Subject Line: [CEO Insight] 10x Thinking is Easier



Did You Know 10x Growth is Easier than 2x Growth?



Most People Reach for Incremental Growth—and Incremental Growth is Exhausting!

“By contrast, 10x is so big and seemingly impossible that it immediately forces you out of your current [incremental] mindset and approach. You can’t work 10x harder or longer. Brute force and linear methods won’t get you to 10x…[Therefore] 10x isn’t about more. It’s about less. Going 10x is the simplification of your focus down to the core essential. Then you remove everything else…It’s an operating system you deploy for:

* Dramatically expanding your vision and standards
* Simplifying your strategy and focus
* Identifying and removing non-essentials
* Developing mastery in unique areas
* Leading and empowering others who excitedly share your vision

(“10x is Easier Than 2x,” Hay House, 2023, Dan Sullivan with Dr. Benjamin Hardy)



Dan Sullivan

Founder, Strategic Coach

If 10x thinking drives *better* results with *less* effort, it’s a concept no business leader can afford to ignore.

To Hear More from Dan, Attend the CEO Event of the Year



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