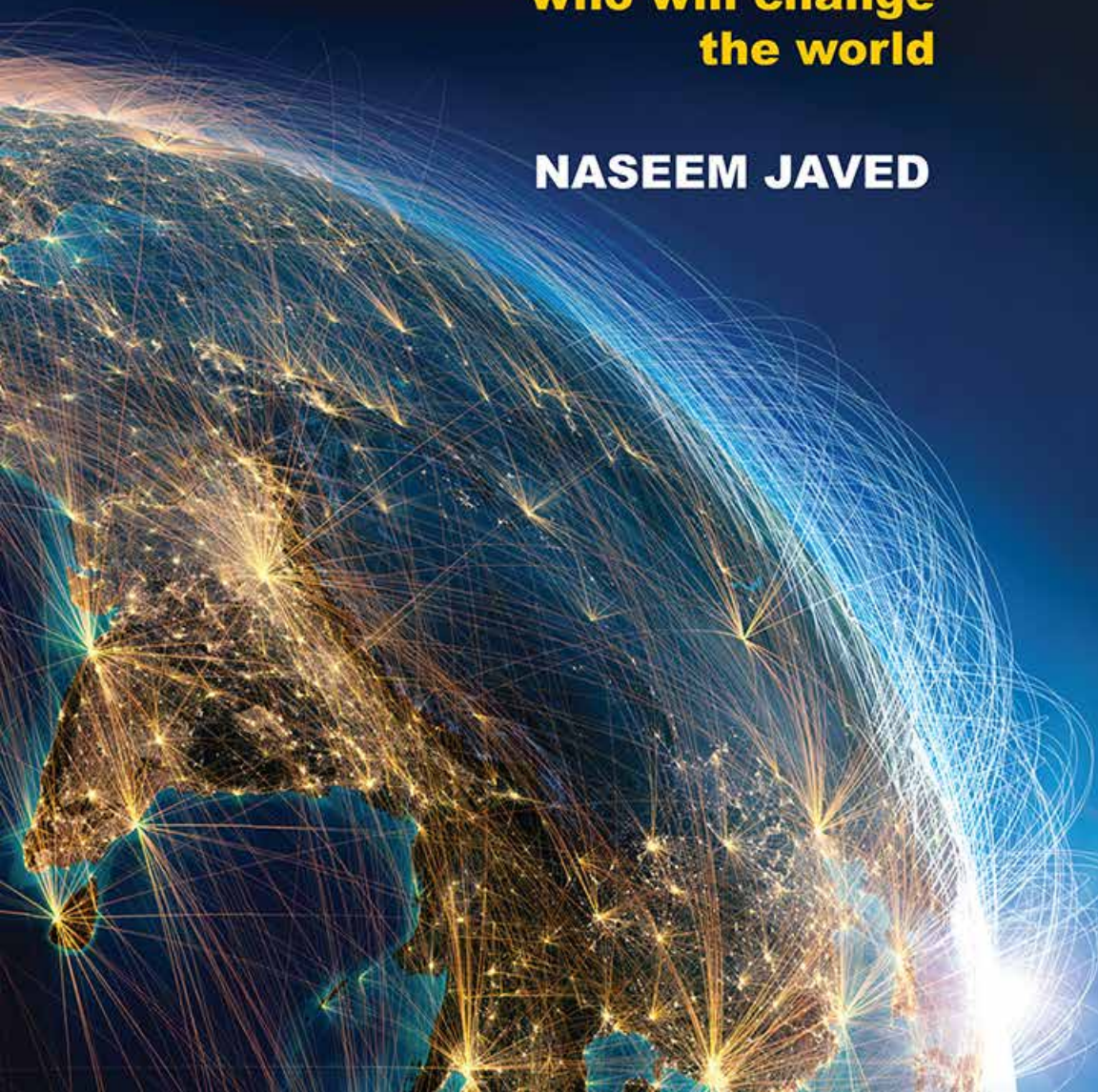


Alpha Dreamers

**The five billion
connected dreamers
who will change
the world**

NASEEM JAVED



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who will change the world

Naseem Javed

Metrostate Syndicate

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media@metrostate.com

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For, Lucie, Tashi and Rani

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P R E F A C E

A simple philosophy

All based on common sense; create real productivity, produce real value, add honest profitability and serve mankind. Basically, create grassroots prosperity with tolerance and diversity to help surroundings. Save communities to save the planet, create societies of lifelong learners to save harmony. In its raw nature, this thinking already exists as an established mantra and historically practiced in the entrepreneurial realm all over the world. An entrepreneurial mind is a cognizant lifelong learning mind.

If the mind is the miracle of the universe, the body is an amazing temple that houses this gift, mankind has slipped badly on this realization; self-discovery, self-optimization, lifelong learning is where we need to start once again on a new blank page. We must unlearn the fake economies, fake wars and fake solutions. When mankind is in trouble only mankind's rules will solve the issues. The cognizant entrepreneurial mind can handle this.

