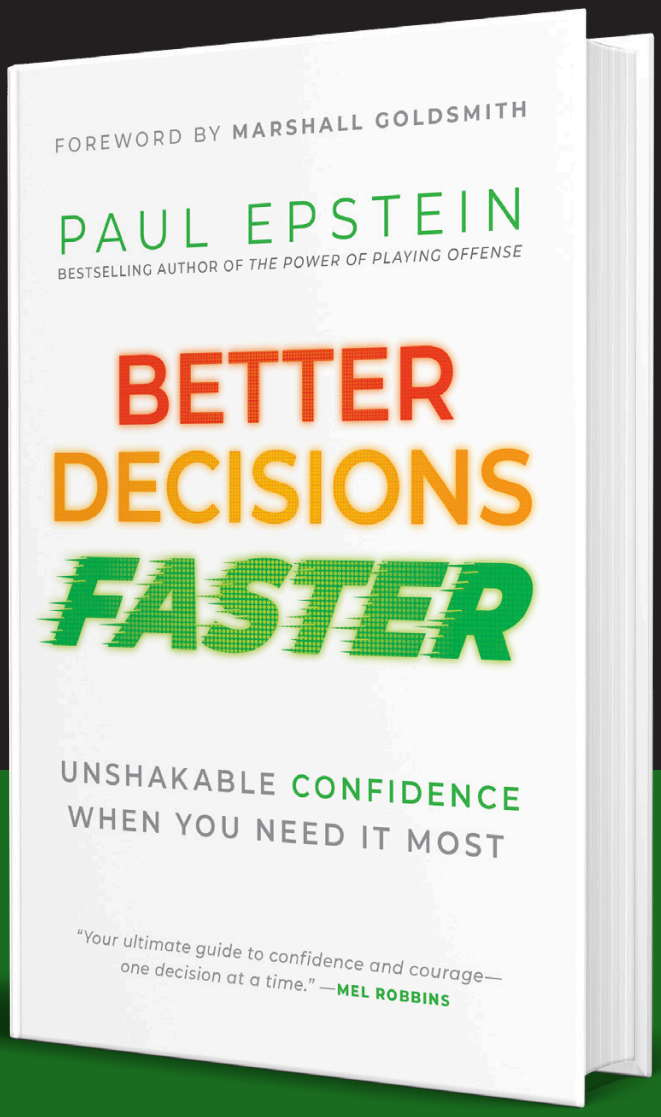
BONUS CONTENT



Awaken the Kid Inside You

Featuring John Chen

The Seattle Seahawks have great fans. OK there, I said it! As a proud 49er fan, I painfully typed those words, but I know them to be authentic and true. Better known as the 12th man, the Seahawks fan base is as passionate as they come. None is more passionate than a dear friend, John Chen.

John is a former Microsoft leader turned founder and CEO of Geoteaming, a top global team-building company that develops high-performance teams through gamification experiences. It was one of these experiences that led us to cross paths, leading up to Super Bowl XLVIII.

I was working at the NFL League Office leading a national sales campaign as the Seahawks were set to square off against the Denver Broncos.

Most clients wrote checks through a large corporation or private wealth. In John's case, he took a different approach (his own spin on a better decision faster). He was on a mission to tap into the passion of Seahawks fans and crowdsource his way to one of the largest and most significant investments in Super Bowl premium hospitality history. He would need far more than a 12th man to cover all the zeros on this invoice!

In comes Paul...John's conduit to make the magic happen. After countless calls, ideation strategies, funding conundrums, and emotional rollercoasters, John pulled off the unthinkable. Everyone in the league office was flabbergasted at how an individual could mobilize and rally a group of hundreds to invest in watching their team play in the biggest game of their franchise's history, seemingly overnight. Icing on the cake, John's partnership pushed us over the hump for an all-time Super Bowl revenue record. The journey was featured on CNN and Forbes, I was honored to have a front row seat for it all.

What was even more impressive was witnessing somebody's gifts on full display.

I saw John radiate a level of energy I had rarely seen—his smile infectious, his spirit contagious. Even before we met in person, it poured through video. I viscerally felt it through the camera. His head and heart were on a mission, which made all of us in his orbit want to rally our hands to his cause, and make a BIGGER, better decision, together.

John's secret sauce?

He was a big kid with an old soul.

I met him years after he was at Microsoft, and he had not one bad thing to say about his experience other than he couldn't fully be himself. It eerily reminded me of my latter sports days...

The Super Bowl may have been the kickoff to our relationship, but we were far from done. As I write this, we're eight years in and going stronger than ever. Soon after the Super Bowl, when I went to the 49ers, I hired John and Geoteaming as we opened Levi's Stadium to build and develop the largest high-tech scavenger hunt in Silicon Valley.

Years later, I visited Seattle to deliver a keynote at Amazon (a prime example of a better decision faster organization), then met up with John after. He pulls up in a red convertible Porsche. Top down, aviator glasses, the whole deal. In my mind I'm thinking, mid-life crisis? It might as well have had a black bra on the front!

He tells me to get in, asks about the gig, then speeds off. I'm scared s***less, and my hair—which I typically comb in pristine fashion—is now a hot mess on the Seattle interstate.

After my blood pressure settled, we start talking entrepreneurship. I was relatively fresh in my journey while he was a decade-plus in. I opened up about how free and liberated I felt, then John said something profound that has stuck with me ever since.

Entrepreneurship is the path to authenticity.

This was his way of saying that entrepreneurship was the portal to his heart. Maybe you're considering a similar move? If it's a green light, consider this the nudge needed to make the call!

John's head thought of making the move, but his heart validated it. This is another indicator of what I said earlier. Just like the Traffic Light Tests are rarely just about the head or just about the heart, the H's influence each other. John's passion—and Jon Gordon's empathy, for that matter—were traits of the heart that helped them master the head trait of positivity. When John said entrepreneurship connected to his authentic self, all of a sudden, his entire aura started to make sense to me. From the way he shined pre–Super Bowl, to the way he led his team, to the way he stepped into each day with a child-like smile that is rarely expressed as adults in what we call the "real world."

John disrupted that entire "real world" pattern, where the easy and logical path (in his head) was to stay on the Microsoft treadmill. He refused. Instead,

he decided and committed to rekindle the childlike joy he once had for community, family, teams, and games—out comes a roll of the dice to an entrepreneurial venture that is now known as a highly respected teambuilding company that has earned the trust of Verizon and Microsoft (now a client), to name a few.

Why am I sharing all these details about John?

Because there is a child inside us all—and unfortunately most of us have lost touch with ours. The youthful enthusiasm has vanished. The seriousness of life has strangled us. The responsibilities overwhelm. The passion has flamed out. Green lights are scarce. Then we wonder why we're stuck, lost, lacking purpose? Head and heart are completely disengaged, so the hands are no longer motivated to act, nor courageous enough to make a better decision faster.

There is a big kid inside of you. It's time to awaken him or her, and reignite that green!

Decision Drill

To set the stage, think of your earliest childhood or formative moments, memories, events, experiences that brought you joy—times you felt a zest for life, oozing with positivity.

Head check: which of those logically connect to who you are or what you do today?

Notes:_____
_____
_____

Heart check: which of those do you feel most passionately about?

Notes:_____
_____
_____

If there is alignment in your two responses, you just found your green light. That's a better decision faster. Go attack it.