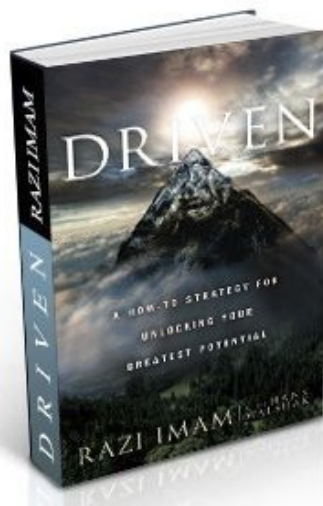


# **A Guide to Finding and Unlocking Junoon in Your Life and Work**

**A Workbook Based On  
*Driven: A How-to Strategy for  
Unlocking Your Greatest Potential***



**“The key to happiness is having dreams; the  
key to success is making them come true.”  
James Allen**

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## The Five Stages of Junoon

Junoon is a mysterious force an inner energy found in all super achievers that gets them into a state of positive obsession to achieve their goals.

As described in *Driven: A How-to Strategy for Unlocking Your Greatest Potential*, Junoon unfolds within a person in five, distinct waves:

- **The first wave of Junoon is called *pure inspiration*.** This phenomenon happens to all human beings at one time or another, in their lives. It surpasses by far any “aha” or “eureka” moment that may occur when you’re dealing with day-to-day problems. Pure inspiration reaches more deeply within you and is far more encompassing. This vision slams into your consciousness and unleashes within you a suprahuman sense of clarity and awareness to achieve your goal. It’s as though the universe speaks to you in an unalloyed way – and you listen.
- **The second wave of Junoon is *sixth sight*.** This wave takes you deeper into Junoon; and no, it is not what you call “visualization” in which you see only an end result. Sixth Sight conveys your entire plan; you feel the textures, smell the smells, and taste the tastes related to your goal. You see what you need to do, how you need to do it, and why you need to do it. You experience a breakthrough. You translate your plan into practical reality. You think about it, write about it, and talk about it with anyone who will listen.
- **The third wave of Junoon is *fanatic focus*.** This wave transcends ordinary concentration. You could say that you are bewitched by it. You live in it and through it, and *absolutely nothing* distracts you from it. Such an extreme focus spawns an overwhelming need to achieve your goal. You feel embodied within a trance, as this emotional and psychological transformation pours over you.
- **The fourth wave of Junoon is *metaphysical energy*, a phase that engenders energy in you beyond your wildest imagination.** You’re up and running at the crack of dawn, and you don’t fall asleep until the early hours of the morning. You may not even need food, or require far less of it to sustain yourself. Yet, wonder of wonders, your human immune system remains strong, and you stay healthy in the process. Your energy now springs up from the state of Junoon – something that others don’t understand about great achievers. They fail to see that this is not stress, but rather a

pure form of energy that propels your body, mind, and spirit into action to do whatever you need to fulfill your goal. This leads into the final wave of the state – social Junoon that grows out of your Junoon and wells up around you.

- **The fifth wave of Junoon is *Social Junoon*.** It moves out of from you like a web of attraction as you communicate your vision to like-minded people who can't help falling in love with it. Before this, Junoon centered within you as an individual; now it moves through you and beyond you to carry your inspiration to engage others' hearts and minds. Your goal takes on a collective power needed to complete itself. And as social Junoon encompasses others, they take on your Junoon and magnify it a thousand fold.

I have received many requests to provide a set of exercises that will help readers get into a state of Junoon. The state of Junoon is elusive and many of my readers are struggling to follow the real tangible steps they need to take to get into the state of Junoon.

For the last few years I've been developing and refining these exercises that if followed gets you into a state of Junoon. I have tested them on several people and in each case the person doing the exercises get into the state of Junoon.

This workbook contains the exercises to do this, however, if you haven't already read "Driven" please stop. You should first read the book to fully appreciate the exercises.

## Exercise 1

### Getting Pure Inspiration

Relative to Pure Inspiration, I am frequently asked three, key questions:

1. How do I get Pure Inspiration?
2. How do I recognize Pure Inspiration?
3. How do I know that my Pure Inspiration is not taking me in the wrong direction?