Today, a billion new entrepreneurs are being added to the world. Historically, some 100,000 entrepreneurs carved out the entrepreneurial supremacy of America that lasted over a century.

A new merging world is opening by the hour. Grassroots prosperity is the number one issue to most of our problems all over the world. Extreme wealth but divided is not the answer, extreme technology but based on destructive entrapments is not the solution. Grassroots mobilization of human talent in harmony and massive deployment of technology to achieve this is now the ultimate challenge. Less dependent on new funding, this philosophy is based on constructive and positive mobilization of currently stranded grassroots entrepreneurialism and global age skills to create local prosperity. Simple.

A quick study of world leaders will put a spot light between the Machiavellian diseased, laced with deceptive shenanigans or the brightly different Entrepreneurial friendly leaderships creating pure raw ethical pursuits of creating grassroots uplifts. The world is awakening to new measurement, with new topics in coming elections around the world. The smarter citizenry is increasingly getting armed with truth and better ideas on how to save their local resources and how to redeploy for local prosperity, save the community, save the nation and save the planet. There is nothing wrong with selective economic nationalism. The super-powers always did exactly that.

The tallest skyscrapers with the record-breaking prices of penthouses no longer prove success of a nation, neither do the launches of aimless rockets confirm victory, rather signs of blatant defeat of the grassroots functionalities. The old rotten system cannot be modified, as new dawn demands new beginnings, new page; free from fakery, divisive politics and conflict driven economic models.

People do not change, but transform anxiously with opportunities right in front. Incompetence to cope with global age demands is currently a serious global blockade. It's time to awaken hidden and immense potential talents of people resulting in opportunities and charge ahead with rapid transformation. Current models will not. Absence of entrepreneurialism in bureaucracies of the world is the biggest challenge. Public sector transformation via lifelong learning can be a salvage operation. Entrepreneurialism mobilization can overcome such hurdles.

Remember, 100 years ago entrepreneurs were simply jailed, 20 years ago intentionally given bad credit ratings by institutions to stop their business pursuits. Now entrepreneurialism, finally discovered as the solution and making it the most popular political word on election podiums. Entrepreneurialism, when deployed across the nation as a national agenda can make economic recovery a comfortable journey.

Let the arrival of new billion entrepreneurs mature, let the billions unemployed transform into global age players, let the public sector leadership relearn and let the five billion connected alpha dreamers change the world. Do your part with ethics, integrity, tolerance and diversity. Join us.

Your existence as a soul today is already a miracle.

The rest is easy.

Chapter One

**The mind is limitless and is hardwired like the open universe,
therefore a focused mind is one of the biggest achievements of life.**

Are you an alpha dreamer?

Let's explore a bit; you have all kinds of challenges, big and small problems, on growth, performance, prosperity and on advancements, on leadership and on progress. You have questions; you have answers, you have vision, ideas and game plans. You have fears, but you also have mega inspirations. You are brave and you are marching ahead. You are also seeking special help. You want more. Imagine yourself in top leadership position and suddenly called upon on national agenda for grassroots prosperity and gainful occupation for people in your region, what will be your first top three action plans? Kindly hold this thought for a minute. Let's explore more.

To appreciate the finer details of these concepts, it's critical to relate these questions to some of your typical challenges you are facing today. You, your teams and your organization are facing complex situations right now. Irrespective of where you are in the world or the size or type of the venture you face right now, you are passing through the eye of the needle.

You are aware of the storms. You are aware of the warning signs.

“The Boardroom debates and discussions are becoming gibberish. The clarity of vision is being challenged; the meaning of leadership is in chaos; productivity and performance have become noises of confusion and profitability issues are like screams of desperations. Local, national or global scale survival is in a crisis, without understanding of global scale technology down-streaming. There are multiple directions, which itself a whole new threat.”

The world is going nowhere

It is stuck in the deep mud of debt, smokes of fake GDP figures, false unemployment numbers, and fires of fake news and storms of fake wars. The current leadership of the world's super-power to micro-power nations are mostly in a downward spiral. The only thing keeping them going is the art of 'make believe' solutions and teleprompter knowledge. The digital renaissance has now equalized the powers of global political elitism, balanced with the power of prosperity information and adjusted global public opinion making political shenanigans more visible and cries of citizenry more audible. Is there a solution to fix this? No, there is not. The current methodologies being implemented as turnaround options are mostly hallucinations. Is it time for war? The same incompetent global punditry that created this mess believes it so. Is there a better solution? Yes, there is.

Today, mankind is in trouble and mankind's problem can only be fixed by mankind's rules. The biggest and single most important part of mankind is the human brain. There is nothing else like this in the universe. Can we find solutions here? Yes, we can.

