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RIGOR

MATRIX

1st

2nd

3rd

STAGES OF VISION DEVELOPMENT

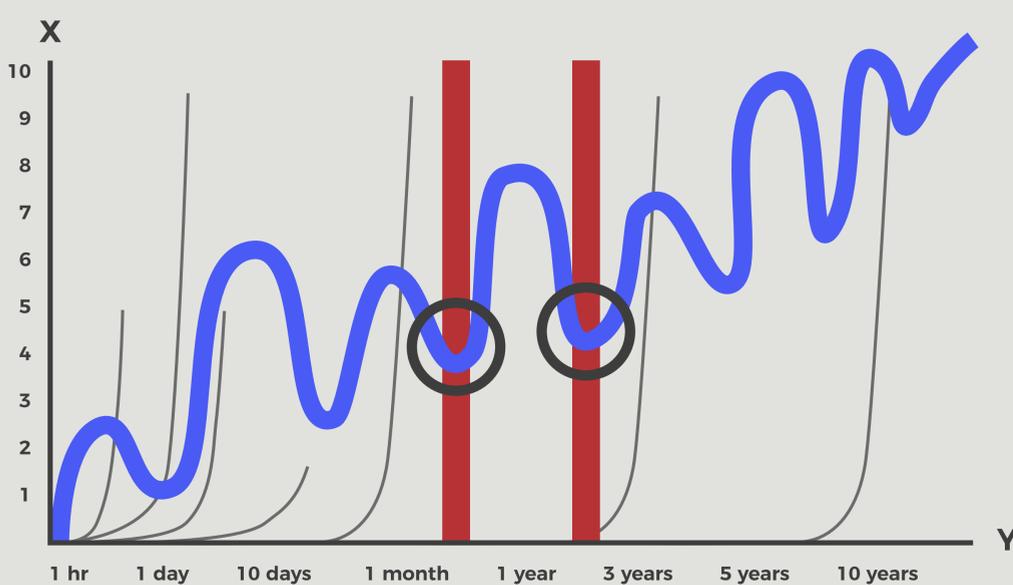
Purpose/
Catch Vision

Strategy/
Believe

Carry/Build/
Communicate

Confidence/
Legacy


Emotional Equity
Emotional Equity is one of the single most powerful forces on the planet. Its when an individual or organization buys into the vision 100% mentally, emotionally, physically, and spiritually 'MEPS'.

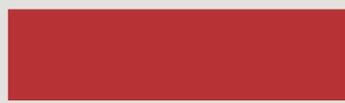


Time Spent Building Vision

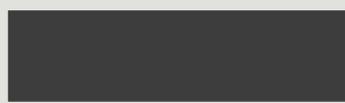
LEGEND



Apply Rigor Matrix line



Death Line



Ideas that die quickly



Death Valley

The intersection of a valley on the apply rigor matrix line and the red line. Its where most people quit because they are depleted with MEPS.

DEFINITIONS



Valley

Low in emotional equity



Peak

High in emotional equity



MEPS

Acronym for: Mental, Emotional, Physical, and Spiritual



Vision

Short, portable, easy to understand, memorable, inspiring statement



Idea

An idea is a spark. And idea ignites the innovative process, it doesn't build it.