



**AWAKEN**  
*creating a modern business manifesto*

*The Beliefs That Are Starting A Business Revolution*

**Praise for *Awaken:***  
***The Beliefs that Are Starting A Business Revolution***

“*Awaken* gives us a fresh perspective on today’s business beliefs while challenging us to lead what we believe. Finding a simple yet, inspiring tool that empowers entrepreneurs, leaders and team members to become the change they desire is rare. *Awaken* fits the bill introducing a new book format that involves the reader in their own process of transformation.”

-- Chris LoCurto, Vice President of The Lampo Group

“Business moves at such a breakneck pace today that, if we’re not careful, we can get carried away and lose sight of our core guiding beliefs. *Awaken* not only reminds us to pause for a moment to think about what we believe, but it also gives us a framework to further define those beliefs and bring them to life in our businesses.

Scott is one of my ‘go-to guys’ for business wisdom and counsel, and I know that after you read this book, he’ll be one of yours, too!”

-- Shawn Ellis, Founder of The Speakers Group

“*Awaken* is a refreshing process that helped me discover my true core beliefs that have now become the foundational building blocks of my business. This book has helped me awaken a renewed enthusiasm for the work I do and helped me focus on the reasons I work so hard to make my business successful. *Awaken* could revolutionize the way businesses operate.”

-- Dennis Martin, actor, acting coach, author,  
owner of Prompter Talent

“*Awaken* asks the right questions to help a person determine the “why” within their business. The unique thought book format empowers us to discover our true beliefs and act on them.

Experiencing Scott within a business group setting for the past year and a half, *Awaken* amplifies his philosophy in business and in life which is to be true to your beliefs.”

-- Paul Geisen, owner of Ergonomic Wellness, LLC.

**Beliefs drive behaviors.**  
**Behaviors yield results or consequences.**  
**Results drive business success.**  
**Consequences diminish business success.**

Here are a few beliefs that have changed the world:

Ferdinand Magellan's...  
proved the earth was round.

Galileo Galilei's beliefs...  
discovered our solar system.

Thomas Edison's beliefs...  
gave us the light bulb.

The Wright Brother's beliefs...  
gave us flight.

Henry Ford's beliefs...  
gave us an automobile for the masses.

Gandhi's beliefs...  
transformed India.

Martin Luther King's beliefs...  
solidified the equal rights movement.

John F. Kennedy's beliefs...  
challenged man to land on the moon.

Sir Timothy Berners-Lee's beliefs...  
gave us the world wide web.

Mark Zuckerberg's beliefs...  
gave us Facebook.

***What do you believe?***





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This book is dedicated to the amazing women in our lives,  
Cindy Cutcher and Kelly Lowry.

Thank you, Kelly & Cindy for believing in us and making it  
possible to act on our beliefs.

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## ❧ PURPOSE OF AWAKEN ❧

What do you believe and why?

If you have never defined, articulated, or confirmed your beliefs, then your actions are being governed by someone else's beliefs. Whether it was a parent, friend, spouse, or colleague who shared, imposed, or illustrated their beliefs to you, someone has influenced your behavior through their beliefs. Understanding your beliefs and discerning which ones are truly yours is the first step in becoming who you were designed to be.

Everyone has that moment when an experience shatters a previous perception and a new belief begins to form. I had one of those experiences in my early thirties, and it made me question every belief I had ever had. The revelation? Most of my beliefs weren't truly mine, and they were sabotaging my ability to achieve my dreams. Frustrated by this revelation, I went on a quest to discover who I truly was at my core. Simply, what I believed and why I believed it. The realization was that my values and my beliefs didn't match up. This disconnect played havoc in my life, especially in my professional life. I continually felt that I was falling short of my goals.

I began looking for a process that would challenge me to not only think deeply but also solidify what I truly believed. It was all there in the pages among the philosophical ramblings of some brilliant thought leaders, and after three years of

introspection I knew without a doubt what I believed. Like a newly ordained minister, I now freely share my beliefs with my friends, family, and clients when prompted (even sometimes without prompting). I discovered that simply stating what you believe is the best way to find out what others believe. Under scrutiny, imposed beliefs will waiver, but true beliefs stand firm.

Could getting people to understand what they believe really be that easy? Tested and proven, the concept for *Awaken* was born.

We are currently experiencing fundamental shifts in human behaviors, especially consumer behaviors which influence the markets. Entrepreneurs, small businesses, and other organizations are struggling to adjust to these fundamental shifts often reacting to them instead of navigating them.

A business revolution has begun with young and intuitive organizations leading the way by innovating through an understanding of what they believe, why they believe what they believe, and aligning what they believe with their daily actions. Who are the leaders in this revolution? Companies such as Zappos, Threadless, Google, and Facebook to mention a few.