Few options are available. Self-learning to achieve superior performance and acquire global age skills. Entrepreneurial transformation to uplift organizations to meet global age performance. National mobilizations of entrepreneurialism to solve local grassroots prosperity.

Each aspect is explained in detail in the following chapters. First item, creating the mental capacity to understand and appreciate global age demands.

The cathedrals of the mind

Should we just ignore all of our out of body experiences of enlightenment? A platform for possible solutions. Creating change, making a difference and actually implementing solutions is a special process, it is an organized effort that will obtain success in altering the state of dissatisfaction, confusion, chaos and disfunctions. Through a series of exercises and implementation of directed thought processes, it may bring order to the chaos, crystallization of the dreams be it in the personal achievement's realm, organizational environments, the prosperity creation mandates of a nation, or the international outlook on the state of the world. For those at any level, who are absolutely fed-up with the current issues, for those who are seeking solutions, major change and solutions, there is a way. The following exercise is at the helm of the thinking process which will ultimately lead to better performances:

The following exercise is only for those who are absolutely fed-up with the current surroundings and are seeking major change; Close your eyes and imagine that your mind is divided into four sections; each a super gigantic dome. Now let's go and fly inside.

When imagination gets space to fly around; achieving a conscious understanding of the current and immediate positioning; in other words, obtaining awareness of our mental existence, realities, challenges and hidden solutions, a quest for enlightenment, imagine four domes.

Earthly cognitions: this is the first dome; this is where we live; where our immediate surroundings have allowed us to become subjected to our own routines which control us; we are a product of our own knowledge and inventions. This is where we deal with issues like, where we live, work, play, socialize culturize or nationalize. This is where we face our

daily challenges based on who we are, where we come from, what we do and why. This is where we are subjected to all of the many varieties of daily grinds, routines and structures. We are inundated with chores, tasks, procedures, and these demands create smooth or out of control living patterns. This is where we try to understand most of our problems based on our own understanding and where we occasionally find answers. Struggling and coping with issues can have side effects on our health, personality and prosperity. Accepting the burdens of daily realities can shut down our own mental faculties and at times prohibit new ideas for the mind to grow. This massive space to float around with our imagination sometime may feel like a lush garden to dance with joy or a barbed wire prison with guards. Suddenly, clarity may occur with a realization in knowing that having blindly followed all the old traditional rules what are the hidden and most powerful intuitive strengths that were never utilized.

Blindly following all the old traditional rituals, custom and procures does not keep our legacy alive but sometimes becomes the proof that the old practitioners were already mentally dead. We simply follow routines and accept unquestionably whatever is offered comes from a long traditional perspective? There are hidden values in the traditions but far more valuable is the desire to explore. Refusal to blindly accept these conditions, for whatever reason, only activate our imagination provided it is wired to dream on a key agenda and with clarity. The rate of refusal to the daily grind is directly proportioned to increased imagination. This process is not about noticing flaws but carefully self-discovering our own limitations and finding ways to dramatically expand and improve them. The more uncomfortable we are with our surroundings the more, fuel we get to kindle our imagination.

During the last millennia, the majority of earth-shattering personalities who altered our way of life were totally disgusted with their immediate, internal and external environments. They boldly rejected their disposition, and they boosted their imagination, fought with brand new ideas and changed and brought massive progress. Here the process may lead you to become an authority on yourself. Guide you to develop logical

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rational thinking and become a person with superior performance. Show you to become a new warrior to deal with our own global-age challenges?

Suggestions: listing all your big and small problems and daily monitoring such large lists will start showing alternate solutions. The regular updating of the list in micro details becomes a reality check to allow advance thinking and ideas.

The secrets; You may reject your surrounding in any way you wish, but you don't do it with anger. Anger is your enemy; do not confront your dedicated and highly focused march with anger. Go forward with humility; after all these surroundings have helped you to reach where you are today with both mental and physical preparedness. Only upon acknowledging the lack of certain skills will your mind and body open to receive new energies, enlightenments and embrace new knowledge and skills. Every moment of life, good or bad helps you; every day is a sum of experiences and learning of new things. Nothing is wasted. You may reflect at the absurdity and stupidity of your surroundings, but for you to have a healthy and positive conversation with your mind it will only happen when you have discovered better thinking, innovations and new options. Whatever you may call dysfunctionalities of your surroundings can only be classified as such only when you have created a better vision and deeper understanding filled with solid solutions. Otherwise all these frustrations will only sound as excuses. To reject surroundings demands deeper analysis and specific alternates with deliverable game plans. Embrace hostility and brutal circumstances as constant learning grounds for advancements.

The lack of light in caves forced mankind to advance and come out of darkness. All was done in step by step advancements, based on the deployment of applications and mobilized as invented options. Simple rejection in order to stay quiet and avoid debates will get you nowhere. Lingering in depressions is no progress. Today's working societies of the world are intensely occupied with blaming their surrounding but with little or nothing offered as new solutions for advancements. Smile more;

complain less; imagine hard and communicate with specific advancement strategies. We grow in tough situations; we only become stronger with experiences. Complaints are not the bridges to advancements, solution and deployments are.

