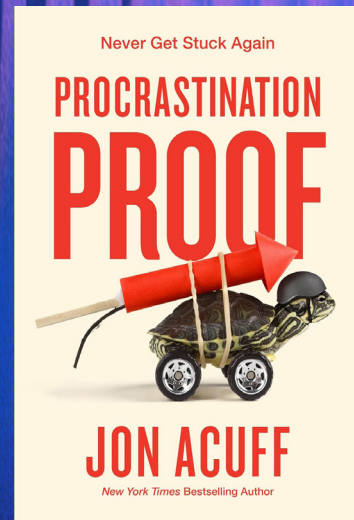


Jon ACUFF

92%

*of all New Year's
Resolutions Fail.*

JON ACUFF



96%

*of people said they
were **not** living up to
their full potential.*

JON ACUFF

I don't like doing difficult things
**BECAUSE THEY'RE
DIFFICULT.**

JON ACUFF

*You're the most
persuasive person
you've ever met.*

JON ACUFF

**PROCASTINATION
PROCASTINATION
PROCASTINATION**

JON ACUFF

**PROCASTINATION
IS JUST A
MINDSET ISSUE.**

JON ACUFF

**97% OF
LIFE'S PROBLEMS**
*are **mindset**.*

JON ACUFF



**THE GLOBAL
LEADERSHIP
SUMMIT**

Jon ACUFF

THE OTHER 3%
*are diseases,
car crashes, and bears.*

JON ACUFF

SOUNDTRACKS

JON ACUFF

*Great thoughts lead to
great actions.*
*Great actions lead to
great results.*

JON ACUFF

**PEOPLE ARE
BRINGING THEIR
FULL SELVES
INTO WORK.**

JON ACUFF

*Started an online
community with*
**20,000+
MEMBERS**

JON ACUFF

Worked with
**339 COMPANIES
AND TEAMS**

JON ACUFF

PERMISSION

JON ACUFF

**A PERMISSION
SLIP WAS A
PASSPORT.**

JON ACUFF



**THE GLOBAL
LEADERSHIP
SUMMIT**

Jon ACUFF

GANDALF
GAVE IT TO
FRODO.

JON ACUFF

MORPHEUS
GAVE IT TO
NEO.

JON ACUFF

THE FAIRY
GODMOTHER
GAVE IT TO
CINDERELLA.

JON ACUFF

1
PERMISSION
TO DREAM

JON ACUFF

DREAM



*What do you
want to do?*

JON ACUFF

2
PERMISSION
TO PLAN

JON ACUFF

PLAN



*How will
you do it?*

JON ACUFF

*Planning is visiting the
future and taking notes
for when you
get back.*

JON ACUFF



THE GLOBAL
LEADERSHIP
SUMMIT

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3 PERMISSION TO DO

JON ACUFF

DO



*Are you
doing it?*

JON ACUFF

4 PERMISSION TO REVIEW

JON ACUFF

REVIEW



Did it work?

JON ACUFF

1. Permission to **Dream**
2. Permission to **Plan**
3. Permission to **Do**
4. Permission to **Review**

JON ACUFF

WHY DOESN'T EVERYBODY USE THESE PERMISSIONS?

JON ACUFF

1. Dreamers
2. Perfectionists
3. Hustlers
4. Analysts

JON ACUFF

DREAMERS GET STUCK DREAMING.

JON ACUFF



THE GLOBAL
LEADERSHIP
SUMMIT

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DREAMERS HAVE
1,000 IDEAS AND
0 ACTIONS.

JON ACUFF

Broken soundtrack =
**YOU KNOW WHAT
WOULD BE COOL?**

JON ACUFF

PERFECTIONISTS
GET STUCK
PLANNING.

JON ACUFF

*Perfectionists are going to
change the world as soon as
the plan is perfect.*

JON ACUFF

Broken soundtrack =
**WE NEED A LITTLE
MORE DATA BEFORE
WE MAKE A DECISION.**

JON ACUFF

**HUSTLERS
GET STUCK
DOING.**

JON ACUFF

**HUSTLERS
ARE OBSESSED
WITH DO.**

JON ACUFF

Broken soundtrack =
**THIS IS SUCH A
WASTE OF TIME!**

JON ACUFF



**THE GLOBAL
LEADERSHIP
SUMMIT**

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**ANALYSTS
GET STUCK
REVIEWING.**

JON ACUFF

*Analysts review mistakes
from the past and predict
failure in the future.*

JON ACUFF

Broken soundtrack =
**THAT'S NOT HOW
WE DO
THINGS HERE.**

JON ACUFF

*Positivity has a
better ROI
than negativity.*

JON ACUFF

**PRACTICE
POSITIVITY**

JON ACUFF

*"Which of the
four permissions
do I need right now?"*

JON ACUFF

Do I need permission
TO DREAM?

JON ACUFF

Do I need permission
TO PLAN?

JON ACUFF



**THE GLOBAL
LEADERSHIP
SUMMIT**

Jon ACUFF

Do I need permission
TO DO?

JON ACUFF

Do I need permission
TO REVIEW?

JON ACUFF

**DON'T
WAIT**

JON ACUFF



**THE GLOBAL
LEADERSHIP
SUMMIT**