Knowledge is potential power. True power, however, only exists when knowledge is put into action. Many books

contain great information, but they lack the ability to easily transform that information into usable, implementable data. Thus, the concept of a “thought book” was born.

So, what is a “thought book?”

A “thought book” presents a synopsis of a subject matter while utilizing a reflective process that makes a series of statements. Statements are then followed by a series of questions, causing you to think about each statement and journal your thoughts.

The purpose of this “thought book” is to awaken your own beliefs about the four core areas of business and create from these beliefs a set of values that will guide your actions. We believe that the four core areas of business from which all other areas are developed are: Self, Environment, Opportunities, and Connection. Whether your beliefs align with ours or not, the question is, are your beliefs truly yours or someone else’s? Are your beliefs empowering your success or diminishing it?

*“What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability. It is more likely a function of our beliefs about who we are.”*

*- Anthony Robbins*

*Awaken* is formatted to spur deep thought. We state what we believe and challenge you to agree or disagree with

each belief. Space is provided to journal your thoughts. We will also examine three different success stories and how their beliefs played a major role in their accomplishments. First, we will look at an example of beliefs used from a self-governance point of view. Second, we'll look at an example of beliefs transferred from a leader to an organization. Finally, we'll examine beliefs compiled by a collective group and utilized to form a culture.

We believe that the sharing of knowledge is the truest expression of humble power. This makes you stronger and empowers others. *Awaken* puts this belief into action by providing you with the chance to collaborate via our Facebook page. There you can engage us, along with others, in an honest dialog about beliefs and how these beliefs will influence business in the next decade.

Whether you are an individual, a startup, a department, or a corporation, we have outlined how to get the most out of this experience. Pick the outline that best suits your situation.

**Personal:** Simply experience *Awaken* by yourself. Utilize the format to provoke thought, awaken your inner dialog, and validate your beliefs to better live according to them.

**Partner:** Same as personal, except, you will partner up with a colleague, a friend, or a family member and experience *Awaken* together. Schedule regular meetings to discuss any

revelations. Use the simple outline in the conclusion section to create your personal manifesto(s).

**Startups:** Involve your partner(s), a fellow entrepreneur, colleague, friend or family member and experience *Awaken* together. Utilize the format to provoke thought, awaken your inner dialog, and validate your beliefs while meeting regularly to discuss any revelations. Using the simple outline in the conclusion section, create a manifesto to use in developing your company culture.

**Department:** Use as a team building exercise and experience *Awaken* together. Utilize the format to provoke thought, awaken your inner dialog, and validate your beliefs while meeting regularly to discuss any revelations. Using the simple outline in the conclusion section, create a manifesto to use in developing your departmental culture that will empower the company vision.

**Corporate:** Use as a team building exercise and experience *Awaken* together as a company. Utilize the format to provoke thought, awaken your inner dialog, and validate your beliefs while meeting regularly to discuss any revelations. Using the simple outline in the conclusion section, create a manifesto to use in developing a corporate culture that empowers the company vision.

**Caution:** Don't rush the process. One belief a day is optimal to allow honest, inner reflection and create engaging dialog.

Are you ready to awaken your true beliefs  
and capture your full potential?



# **AWAKEN YOURSELF**

philosophical beliefs



*We believe organizations  
should be built around a  
strong “why” not a what.*



**Journal your initial thoughts below:**

# BELIEF JOURNAL

**1. If you do not agree, create a belief statement using your own words.  
If you do agree, feel free to put this belief into your own words.**

**2. Did this belief come from your own experiences or from some else's beliefs? Explain.**

**3. What values will guide your actions in living out this belief?**

*“For those who believe, no proof is necessary.  
For those who don't believe, no proof is possible.”  
- Stuart Chase*



*We believe a good  
concept is useless unless  
others see its value.*



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*“Men often become what they believe themselves to be. If I believe I cannot do something, it makes me incapable of doing it. But when I believe I can, then I acquire the ability to do it even if I didn't have it in the beginning.”*

*- Mahatma Gandhi*



*We believe you can  
not innovate without  
understanding.*



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*“One life is all we have and we live it as we believe in living it. But to sacrifice what you are and to live without belief, that is a fate more terrible than dying.”*

*- Joan of Arc*



*We believe the purpose  
of any organization is to  
serve others.*



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**2. Did this belief come from your own experiences or from some else's beliefs? Explain.**

**3. What values will guide your actions in living out this belief?**

*"Live your beliefs and you can turn the world around."  
- Henry David Thoreau*