Now, let's assume you recognize such a difficult and complicated place and can relate all that to your own and immediate realities. Only after you have a good dialogue with your mind, can you strive to identify each of the four spaces of your intellectual living and explore how the cathedrals of the mind have provided four special domes.

Celestial heights: this is the second dome; this is where we fly on the wings of our imagination; this is where your imagination will allow you to fly around in all directions at all speed. Imagination is a dream for the awakened. Planned imagination is for the enlightened. Structured and well-defined imagination is the visualization of early reality. Executable imagination is where ideas start turning into real life happenings. This is where your mind is challenged to prove your depth of self-discovery, talents and enlightenment. The mind can create concepts in great details, like take ordinary sugar, turn it into specially flavored wrapped candy, and deliver it via global franchise system to every shopping mall in the world, or deliver million seeds on thousands of acres in symmetrical fashion via 100 drones. Understanding of such celestial powers demands special emotional stamina in order to balance controlled creativity.

In each Olympic Games, spanning over last 100 years, there are two most painful moments for athletes and for their nations, firstly, coming 4th because they missed the medal by a fraction and secondly winning a silver medal because they missed the gold. After all the agony, the world most skillful athletes and their special coaches dive into highly unique processes to recover back their stamina and performances for the next games, not by intensifying or doubling their training routines, but by relaxing and going through intense mental exercise to imagine victory and call upon body to realign muscles and retrain their body to understand how superior perfor-

mances measured in fraction of seconds work. Mind retrains muscles and body in an attempt to become number one in the world. This is an amazing discipline. Mind stays in the driver seat.

Imagination is the least used facility in our daily lives because we pretend, we are busy. We are trapped by social media to observe others rather than being internally focused on our own imaginary paths and our own challenges that would bring amazing ideas into realities. From the early start family and education restricted much of our imaginary thinking and now the Internet and social media has impacted the corporate culture of the world, and has brought human talent and imagination to a standstill. Human productivity and performance now a big challenge across the world.

Suggestions: rough sketches, blueprints and schedules are all important here, used as master plans under study, ensure confident developments and advancements.

Incomprehensible realms: this is the third dome; this is where our unknowns are hidden; this is where we search without knowing what we are looking for. Our world was discovered during the last few millennia and we have only scratched the surface of it and have no idea why our earth, like a dust particle blown in the wind storm of galaxies. The mind is curious and not scared of darkness; however, it needs to venture out in the unknown where curiosity forces to change and meets solutions and alternates. Whatever is known today came out of our curiosity; whatever is still unknown out there is hidden behind the walls of curiosity. This dome is where all discoveries and intuitive thinking open doors and bring new concepts. Once the imagination gets unlimited free space, and once the earthly boredom is ignored, the unexplained gets explained. This where we try our odd and new things and which upon success get called entrepreneurial streaks, and this is how we become champions. All over the world greatest entrepreneurs had no idea of what they were capable of until they did their first venture. We are all born entrepreneurs divided into ones already discovered and others still untapped. Which one are you?

Suggestions; list all the impossibilities, break them into small pieces, all the difficult and complex tasks and force all issues in a jambalaya and never worry about the outcome. Finally, some flash of light will occur.

Will this work wonders for you, depends on your effort, however by having allowed our minds to stretch and reaching outside the boundaries of impossibilities, we have created another dimension, a space where we can place our dreams and our ideas, our thoughts and plans, and we accept that they are almost attainable, and we can build? We are dreamers

Architectural sensibility: this is the fourth dome; here we design with mastery, balance and quality. Within this dome is where we take new ideas and create them into global realities; this is where we define new ideas, laws, rules and logic surrounding it, the center of its gravity. From Adam's apple to Newton's laws or to Job's creations, all these apples were subjected to gravity, each with its own unique processes and methodologies. The mind is very capable of creating structured balance, innovative designs and its required exploratory processes reaching a solid purpose. This is where the mind gets ready to deploy architectural thinking in order to frame unexplored creations and to slowly bring them to new realities. Mankind is already hardwired to constantly create better living and prosperity. Today the world's most expensive real estate stands were caves dwelling several millennia ago were the lifestyles. Mankind has the brain and it finds creative solutions. Mankind is hard-wired for advancement. This is also how in the ancient age, without any communication, identical Pyramids were built around the world. This is how mankind learned to speak no matter what they did or where they were located in the world, each built their own language knowledge. Now get ready and witness around the world, how Silicon Valleys of all kinds and Bollywoods of all sorts are popping up in 200 cultures and languages. Individuals are creating the unthinkable in places considered impossible. The mind is the ultimate driver. It can do anything.

