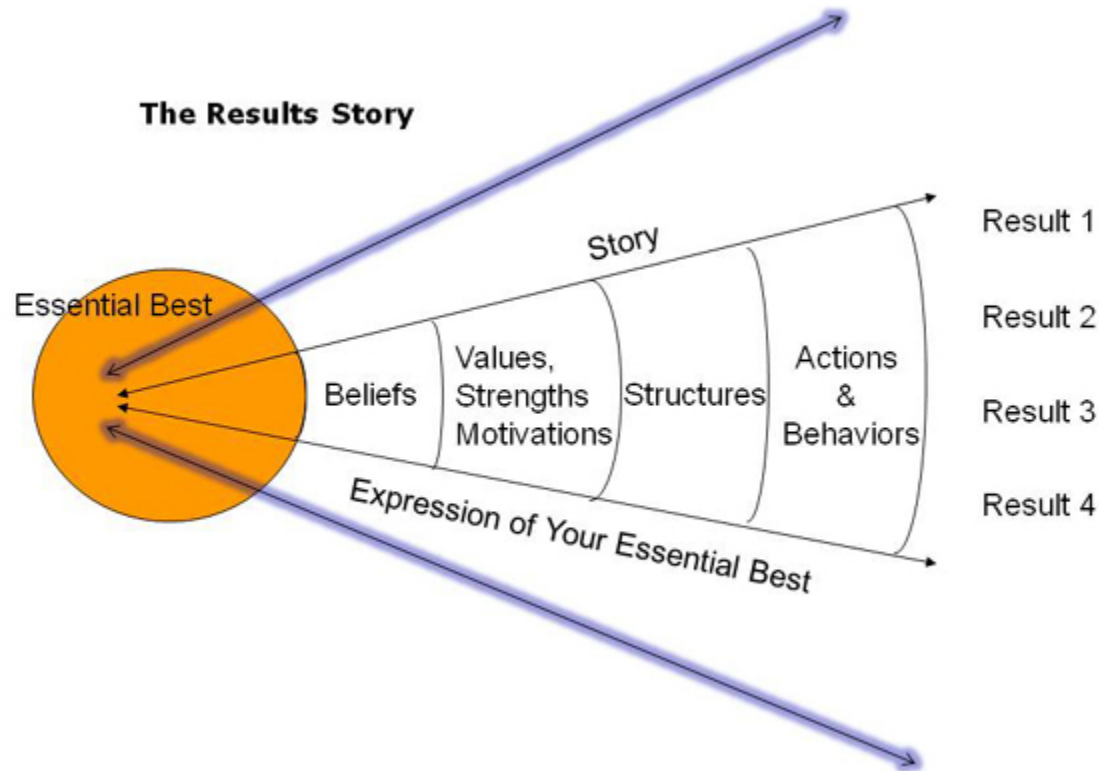




## IAM - The Results Story

With IAM, we **Focus on the Essential™**: the knowledge we have about who we are at our best. This focus is the most powerful way to transform our experiences and the results we achieve. Consider the following:



The source of any result a person or organization achieves or wants to achieve is a culmination of the beliefs, values/strengths/motivations, structures and behaviors that come *before* the result: **our story**. With this Results Story we can ...

- change *any* part of **our story**, including our environment, support systems, actions, structures... and we will change the results we achieve
- focus on our *Essential Best* aligning everything we do with who we are.

*Simple and easy shifts in how we focus on our **Essential Best** will create wide and sustainable shifts in our results.*

We **Focus on the Essential™** because it is practical: the smallest efforts create dramatic changes in results that are also true to our *Essential Best*.

When we realize that our *Essential Best* is abundant, infinite, positively powerful – we realize that the results we can achieve are limited *only* by a lack of focus and imagination.