Let me start with a most important fact. If you are waiting for a divine inspiration, that is not going to happen. But Pure Inspiration does come to you as a goal that you intuitively know is something you should strive for and want to achieve. The inspiration is immediate, and you know in your heart of hearts that you should do everything you can to reach it. Such a goal has a dramatic effect on your life and on the lives of people around you.

The goal could be personal such as getting a new job, changing careers, buying a new house, reinventing yourself, or a social project such as eradicating hunger, illiteracy, or famine.

Your Pure Inspiration identifies and helps you to set in motion this game-changing goal. The thought of this puts a smile on your face and gives you goose bumps when you imagine yourself achieving the goal. It gives you an emotional rush.

The key is to identify that one goal that gives you your definition and your life purpose. So often we go through life dealing with our day-to-day issues, however, we all know, in our heart that we too have a big role to play. Identify and achieve that one goal that gives us pride, and helps us build a legacy. Pure Inspiration is when you know with absolute certainty that you have identified that **Goal**.

So, to answer the above three questions directly.

### **How do I get Pure Inspiration?**

**Answer:** By searching for the goal that will have a dramatically positive effect on your life and the lives of others.

### **How do I recognize Pure Inspiration?**

**Answer:** By knowing that the goal you have selected is an area of life that is very important and you are not happy with the level of achievement in that area.

### **How do I know that my Pure Inspiration is not taking me in the wrong direction?**

**Answer:** Any goal that will have a dramatic positive effect on your life and the lives of others is not taking you in a wrong direction.

Now, some of us are lucky that we have a goal we know will have a profound effect on our life and the lives of others. However what if you do not have such a goal? What if you have been busy living and are looking for that Pure Inspiration? You are looking for that one purpose for which you know you were born to achieve.

So, let's help you identify the one goal for which you can get into a state of Junoon.

On the next page, you'll find a list of areas of life with two metrics. First metric is the level of satisfaction you feel with all you have achieved in that area of life and the other metric is how important that area of life is for you.

Please grade them on a scale of 1 through 10 to indicate where you are in life today. Number 1 indicates the lowest level of satisfaction, and 10 represents the highest level of satisfaction. Also grade them in relative importance.

**Mildly Important – MI**  
**Important – I**  
**Very Important – VI**

Please start with the exercise on the next page.

**Areas of Life**

Please circle a number under satisfaction. 1 represents least satisfied and 10 is most satisfied. Remember you are basing these selections on how satisfied you currently are with this area of your life. Please also circle how Important this area is for you. Mildly Important would mean you do not think about it a lot, Important would mean the thought occurs once a week, and Very Important would mean that there is no question in your mind that this area of your life is extremely important for you.

**Career Accomplishment** – These are measurable achievements that you can list out in your mind such as becoming the member of the top performer’s club.

<b>Satisfaction</b>	<b>Importance</b>
1..2..3..4..5..6..7..8..9..10	MI...I...VI

**Financial Freedom** - Financial freedom may be defined broadly as reaching the point where you no longer have to trade your time for money in order to provide for what you want in life.

<b>Satisfaction</b>	<b>Importance</b>
1..2..3..4..5..6..7..8..9..10	MI...I...VI

**Family Happiness** – Happiness means different things to different people. For this exercise, ask yourself, are you happy with the current well being of your immediate and extended family.

<b>Satisfaction</b>	<b>Importance</b>
1..2..3..4..5..6..7..8..9..10	MI...I...VI

**Community Outreach** – Your current commitment and involvement in supporting your community.

<b>Satisfaction</b>	<b>Importance</b>
1..2..3..4..5..6..7..8..9..10	MI...I...VI

**Physical and Mental Health** – This is based on your current opinion of your physical and mental health. Are you happy with where you are in life as it relates to your health?

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

**Academic Achievement** - Your current level of academic achievement, certifications, skill development, trainings, degrees, fellowships, and specializations.

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

**Social Achievement** - Your current involvement with major social development projects such as illiteracy, malnutrition, clean water, career development, etc.

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

**Physical Achievement** - Some of us dream of achieving a physical challenge like running a marathon, conquering a mountain, scuba diving in deep waters, or trekking through the Amazon jungle.