Suggestions; draw out full and detailed structures, procedures and binders and test all aspects, as ideas and solutions are useless without full and micro-detailed execution.

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If done properly and as your imagination filters out the very best of the pathways, solutions, ideas and extreme innovative thinking. At this point and upon such discoveries, this is how you gain the passage to the next dome of architectural challenges, from tightrope walking to trapeze flying; you will find the right balance and the proper structure you need for your new idea, because this is your private and very deluxe sandbox where you can play with new ideas. Depending on the right conditions, within weeks you may become the best on your floor; within months best in your corporate tower; within years you can be the best in the nation or the world. It's all about you, your brain, your well-defined spaces that will allow your mind to work and relentless desire to become a superior performer. Rest is easy. Now, can your mind see the four very large domes? Relax, it will.

Ready for a Test Flight

If you feel overly-compressed with boredom of chores and undesirable mandates that absolutely frustrate you to points of no returns, you may need to ask your mind to leave your current dome of daily realities, then enter into the new dome of celestial heights where your mind and imagination fly all around seeking new solutions. Here, any advancement will automatically lead you to the other dome of incomprehensible spaces where like mazes and puzzles you will. These self-learning may take months or years but can be tried anytime, anywhere, in our own universe of your imaginations and goals and desires. It's you and your dreams taking shape into realities. It is fun. How to recognize specific symptoms during any venture or enterprise expansion and how to mobilize steady progressions.

The typical symptoms

There are very common-symptoms, like stress, fear, discomfort, lack of motivation, lack of sleep, lack of energy, all these symptoms felt by all, from boardrooms to office and factory floors, from every corner of the

office, every floor of the entire corporate towers and also in all of the towers of any nation. Little or nothing is being done on these issues at the organizational level, because so often nothing seems to work and now people are expected to have stamina to cope with them at varying degrees of intensity. There are also some specific-symptoms such as the compulsory behavior of becoming overly-busy, non-stop talking, cover-ups lying or misinformation that prohibits progress. All of these are direct effects of prolonged frustrations and lack of productivity. There are also the hidden-symptoms such as panic attacks, anxiety moments, depression and addictions, and these become destructive forces and cripple lifelong performances.

Two questions: First, is organizational misbehavior becoming that bad? And second, is leadership unable to solve such lingering issues. In broad strokes, the answers to both are yes. Today all of these symptoms at varying degrees of intensities are accepted as a normal nature of the beast. Everyone is trying for betterment but nothing magical is being achieved.

An enterprise is driven not by muscle power but mental power. Entrepreneurial problems are all mental and organization performance is all about optimized performance and that performance is all about self-discovery in order to be able to manage global age skills...it's all about mental performance and self-discovered stamina.

Beyond 2020 delivering an idea on a grand scale of managing performance of an enterprise is no longer an educated guess; it's hardcore global age entrepreneurial maneuver and no longer children's play.

The calendar dependency to common symptoms

Should we just ignore our daily symptoms of imbalances and close doors on possible alternates? By and large, enterprises run on tight calendars, daily checklists, weekly updates, quarterly results, annual budgets and bonuses. Here are frequently repeated symptoms haunting the elite cadre all over the world.

The Monday Blues: the opening of the Pandora's box, such as, there is nothing new in the yearlong innovation exercise, the costs are over-budget, the competition just pulled a fast one, the delivery dates are over stretched, the leadership is under the desk, the vision under the carpet, the morals out of the door.

The Tuesday Tangos: the production was overly creative, color post-it tabs dominate all white walls, the new creative culture meets the real factory floors, fancy lingo turns into shop-talk, will the teams dance together, absence of global age skills make the tango off-beat.

The Wednesday's Weddings: the two underperforming products are engaged, two leadership-less divisions married, two teams working on the same floor get new titles and new organigrams without new directions or mandates, prolonged agony calls for prenups.

The Thursdays Thrills; new rebranding announced, new makeover accomplished, new sing-songs start, new slogan on the walls, new mission statements memorized, customers confused, consumer mesmerized, all goes north, all sales go south. Lack of clues.

The Friday Falls: more new products from competitors, new market shift now visible, leadership wants a major push, teams are confused, lack of skills obvious, nothing is ready, no one knows, silent in boardroom, vision missing.

The Saturday Slips; the annual trade show stall missed the marketing brochures, the products shipped in wrong language, the call center is overloaded, the customers are upset, the paperless process failed, media is calling.

The Sunday Surprises; new management agenda rolls out, new launches rolled out, all consultants argue and big firm accountants start cost-cutting and head chopping, something new has to happen, time to beg, borrow or steal, clocks get frozen, promise of a brand-new fresh start of Monday.

