

Want to become a \$100 billion company?

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It is no surprise when you find spearheading leaders, whom I call limitless creators, stop at nothing.

Recent studies of leadership at Walmart (\$657.3 billion yearly revenue; Market Cap: \$569.37 billion), Alphabet, Google (\$ 318 billion yearly revenue; Market Cap: \$2.203 trillion), Apple (\$381.4 billion yearly revenue; Market Cap: \$3.437 trillion), Amazon (\$590.4 billion yearly revenue; Market Cap: \$1.912 trillion) , Berkshire Hathaway (\$410.93 billion yearly revenue; Market Cap: \$0.953 trillion); Volkswagen (\$348.12 billion yearly revenue); and many hidden family enterprises whose leaders have created companies above USD \$100 billion, from 30 years run to crossing even 700 years, hold a truth behind their journey towards limitless growth. Apple's yearly revenue in USD in numbers is \$381,000,00,00,00 per year and in INR it is 31,62,300, 00,00,000 per year. And, in market cap, it runs in trillion USD mark.

Now, why the drama of writing all these large numbers?
Appreciate your patience with me!

There is a crucial truth that we all shy to admit and fail to completely see when such tall **reality** we are to meet and digest.

This truth, like other truths, sound bitter at first but for sure **will set you free.**

The number these giants generate are scary! But the truth under-pinning the reason behind them to be scary is – **they took from their founding days decades ago till today a scary investment decision.**

Yes, each and every of these scary tall creators of reality have **one common habit**
- They take scary investment decision even if it is all-in, bust or boom.

They take risks as scary as you can imagine, with money, relationships and literally life.

This is a fine quality these businessman turned leaders have harnessed wholeheartedly—from founding days itself. It is not that when they are this big they can take any scary decision. No.

The scary word holds meaning true in every sense when they began using it first when they had everything to lose including even life!

Think for a moment.

When was the last time you took for growth a real scary decision and not typical ROI calculation guaranteed investment type deal?

So, if you wish to find reason beneath the surface that answers how they were able to take monstrously scary decision, taking risks on investment for growth of business then it is not purpose or vision, or anything that books or consultants will tell you.

Thousands have visions and five only manifest.

And, they have close to their chest the purpose and mission and the beautiful vision.

Before, I share my perspective (not answer) for your discernment and usage of course, I would like you to know that for nearly 30 years now working with global

family enterprises, with family's revenue between USD \$400 million – USD \$58 billion, with generations ranging from two generations and up to fifteen generations, the perspective I am sharing mirrors with recent studies on the super giants mentioned above.

The perspective is: **“Leaders at these threshold breakers like Walmart or fifteenth generation global family enterprise going strong & ‘new’ as ever, is because they are abnormally honest”**

They are brutally honest to what they love. Period.

They don't waste time behind purpose, missions and visions and sit around doing lukewarm actions but give it a full bloodied plunge with all in and take that necessary scary investment to bring the future they deservedly want to be delivered.

Now don't get me wrong - Purpose, mission, calling or life vision are critical but without you taking whatever action that is necessary to really bring your calling to life, it usually begins with a scary action of investment.

Investment of money you can't afford or don't intend to because its scary and uncertain and fear of failure grips you or anything but action that scares the hell of you...

It is when they make their scary decision of investment their purpose, visions and mission starts really looking true friends who would not cheat away the time while delivering nothing but an illusion or a miniature reality which won't last time anyways.

These leaders holds wisdom of true spirituality and intelligence to make such calls.

I know many personally who are so close to breakthroughs of their life only if they take a plunge and create a history in golden letters for prosperity and bold vision to perpetuity expand like their own universe.

They are real hero awaiting for that moment in them to take that scary riskier step.

In truth, some of the most beautiful place on our planet are hidden like gems in riskiest terrain and scariest hights, but, if you could make it then you would meet divine. Hence, it's not the path that scariest or riskiest – It is the way and the only way to get there is through.

Let me share one live scenario and you will find what I mean by abnormal honesty.

So, in our experience of working with family businesses, we often come across profound confusions, among all members, around very basic definitions, such as the meaning of '**family**' itself.

Even after several decades when families are asked to define 'family', they often provide conflicting definitions, with each member having a different interpretation. There seems no clear understanding with which each member operates (or wishes to operate). When it is all unclear you struggle for boundaries.

These boundaries are crucial for limitless growth.

The bottom-line of having such simple definition lived for decades by members with profound confusion is they fail to get abnormally honest about what they truly love. Yes, you may benefit reading it again and I will understand if this will take time to settle in.

You see—being clear in what you truly love is a birthplace for your life-changing go-points i.e. your decisions. Being clear, using abnormal honesty, creates required boundaries, in which you grow limitlessly.

Leaders who decides to perform life duties including creating wealth & legacy using abnormal honesty thrives in their intentions, giving up egos and excuses which otherwise fill their time for acting relentlessly.

It is one thing to be clean at heart and it is completely other being clear in mind.