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

**Business Success** – As entrepreneurs we dream of building great companies, developing a great working cultures, innovating, inventing, solving problems, helping customers and achieving strong financial successes.

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

Other \_\_\_\_\_

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

Other \_\_\_\_\_

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

Other \_\_\_\_\_

**Satisfaction**

1..2..3..4..5..6..7..8..9..10

**Importance**

MI...I...VI

Select the areas that have a score lower than a 6 score on satisfaction and yet are Very Important (VI). These areas of life are good candidates around which you will be able to develop a state of Junoon.

Now, develop a wish list for each area selected. A wish list is what you would like to achieve to move your satisfaction closer to 10 in this very important area of your life.

Wish # 1 \_\_\_\_\_

Wish # 2 \_\_\_\_\_

Wish # 3 \_\_\_\_\_

Wish # 4 \_\_\_\_\_

Wish # 5 \_\_\_\_\_

Select two wishes to continue with the exercise. For each wish, write out the goal, the description of the goal, and the time frame in which you would like to achieve your goal.

**Goal 1:**

Title: \_\_\_\_\_

Time Frame: \_\_\_\_\_

Description:

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**Goal 2:**

Title: \_\_\_\_\_

Time Frame: \_\_\_\_\_

Description:

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Select the first goal and answer the next list of questions.

**Goal #1:**\_\_\_\_\_

## **Ability**

**1. Do you have the knowhow and knowledge required to achieve your goal?**

**Yes - 1 points,      No - 2 points**

**2. Do you currently have all of the skills, and the technical expertise needed to achieve your goal?**

**Yes - 1 points,      No - 2 points**

**3. Do you have the network, contacts, and relationships required to achieve you goal?**

**Yes - 1 points,      No - 2 points**

**4. Do you have the time to apply your physical and mental energy to achieve your goal?**

**Yes - 1 points,      No - 2 points**

**5. Do you have the financial freedom to achieve your goal?**

**Yes - 1 points,      No - 2 points**

**Please add your total and circle a single number. Please do not over think the answers.**

**1.....2.....3.....4.....5.....6.....7.....8.....9.....10**

**1 = Highly Able    10 = Unable**

**Goal #1:**\_\_\_\_\_

## Logic

6. Based on your current ability as understood from the previous exercise, does the achievement of this goal seem logical to you?

Yes - 1 points, No - 2 points

7. Does the achievement of this goal seem logical to your family, friends, and co-workers?

Yes - 1 points, No - 2 points

8. Can you achieve this goal in the near future?

Yes - 1 points, No - 2 points

9. Do you have a well-thought-out plan, complete with all the necessary timelines, objectives, and actions?

Yes - 1 points, No - 2 points

10. Are you willing to give up if the goal seems illogical to achieve at this time?

Yes - 1 points, No - 2 points

Please add your total and circle a single number. Do not over think the answers.

1.....2.....3.....4.....5.....6.....7.....8.....9.....10

1 = Logical 10 = Illogical

Goal #1:\_\_\_\_\_

# Impact

11. Given your current situation, would the achievement of this goal have a game-changing impact on your life?

Yes - 2 points, No - 1 points

12. Would the achievement of this goal have a game-changing impact on your family, friends, co-workers and even our society?

Yes - 2 points, No - 1 points

13. Would the achievement of this goal have a financial, moral, or social impact on your life?

Yes - 2 points, No - 1 points

14. Do you feel personally responsible for achieving this goal?

Yes - 2 points, No - 1 points

15. Are you disappointed that you have not yet achieved this goal?

Yes - 2 points, No - 1 points

Please add your total and circle a single number. Do not over think the answers. Please note that compared to the previous exercises, in this exercise a "Yes" answer carries two points and a "No" answer carries one point.