Discovering cognitive blind spots

The art of discovering your own cognitive blind spots; You may or may not spot your own cognitive blind spots, but you are faced with them every day. The majority of our daily encounters have blind spots and if we are not aware of these blind spots, each and every time we will miss something. The look of a person, a key word during a discussion, the response from the audience, the color of light at an intersection, the sudden turn, a swift angle, the contents while flipping a magazine, the punch line or a word in these last few lines. These can all be blind spots.

This is, of course, is a defensive mechanism of our mind, which keeps us from noticing very small detail or remembering every single make of car on a highway. But when it comes to key issues directly related to our key points of required observations, we sometime discover these blind spots in our afterthoughts. Our eyes are smartly connected with our brain and all our senses are in harmony with our body, but just like an optical illusion, where no matter how much we force our self, we still cannot decipher the illusionary image. In our daily lives, we have a constant flow of puzzling and mesmerizing situations where our senses fail us. Sometime we do not see the color, perspective, size, balance or trajectory and either they fall into a blind spot or we just believe in what's in front of us as a simple view. Once again, a deeper study of the subject is mandatory. Some people are color blind and have difficulty deciphering the traffic lights; we are all deaf, mute and blind to some degree and still do not understand all colors, sounds and our own enunciations. We observe with curiosity, but we also shut out and lose out in our own blind spots.

This is how we go on our journeys. This is how we develop better and sharper senses. This is how we become better observers, and it's always good to know what we are capable of. Now sit calmly in a garden and just observe.

Are you an alpha dreamer?

Top ten building strategies

To build great new ideas, how to use such powerful tools to create balanced structure. Each topic is discussed in great detail in various chapters.

Should we avoid deep diving into freely available technologies?

Strategy One: Technocalamity:

Definition: When the overflow of free technology drowns old establishments and allows new young ones to become iconic leaders.

Usage: to build any new idea demands solid understanding of technology that can be used throughout the concepts with an architectural sense of structure and balance in order to allow technological hold on all functions from top to bottom of the enterprise.

Symptoms: Long innovative process are now failing on commercialization; things have moved into unknown; new thinking is required; skill gaps are visible; finger pointing and panicky cost-cutting is the new rule. New technologies are drowning old thinking. What is next?

Should we become overly content with whatever quality we produce?

Strategy Two: Age of abundance:

Definition: Age of Abundance has followed the age of curiosity and scarcity; we are in the age of abundance, where for every great idea, we have thousands of better ones.

Usage: build any new idea with extreme uniqueness and high value design.

Symptoms: PR, promotional campaigns are up but sales are down; competition has better, faster, cheaper options; the race is being lost; victory is hidden in other brand-new strategies; vision is being challenged, and the fog of confusion is cutting profits.

Should we only regard our hardware and factories as our only assets?

Strategy Three: Soft-power-assets management:

Definition: Soft-power assets are invisible assets such as vision, imagination and creative entrepreneurial skills.

Usage: build with creativity and wild imagination, like using steel and cement to hold a skyscraper.

Symptoms: Massive structural sets up now appear outdated, no new options, formulations and methodologies now appear liabilities, constant cost cutting will undermine stability, massive shift is new skills and strategies a must.

Should we accept our current speed of progress as top standard?

Strategy Four: Equation $365=365$:

Definition: how to achieve in 365 hours what we are conditioned to achieve in 365 days.

Usage: create high speed performance by new thinking of time and optimization, like high speed elevators work in skyscrapers.

Symptoms: For every new thrust in markets competition, the markets are always few steps ahead; long cycles of innovative thinking are hurting the organization; traditionally sluggish operation needs new definitions and new behavior to survive

Should we be happily satisfied in a 9-5 working model?

Strategy Five: Live $24 \times 7 \times 365$:

Definition: how to create around the clock $24 \times 7 \times 365$ organizational culture for global accessibility?

Usage: expand with new global age access and massive communication.

Symptoms: Local markets peaked, organizations cannot open dozens of new global age markets; retraining of the frontline delayed; processing of international business a nightmare, globally accessibility in crisis.

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Should we do nothing to improve our future?

Strategy Six: Alpha dreamers:

Definition: The five billion connected dreamers who will change the world.

Usage: Understanding the rise of alpha dreamers as a new world opens.

Symptoms: lack of Intellectualization of the organization on deep and precise understanding of the customers at large; new alliances; new funding; lack of quality contents; right language; better and smarter management.

Should we avoid any additional complex thinking models?

Strategy Seven: Quadrability formation:

Definition: mastery of four-dimensional thinking styles and multidirectional advancements.

Usage: how to create four times the productivity, four times the performance and four times the profitability.

Symptoms: Standstill no-action mode; Silence and do not rock the boat mentality; Silos and disconnections of all complex issues; critical need for interactive and bold dialogue to demonstrate consensus, while improving multidimensional thinking and execution

Should we only live on a day-to-day business planning model?

Strategy Eight: The global age:

Definitions: The global age is a post e-commerce cultural and entrepreneurial shift.

