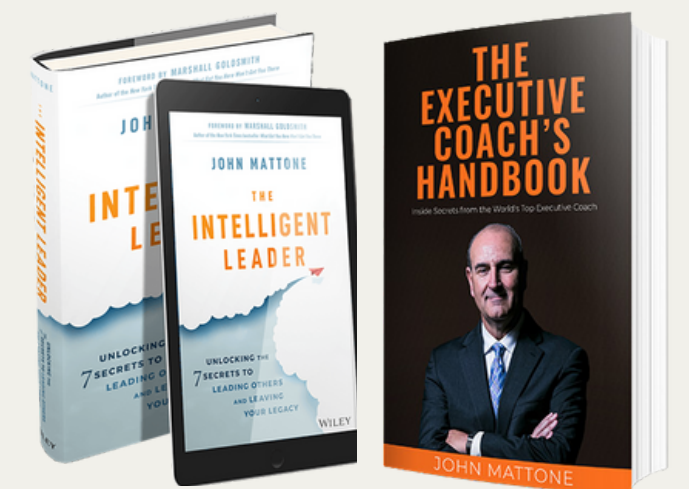
Vulnerability Decision.

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**DO YOU
FEEL THE
PAIN?**

04



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Do you say "no more" to your pain?
There's a compelling alternative that
offers the prospect of pleasure.

**Vulnerability Decision.
Courage.**

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DO YOU
SAY IT?

05





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I can achieve; I will achieve; I must achieve - leads to positive emotions-
positive behavior-positive results.

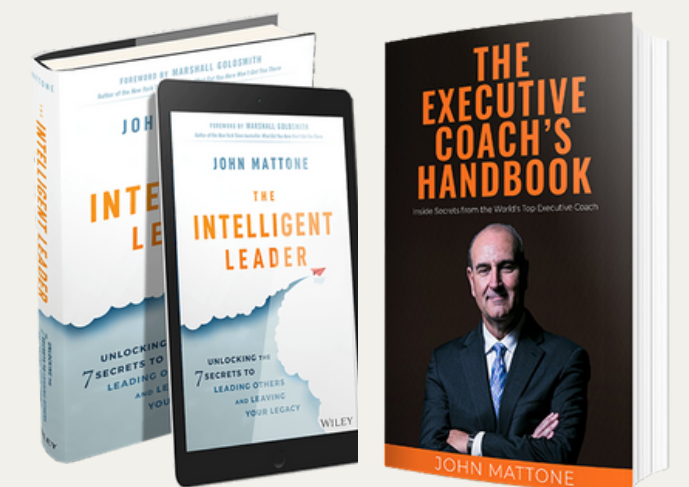
Knowing your Gifts & Strengths.

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**DO YOU
THINK IT?**

006





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Think with the end in mind. Visualize the beauty associated with achieving a new compelling alternative. Visualize achieving different and bigger results and greater abundance, embrace and connect with your heightened positive emotions of passion and exhilaration. Visualize the steps you can, will, and must take to realize the desired result—repeat the same—condition your neuropaths prior to you taking real action. Repeat and rehearse. You can't be the best you can be unless you already are the best you can be...Lebron James scores 30 points, has 10 assists and 10 rebounds every night before he steps on the floor!

**Think Different & Think Big.
Privilege Mindset.**

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**DO YOU SEE
THE END
RESULTS AND
STEPS IN
VIVID DETAIL?**

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DO YOU REALLY BELIEVE IT?



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You cannot ignite positive change and make it stick unless your inner core and soul support the new actions and behavior. Go back inside and make sure your character and values hierarchy are lined up, your thinking is positive, and you feel the emotions of passion and exhilaration - but the key to creating lasting change is by committing to crossing the bridge from the "land of your thoughts" to the "land of your beliefs". Having the courage to take your first step onto this bridge and then committing to taking all the steps needed to successfully cross this bridge - in fact, is the only way known to humankind that will bring you the positive change you desire. The process of converting your thoughts (which can be weak and do not ignite change) into beliefs (which are strong and do ignite positive action) is the journey we must all take to create lasting change. Creating the belief that ignites the courage to walk across this bridge can be fueled many ways ---connecting with past references that support the belief, adopting a "fake it to you make it" mentality, and making sure you are surrounded with positive supportive people---choosing your board of directors wisely - these are the people who can ignite belief in you through their aura, positive energy, stories they share of their successes and failures and through the stories they share with you that create vicarious experiences for you that ignite and inspire you to take the actions they have.

Vulnerability to surround yourself with people who challenge, ignite you - role models.

Knowing Your Gifts & Strengths.

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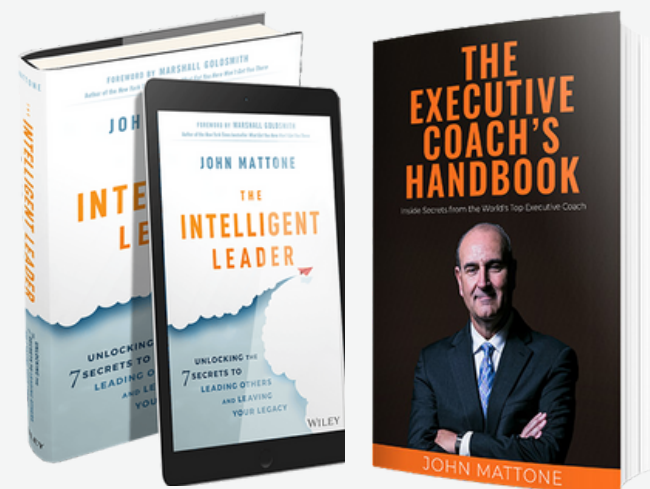
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Execute with passion, precision, and pride.

Courage to Execute.

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DO YOU
TAKE
ACTION?
OOO



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Being vigilant - You want feedback, input and guidance but it must be real, authentic and delivered from the heart with great intent.

Being Vigilant.

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10

**DO YOU HOLD
YOURSELF
ACCOUNTABLE?**



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Course correction is both an action that you take in the moment as well as a mindset (or way of life) that allows you to be aware of the constant evolution and inevitable change that occurs in the world around you.

Course-Correct.

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DO YOU

ADJUST?

1