1.....2.....3.....4.....5.....6.....7.....8.....9.....10  
1 = Low Impact 10 = High Impact

**Goal #1:**\_\_\_\_\_

## **Emotion**

**16. Are you frustrated/disappointed/upset that you have not yet achieved your goal?**

**Yes - 2 points, No - 1 points**

**17. Do you find yourself thinking about your goal all the time?**

**Yes - 2 points, No - 1 points**

**18. Do you feel time is running out and you need to move on your goal?**

**Yes - 2 points, No - 1 points**

**19. Can you imagine the sense of satisfaction and happiness you will feel by achieving this goal?**

**Yes - 2 points, No - 1 points**

**20. Finally, do you want to achieve this goal?**

**Yes - 2 points, No - 1 points**

**Please add your total and circle a single number. Please do not over think the answers. Please note that compared to the previous exercises, in this exercise a “Yes” answer carries two points and a “No” answer carries one point.**

**1.....2.....3.....4.....5.....6.....7.....8.....9.....10  
1 = Low Emotion 10 = High Emotion**





## Exercise 2

### Sixth Sight Developing a Cartesian Plan

As emotional and exciting the state of Junoon is, this state is fueled by logical and pragmatic thinking. Just feeling emotional and uplifted about achieving your goal doesn't help you remain in the state of Junoon. To continue in this state, you need a practical plan to support your goal.

Based on our research, top achievers who remain in the state of Junoon are masters in building a Cartesian Plan. Such a plan differs from regular planning tools. This plan invokes *vector thinking* in which you develop coordinates and define your direction in three areas.

Your 1<sup>st</sup> coordinate is "Finance" where you develop a clear understanding of what would you need financially and how you would obtain it to achieve your goal. The 2<sup>nd</sup> coordinate is "Team" where you identify and recruit the team you need to achieve your goal. The 3<sup>rd</sup> coordinate is "Blueprint" where you develop a clear set of actionable steps to gain the necessary skill set, education, mental and physical focus, and practical know how to achieve your goal. Once again the three coordinates of a Cartesian Plan to support your state of Junoon are:

- 1<sup>st</sup> Coordinate: Finance - Financing Your Junoon
- 2<sup>nd</sup> Coordinate: Team - Building the Team to Achieve Your Junoon
- 3<sup>rd</sup> Coordinate: Blueprint - Defining Concrete Steps to Achieve Your Junoon

**1<sup>st</sup> Coordinate - Finance:** This is one of the most important coordinate of the Cartesian Plan. The state of Junoon is widely affected by your ability to remain steadfast on your goal when you have fundamental life commitments that require you to make a living.

Most of us fail to develop this coordinate and find ourselves drifting away from the goal owing to the pressures of financial commitments. Mortgage, car payments, college fees, medical bills have to be paid. To remain in the state of Junoon you have to finance it correctly, so that the pressures of daily life do not distract you from achieving your goal.

In the examples of Junoon I have used in my book, *Driven*, all achievers had figured out the means for financing their Junoon. Gandhi was funded by rich families of India to help him stay steadfast to his goal of

liberating India. In some instances, achievers have remained in a state of Junoon without actually plotting the first coordinate, according to history records, their Junoon came at a high price to their families and personal lives. I like to solve the problem with a logical approach and plot this important coordinate as part of my Cartesian Plan. Consider this approach I have seen other achievers use to help finance their Junoon to achieve their goal.

1. **Personal Funds** – They start with their own personal funds if the goal is personal. They focus on their savings and other assets that they may have set aside. This is where they test their true commitment to Junoon. The defining mark of an achiever who is in a state of Junoon is his or her commitment to invest in it. A friend of mine had a great job at IBM. One day, he just got tired of the corporate politics and uncertainty of his career. He took his life savings of \$40,000 and invested in a business franchise, and started his life with no monthly income. The first day, his stress level was so high that after his first cold call he actually vomited in his basement office. Today he has a business of several millions and loves everyday of his life.

List your personal assets that you may use to support your Junoon:

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2. **Secondary Jobs** – Some achievers also consider part-time jobs, and consulting projects to keep themselves afloat while headed to towards their goals in a state of Junoon. Most actors follow this process relatively successfully and end up achieving their goals. Harrison Ford was working as a carpenter when he got his first big break with the movie “Star Wars.”

List the consulting and secondary jobs you may do to support your Junoon:

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**Bank Loans** – This is the most common route achievers take to finance their Junoon. They usually remortgage their house, and any such assets to get a loan from the bank.

List your assets that you may use to support your Junoon:

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- 3. **Family Loans** – This is second most popular route after the bank. All achievers who have been in a state of Junoon have at one time or another borrowed money from their immediate families to finance their Junoon. Ross Perot borrowed \$1000 from his wife to start EDS.