Usage: acquiring trend-hunting mastery, when growth is absent; understanding global age and open new markets.

Symptoms: Management has little or no ideas on the top trends forcing the industry; lack of superiority of knowledge, decision making and execution; lack of understanding of the global age, and lack of thought leadership on market differentiation

Should we only be happy with our own prosperity and not care about others?

Strategy Nine: Grassroots prosperity:

Definition: how to help local-national-global landscape at the grassroots level.

Usage: Social responsibility to create local grassroots prosperity,

Symptoms: lack of social responsibility and knowledge on how to mobilize local or regional programs to help the community grow; lack of contents to make Cabinet level presentations and stand up as a leader

Should we only target our local customer base and ignore the world?

Strategy Ten: Image supremacy protocols:

Definition: mastery of global image positioning.

Usage: how to lead across national and global marketplace creating intellectual property assets.

Symptoms: Lack of understanding of superiority of image and identity in the global marketplace and extreme value creation and image generation protocols, being stuck in decades old logo-slogan mentality

The above ten top critical components to provide wings to any great iconic ideas are explained in great details in the following chapters.

Each of the above item is covered in details in the following chapters.

Advanced Cognitions

No paper and pencil required: Visualize and imagine your entire enterprise or your new entrepreneurial idea; analyze it from top to bottom, all the hard and soft structures it occupies, the building, factories, warehouses, trucks and machineries, the pathways, the talented people, floors and elevators, the water coolers and corner-offices, the cafeterias and parking lots. Now, hold this entire structure in your imagination as if it was all in front of you as a fully functional three-dimensional reality. Now go inside to each key touch points of the main operations where your goods and services start into action, do the full loop from start to finish; step by step go over all the key processes till all such processes are satisfactorily complied and final results delivered to the end user, the customer. Once fully figured out, you are now ready to move to the next stage. In this next stage, now multiply in size and volume this visualized concept and structure by a hundred times, this will suddenly create a gigantic, monstrous looking empire right in front of you, now, once again, visualize all the big and small structures and operational flows, now re-imagine how the operation will unfold and how the production or services will flow to achieve the highest speed, quality, performance and profitability. Here, once again, you carefully visualize all the inter-flows and connecting of dots to move goods or services from point A to Z. At this stage your new difficult challenge is to isolate the entire flow of production while step by step erasing all the hard structure, the building, offices, floors, and people. What's left is a visualized schematic rendering of your core delivery and processing of your goods and services all visible only in your mind. A highly workable and efficient flow chart, without people and building structures. If you can do this you are already a very high-quality senior leadership potential

Now, we start the hard part; start re-arranging the entire work flow based on your knowledge, intuitions, talents, imagination and your wisdom, by process of elimination, you will design better pathways, better floor set up and smarter layouts to transform this humongous organization into a highly streamlined functioning enterprise. Once you have comfortably done this, once again, you only save the operational flows and eliminate the entire hard structures around. Leaving you with a brand-new schematic

rendering with very thoughtful and with improved and different flows and outcomes. If you can do this you are already an amazing visionary leader. Now, moving to the more advanced part, first achieve a comfort level of all this, depending on your skills, this may take a day or a full year of practice to arrive at such levels. Now compress this flow from 100 times bigger to the original 1% size where you started from; now that the entire flow has so dramatically changed and schematics start looking so different, start layering to this flow a different brand-new re-dressing with the right styles and shapes, buildings, offices, floors and now you will need special teams and talented people. An amazing shift of thinking has already taken place. Series of brand-new observations may open new alternates. This is high level work if done carefully and properly. Entrepreneurs thrive in this space, constantly visualizing, shrinking and enlarging their complex innovative ideas and their relative flow charts, changing schematics upside down and managing trainloads of people all the time resulting in high quality well thought out answers with high quality deliberations fine-tuned to fit any 24x7x365 access demands. That's why entrepreneurs appear as wizards in meetings, this is how they acquire authoritative knowledge, all tabled in boardrooms and labeled as gutsy wisdom at extremely difficult crossroads. This is how many dozens of such idea building and execution scenarios are living in their minds most of the time. That's why their work is not funding dependent it's all about fine tuning ideas to meticulous perfection so they become magnets to funding. This is how they live in unimaginable spaces of new ideas, sequenced to optimize the minimum of resources for maximum returns and ready with executable blueprints. That's why entrepreneurs are confidently ahead of the game. Entrepreneurs discover this all by themselves but only at their first attempts, as before such activity they have no idea about their hidden talents, in time with trials and errors they acquire mastery, this is when others start labeling them as crazy entrepreneurs. If you comfortably reach this point try these exercises on a few bold and impossible projects and you will be pleasantly surprised at your own hidden talents. You will realize that solutions and answers are automatically coming to surface. Lifelong learning and working with mind will become an amazing journey.