Usually, leaders who are aware that being clean at heart isn't going to make breakthroughs unless he builds a clear mind using honesty with self. Ironically, like with all truths in life, always present right in our hearts but take years and sometimes decades to acknowledge and accept it, the clear mind is an outcome of truth be told of heart to the mind.

The truth is always in the heart and all it needs to be learned is if you ask – **What do you truly love?**

These leaders believe that they are the spiritual beings in the human form and their soul speaks in the beats of their heart. They don't get afraid to let mind do exactly as the beats are saying so. On the contrary, they do exactly opposite of what mind is being fearful of.

For e.g: They would make massive investment in creating whatever it takes to fulfil the vision they hold. And, unless the investment is scary it is not worth it and nor it is going to be of any use. Leaders (or creators) know this and they would go against the quivering mind and make that bold square decision.

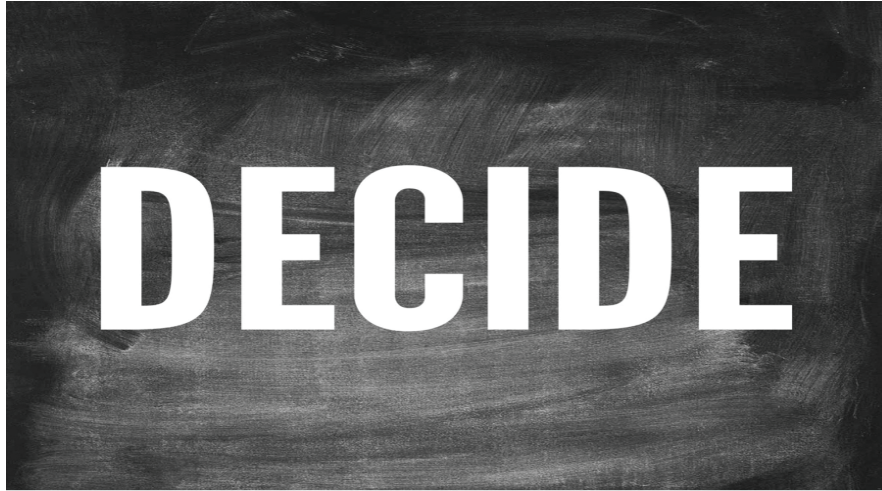
The gift of being clear in what you truly love is that you decide. The leaders of decide and don't keep wishing and wanting but call out, with their abnormal honesty, what truly they love most and cut off all the rest.

What I am going to share below can free you for life no matter how miserable or challenging or self-created entanglement you are in.

So, please pay attention if you want to create a life with spiritual abundance and may even a legacy that thrives in all directions including limitless financial energy coming through you unstoppably and perpetually.

All the leaders I mentioned above and I coach and I come across during their development of family constitution where hundreds or thousands of definitions and much more they all get 'clear' about helps them create those boundaries within which they go boundless.

So, here is the core insight I would ask you to pause all you are thinking and doing and understand this if you want the life you really care to create without compromising your soul's ask.



WHAT IT MEANS TO DECIDE

While crafting this piece, to serve you, I became intrigued by finding synonyms and antonyms for the word "decision."

Here's what I found:

- Decision—Synonyms (Similar meanings): Determination, conclusion, resolution, result, outcome.
- Decision—Antonyms (Opposite meanings): Indetermination, procrastination, postponement, delay, deferment, indefiniteness.

(Just notice the above two and do a kind act of feeling yourself for few seconds..)

How fascinating ...

"Determination."

"Conclusion."

"Results."

Who doesn't LOVE feeling determined?

Who doesn't LOVE getting results?

Here's an even better question: Would you rather feel determined, or the opposite?

Conclusive, or the opposite? Do you prefer getting results in life, or the opposite?

Because the opposite is what we get when we can't get ourselves to make DECISIONS!

The definition of "Decision" actually has Latin roots. The meaning of the word "decide" comes from the Latin word, *decidere*, which is a combination of two words:

de = 'OFF' + caedere = 'CUT'

CUT + OFF = DECISION!

To decide literally means to CUT OFF everything except the things that matter most.

This concept can be insanely powerful once we start applying it in our lives.

But to apply it, we need to know what we want MOST in life.

In other words, we've got to have an idea of

- What we're ultimately after in life—What your soul loves?
- And then we need to do all scary things – mainly scary and risky things, like huge and massive investment into something that would help you create your dream that is worth come true.

This isn't as airy-fairy as it sounds. This is what it is with those leaders who made a choice to live out of abnormal honesty. As, all else is wastage of precious human life the spirit took to perform some major tasks of improving lives, mankind, or anything that the soul care including joy of performing ballet for god sake if that be what the dream you care about or love most.

Don't think too much on the above. You already knew it in your heart somewhere, I just laid word and its meaning and a story for you. So, just accept this truth. Make this change in you to decide, for the change you always wanted to be.

March and don't stop – you can be creating the universe of your own including crossing the USD \$ 100 billion mark, if you do the scariest things from today that is critical to make you not stop reaching to what you love and dream.

I hope this has really helped.