List family members who may support your Junoon:

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- 4. **Extended Family Loans** – Once they have approached their immediate families, achievers then reach out to their extended families with a passionate appeal.

List extended family members who may support your Junoon:

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- 5. **Loans from Friends** – Achievers approach their friends for loans when they know there is a clear return on investment from achieving their goals.

List your friends who may support your Junoon:

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- 6. **Grants** – This route is used when your Junoon is to bring economic or social wellbeing to the society. Meaning there will be a substantial benefit to the community, county, city, state and country if your goal is achieved. This opens up the opportunity to receive grants from different agencies and foundations.

List the agencies that may support your Junoon:

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- 7. **Corporate Sponsors** – This is similar to grants, corporations support achiever’s Junoon if it helps them promote their brand and corporate citizenship.

List corporations that may support your Junoon:

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- 8. **Angel Investors** – Achievers only use this route when their Junoon is to build a company that will provide significant returns to the investors.

List potential angle investors who may support your Junoon:

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- 9. **Institutional Investors** – Great business achievers have used this route when they are sure their idea will have a huge economic impact and their company will have the potential to be acquired for millions or go public.

List institutional investors who may support your Junoon:

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**2<sup>nd</sup> Coordinate - Team:** This part of the Cartesian Plan is called the core because without plotting this coordinate you have very little chance of remaining in the state of Junoon and achieving your goal. Every achiever in a state of Junoon has a core team of individuals that represent 3 areas of specialization.

1. **The Connector(s)** – This individual or group of individuals have excellent networks and relationships in the areas of your goal. They can quickly connect you with the main players who would support you in achieving your goal. They are well respected and have high integrity in their social circles. If you succeed in recruiting them to join your team to help you achieve your goal, the speed with which they can open doors is unlike anything you may have seen. They operate with such ease and elegance that you will be constantly amazed by their ability to connect you with the right persons.

Develop a list of Connectors who may support your Junoon:

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2. **The Implementer(s)** – This individual or group of individuals are operational experts. They develop processes for the smooth execution of your goal. Often when we operate in a state of Junoon we fluctuate between operating at a visionary level and a tactical level. These individuals help us carry out our plan. They are detail oriented, driven by the challenge of execution, and the pride from solving tactical hurdles. They are process experts and the main reason we remain in a state of Junoon. They give us the opportunity to move forward with our Junoon.

Develop a list of Implementers who may support your Junoon:

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3. **The Manager(s)** – This individual or a group of individuals have the ability to manage people and maintain calm in the face of chaos. They are excellent at directing team members, keeping them focused and to never lose sight of the goal. We who are in the state of Junoon are great motivators and inspirational leaders however when it comes to managing people, we often are poor managers. We do not take the time to train, develop and manage our teams. We are moving with such rapid speed that our team sometimes find it hard to implement the work that needs to be done. This is where the Manager really takes control and drives uniform execution from the team.

Develop a list of Managers who may support your Junoon:

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**3<sup>rd</sup> Coordinate - Blueprint:** This final coordinate of the Cartesian Plan plots the set of actions you have to do to fully operate in a state of Junoon. Without these sets of actions, you will become frustrated in a short period of time and more often then not give up on your goal. This coordinate gives you the ability to fully function in a state of Junoon. There are five areas of the “Blueprint” that will give you the ability to achieve a state of Junoon to complete your goal. For each area you need to answer five questions relating to What, How, Action, Measure, and Time.

**Five Areas of the Blueprint - Skills, Education, Experience, Mental and Physical Focus, Practical Know-how:** Depending on your capabilities you may not need to define the full Blueprint. Please fill out the areas that apply to you. If you already have the skills to achieve your goal, skip the skill section:

**Skills:**

**What skills do you need to develop to achieve your goal?**

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**How will you learn these skills?**

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**What Physical Actions will you take to learn these skills?**

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**Meaningful Measure** for acquiring the skills?

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**The Time** frame for acquiring these skills?

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**Education:**

What level of education do you need to gain to achieve your goal?

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How will you get this education?

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What **Physical Actions** will you take to get this education?

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**Meaningful Measure** for getting this education?