Just, imagine, visualize and create your own future.

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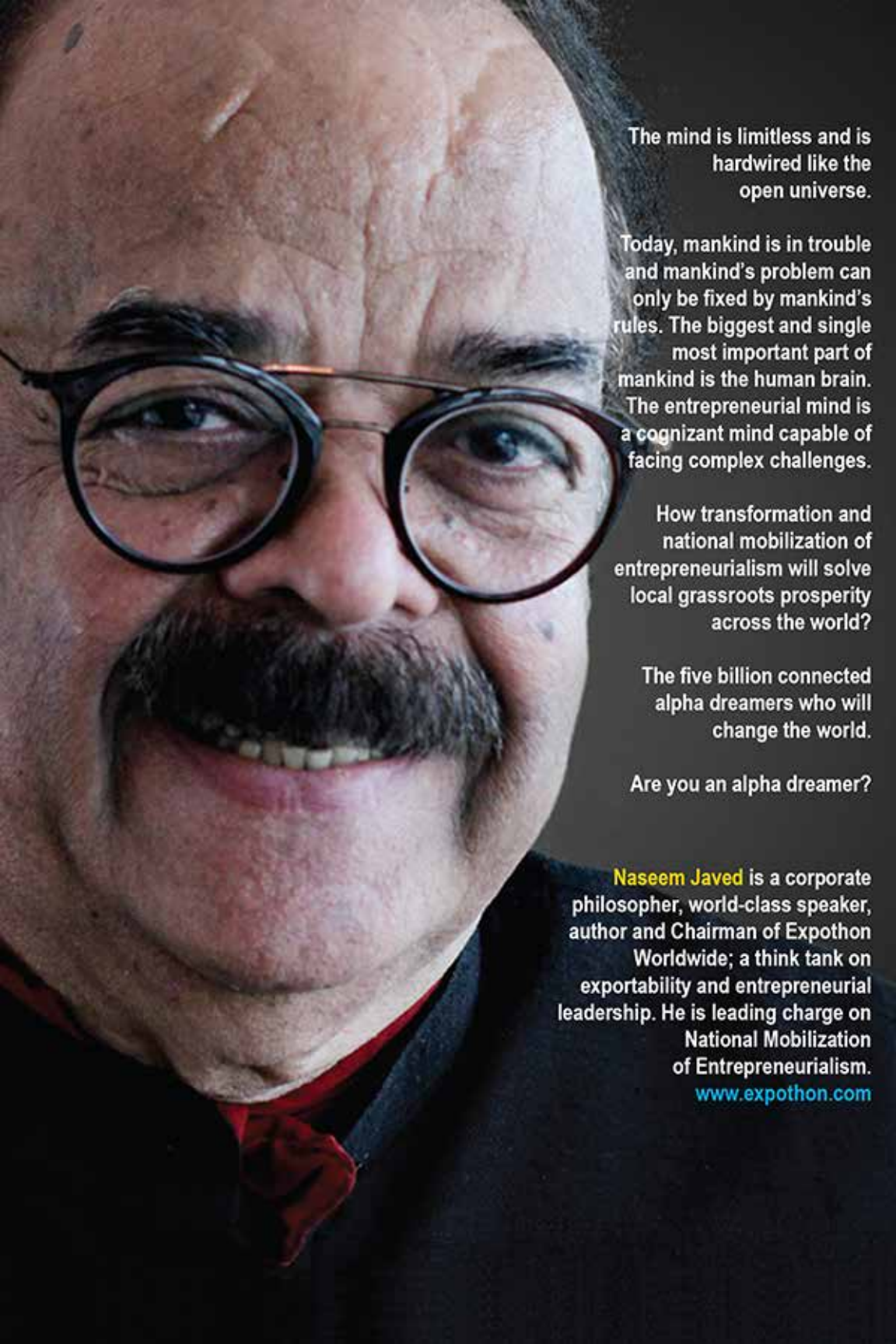
Author

Naseem Javed

Naseem is a corporate philosopher,
world-class speaker, author and Chairman of Expothon Worldwide;
Naseem, a Canadian, creator of Expothon Strategy
now getting global attention, on how to create 'supremacy of
innovative excellence and business leadership performance' via
high speed 'mass market penetration strategy implementation modules'
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Notes



The mind is limitless and is hardwired like the open universe.

Today, mankind is in trouble and mankind's problem can only be fixed by mankind's rules. The biggest and single most important part of mankind is the human brain. The entrepreneurial mind is a cognizant mind capable of facing complex challenges.

How transformation and national mobilization of entrepreneurialism will solve local grassroots prosperity across the world?

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Naseem Javed is a corporate philosopher, world-class speaker, author and Chairman of Expothon Worldwide; a think tank on exportability and entrepreneurial leadership. He is leading charge on National Mobilization of Entrepreneurialism.
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