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**The Time** frame for acquiring the education?

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**Experience:**

**What level of experience do you need to gain to achieve your goal?**

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**How will you get this experience?**

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**What Physical Actions will you take to get this experience?**

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**Meaningful Measure for getting this experience?**

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**The Time frame for acquiring the experience?**

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**Mental and Physical Focus:**

**What** level of mental and physical focus do you need to gain to achieve your goal?

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**How** will you get the mental and physical focus?

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What **Physical Actions** will you take to get the mental and physical focus?

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**Meaningful Measure** for achieving the mental and physical focus?

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**The Time** frame for achieving the mental and physical focus?

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**Practical Know-how:**

**What** level of practical know-how do you need to gain to achieve your goal?

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**How** will you get this practical know-how?

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What **Physical Actions** will you take to get this practical know-how?

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**Meaningful Measure** for getting this practical know-how?

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**The Time** frame for acquiring the practical know-how?

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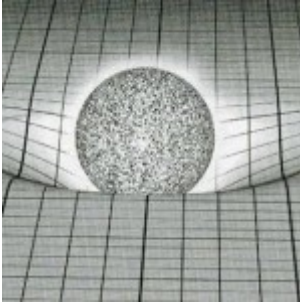
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These three coordinates form the basis of your Cartesian Plan. This practical approach provides a set of clear activities that help you remain in the state of Junoon. The mysterious force of Junoon is a combination of passion with logic to achieve your goal. The key is to develop these three coordinates that would allow you to reduce the technical and logical barriers that would stop you from achieving the state of Junoon to achieve your goal.

## Exercise 3

### Fanatic Focus

### Creating Synchronicities – Quantum Entanglements



In my research on Junoon, I saw a clear correlation between people who were in a state of Junoon and the number of synchronicities they experienced. It was as if being in a state of Junoon warped the universe around them, resulting in attracting people, events, and opportunities that may not otherwise have come their way. Each day they tell a new story of how they met someone, or they were standing in a line and an event occurred that was directly related

to their goal.

Creating synchronicities is one of the most powerful, yet least understood traits of Junoon. In 1920, Dr. Carl Jung derived this fascinating concept. He coined the term “Synchronicity” to explain his Theory of Meaningful Coincidences.

According to Jung, the phenomenon of synchronicity is characterized by a significant coincidence that appears between a mental state and an event occurring in the external world. Jung also noted that synchronicity tends to happen more frequently in times of intense intellectual, spiritual and emotional states. In my opinion, he is talking about the state of Junoon.

We’ve all have experienced such coincidences in our lives. A synchronicity occurs when through happenstance, we find ourselves with the exact person who may be able to help us. Or when we think of a person and suddenly run into him or her at a busy airport.

How many times have we all experienced a chance meeting on a train, at a coffee shop, in a plane, or at a bus stop, with an individual who is the exact person to help us achieve our goal?

You may have also noticed that such coincidences happen to certain individuals more often than others. We usually refer to these coincidences as lucky, bizarre, and funny.

Science is now attempting to explain this phenomenon. The answer lies in the world of Quantum Physics and now a growing theory of Quantum Entanglements. According to this theory, two discrete quantum particles

at great distances can be connected in a special way that makes them effectively two parts of the same entity. This is a faster-than-light link and is a fundamental aspect of quantum science. Plus you can put any distance between these particles and they still remain connected to the entity. Imagine your goal is this entity and opportunities, people, events are quantum entanglements that are connected to your goal.

So how does this quantum theory explain the possibility of chance meetings and other lucky breaks one gets when in a state of Junoon?

According to a recent study conducted by Dr. Francois Martin, of the Laboratoire de Physique, Dr. Federico Carminati a physicist at CERN Geneva, and Dr. Giuliana Galli from the Mental Health Development Psychiatry Unit, the experience of synchronicity as we have defined above is also seen in realm of quantum science.

Moreover, they say, “one can possibly see synchronistic events between the mental and the material domains as a consequence of a quantum entanglement between mind and matter”

It appears that the synchronicity we all experience can best be explained when we treat our conscious and unconscious mental states as two quantum states. These quantum states create mental fields that emit pulses. These pulses are the direct effect of neurons firing at the conscious and unconscious levels.

When you are in a state of Junoon to achieve your goal, your mind is constantly firing neurons that have complete information about your goal. Multiple pulses are created and emitted. And according to the quantum entanglement theory, discrete, quantum particles can be connected at great distances. This means that the possibility exists that the pulse created by the neuron firing in your brain may also connect with another neuronal pulse firing in another person’s brain both exchanging information about the goal. These two pulses interact with each other and your goal is the main link between them. It has been proven that these connections exist. Many times a single scientific discovery happens simultaneously across great distances, in two labs who never exchanged information physically, yet the timing of the discovery is precisely in sync. This is an example of how two individuals or teams in a state of Junoon end up connecting on the same goal while no real interactions have occurred between them.

Thus, to increase the possibility of synchronicities occurring to help you achieve your goal, you need to be in a state of Junoon where you are consciously and unconsciously firing neurons with the information about

your goal. The state of Junoon forces you to constantly think about your goal, and as you remain in this state you are constantly sending out quantum ripples, which interact with people for whom the same goal is equally important. Both you and these other individuals for whom this goal is important start putting events in motion that eventually lead you to connect through happen chance.

This is where the wave of Fanatic Focus comes into play. As described in my book and earlier in this workbook, “**The third wave of Junoon is *fanatic focus***. This wave transcends ordinary concentration. You could say that you are bewitched by it. You live in it and through it, and *absolutely nothing* distracts you from it. Such an extreme focus spawns an overwhelming need to achieve your goal. You feel embodied within a trance, as this emotional and psychological transformation pours over you.”

The next set of exercises I have outlined in this part of the workbook will provide you with the ability to consciously and unconsciously think about your goal. They will help you create a gravity pull that will attract like minded people, opportunities, chance meetings, lucky situations, and unexplained coincidences and help you achieve your goal. You’ll live your life through your goal.

Let us start with exercises to help you reach a state of Fanatic Focus to achieve your goal.

**Keeping Your Goal in Your Conscious and Unconscious Mind – The 10 Minute Phenomenon** – The goal of this exercise is to help you get into the habit of thinking about your goal on a daily basis for a period of 10 minutes. Why 10 Minutes? This is just long enough for you to get rid of all the noises and distractions of the day and short enough that you can practice it everyday.

You may find it difficult to think about your goal for 10 minutes. Then start with 3-minute intervals. Eventually, you will reach the 10-minute mark. Unlike regular meditation where you sit still, in this exercise feel free to write out your thoughts. This exercise will help you move your goal to the forefront of your thinking every day. You’ll be surprised how much this exercise of thinking about your goal for 10 minutes every day will create synchronicities that would help you achieve your goal.

### **10 Minute Phenomenon:**

1<sup>st</sup> Minute – Think about why you want to achieve your goal.

2<sup>nd</sup> Minute - Think about your plan to achieve your goal.

3<sup>rd</sup> Minute - Think about all the people who can help you to achieve your goal.

4<sup>th</sup> Minute - Think about how you plan to connect with these people.

5<sup>th</sup> Minute - Think about the challenges you face in achieving your goal.

6<sup>th</sup> Minute - Think about how do you plan to solve these challenges.

7<sup>th</sup> Minute - Think about the synchronicities you need to achieve your goal.

8<sup>th</sup> Minute - Think about the impact you will have when you will achieve your goal.

9<sup>th</sup> Minute - Think about the emotional rush you will get when you will achieve your goal.

10<sup>th</sup> Minute - Think about the day, week, month, and year when you will achieve your goal.

**Become a guru, an expert on your goal** – Read, read, and read. This is when you read any and all materials available to help you achieve your goal. Find books, articles, reviews, opinions, blogs, and magazines to assist you. Contact other experts to discuss and debate. Become an intellectual on your goal and understand all aspects of it. People should refer to you as an expert in your field. You should read one book every month on your goal.

**Become an Expert:**

Pick five books you will read to help you with your goal. Check the box when done.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

4. -----

5. -----

Select 3 experts in the field of your goal and how you plan to connect with them.

1. -----

2. -----

3. -----

**Speaking, listening and writing** – When we study great achievers in a state of Fanatic Focus, the one element they all possess is the ability to write, and communicate about their goal. You should learn how to communicate your goal clearly and succinctly. When people meet you, you should not come across as a person who is confused, and scattered brain. Learn to develop your elevator pitch.

**Develop an Elevator Pitch and a Story:**

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These three exercises will help you create synchronicities as a result of your constant thinking about your goal.

**Junoon Exercise # 3 - Creating Synchronicities**

10 Minute Exercise	Write out your Synchronicity	What Caused It	Share your Story	Date

As you write out your synchronicities, you'll feel the sense that your Junoon is warping situations, opportunities, and events into your life that will help you achieve your goal.

## Exercise 4

### Social Junoon Creating a Movement, Social Junoon

Now that you have identified your one purpose and are in the state of Junoon to achieve it, it is time to recruit help and turn it into a Junoon for other people in your life.

When in a state of Junoon, leaders often transfer their Junoon to their teams. This phenomenon appears to be viral in nature, but when we study Junoon, we realize that all leaders practice four major principles referred to below to make this happen. It is not by chance that their Junoon becomes the Junoon of everyone in their companies.

When you consider companies like Apple, Intel, Google, and Southwest Airlines, you cannot help noticing their passion for excellence. Every employee in the company shares the founder's vision and passion for success. How do these companies create such a high-performing culture with a single focus on the founder's mission? How do they keep their teams motivated on projects that may take years? What do they do to inspire such loyalty and commitment?

The answer to these questions lies in one common trait shared by leaders like Steve Jobs, Andy Grove, and Herb Kelleher. They know how to transfer their Junoon to their entire company. Their Junoon spreads virally throughout their organizations and results in a culture that becomes passionately committed to fulfilling their leaders' goals.

The four principles they follow to turn their Junoon into a movement are:

1. **They carefully select their champions.** They are expert at identifying the traits of people they believe who can champion and promote their Junoon. These champions are individuals with credibility, networks, and speaking skills. They are diligent workers, driven by a larger purpose. They aren't motivated by money; they are motivated by a cause. And they know how to recruit other champions with similar traits.
2. **They develop a platform for mass participation.** They are skillful in the art and science of creating a cause that enables others to internalize their goal and to feel it as their Junoon. The key here is

that these leaders don't own the Junoon, control the Junoon or manage the Junoon. They simply create a cause so that everyone can participate and feel the Junoon.

3. **They remain readily available.** Leaders who turn their Junoon into a movement have a strong commitment to be available to the people in their organizations. They don't stay aloof and expect their Junoon to have a life of its own. They participate at the floor level. Anyone can meet with them, gain access to their time, and feel a level of friendship and acquaintance with them. They provide their content through a multitude of media -- from speeches and podcasts to video blogs, and face-to-face meetings.
4. **They capture moments, stories, and promote.** The adages that a picture is worth a thousand words and that stories never die are true when creating a movement. Leaders in the state of Junoon relate stories that create movements, and their stories gain strength over time and take on a life of their own. Their stories become the platform of communicating their Junoon and drive a high level of emotion and commitment.

## Exercise 4 Social Junoon: Creating a Movement

### Select Your Champions: Based on Credibility, Integrity, Networks, and Recruiting Ability

Family: \_\_\_\_\_  
 Friends: \_\_\_\_\_  
 Co-workers: \_\_\_\_\_  
 Business: \_\_\_\_\_  
 Partners: \_\_\_\_\_

### Platform for Mass Participation

Discussions	Date: _____
Blog	Date: _____
Facebook Page	Date: _____
Twitter	Date: _____
LinkedIn	Date: _____
Meetings	Date: _____

### Readily Available

Conference Calls	Yes	Available	No
Group Discussions	Yes		No
Emails	Yes		No
Newsletters	Yes		No

### Capture Moments and Stories

Share Stories	Yes	Shared	No
Youtube Videos	Yes		No
Photographs	Yes		No
Articles	Yes		No
Blog Entries	Yes		No

**Junoon Exercise # 4 - Creating a Movement, Social Junoon**

Junoon	Select Your Champions	Platform for Mass Participation (cause)	Be Readily Available	Capture Moments and Promote

## The Man in the Arena

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."

Theodore Roosevelt