

A plan
TO
Conquer
THE World
IN MY (VERY) OWN
Way *

happiness

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happiness

Organize your happy chaos!
Share it using #HappimesSTribe

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I want to be an entrepreneur but I have no ideas

The world needs that gift that only you can give*.

There is no one in the world with your particular mix of abilities and experiences, your unique and unrepeatable vision over things, your tastes and your ways of doing things.

When we hear the words talent or gift, we think of something innate and spectacular. But not all talents are out of the ordinary and with no doubt, most of them are not innate.

All talents need to be polished to shine. **No one is born (or dies) as a finished work.**

3 ways to find my gift to the world.

1.

Define your strengths, abilities that are natural to you and that are not limited to a single job. Do you enjoy public speaking? Listen to others? Do you like research? Does it feel natural to be a leader? Do you feel passionate about helping other people?

Think of your strengths as activities that give you strength, even if you have not mastered them to perfection; and of your weaknesses as activities that weaken you, even if you know how to do them well. If it is a strength, you will notice that after these activities you are fulfilled and satisfied, even if you're physically tired.

You can list them hereunder and check this section as many times as needed.

Dotted lines for writing.

* Paraphrasing Marie Forleo

Dotted lines for writing.

2.

Find a problem that is interesting to you. To Steve Jobs, it was about finding beauty in the appearance of a personal computer. For Elon Musk it is about stopping global warming with his electric cars. For Gino Tubaro it is about helping people to live with no limits through his multiple inventions.

The problems that are nearest to our hearts and our own personal experiences are those for which we will be willing to dedicate tons of hours to find them the best possible solution. **Those are the ones with the best chances of becoming our passions.**

Make a list of those problems you feel the closest. Then, go back to your strengths list and think: Which of your strengths could you use to design a better solution?

Dotted lines for writing.

Are there other companies or entrepreneurs doing this?

This are not bad news. On the contrary, it confirms that the need you identified actually exists. Do not fall in the idea that "it is solved, what else could I bring to it?". Remember you have your own way of experiencing both the problem and the world, and that gives uniqueness to your solution.

¿Puedo recibir esta idea en este momento de mi vida?

Ask yourself:

Does this idea fit in the vision I have of my future self?
Can I make adjustments in my lifestyle and daily tasks to have the time and minimum space necessary to experiment with this idea?

Do I count with the necessary resources to sustain its growth for the time I project will be necessary?

Verify the timeline you have projected consulting others that went on a similar path.

Will my future-self regret not trying?

Sometimes the only thing that is really clear is that the future (your personal future and/or the world's future) needs you to give this step ahead. You can ask yourself: If this thing you want to give to the world never existed, how would the future look like in 5, 10 or 20 years? You can also think in how would you like your successors to remember you. In other words, could you make the check-out of your life without giving this a shot?



Use the blank pages of this notebook to take note of the answers. Do not try to answer all of them in just one day, give some time to your research. Remember to do it at first time in the morning. Use the index to go back quickly to your answers.

I don't know where to start

What stops you from starting?

Sometimes it is fear: of making a mistake, of ending up with a bad outcome, of doing something you never did before, or getting bored. Fears are projections to the future. Since they are not real yet, they paralyze us because there is nothing we can do with something that has not happened yet. When a particular fear paralyzes you, **fill the following chart:**

This space won't be enough. Do it in another page of this notebook.

If I...

(Complete with whatever it is you want to do that scares you)

What is the worst that could happen?

Write the worst thing you think that can happen. Dig deeper when looking for it.

To prevent it I could...

Write one or more ideas to prevent that from happening.

But if everything goes wrong, this is what I would do to fix the damage:

Write all the options, even the ones you do not like.

Creating this hypothetical scenario updates our relationship with that particular fear and takes us out of the paralysis. Most of times that is all we need to keep going. Fears usually dissolve in action.

If what scares you is the complexity and not knowing where to begin, ask yourself: *Which is the simplest way of bringing my idea to life?* or as Tim Ferris says: *If it was simple, how would it be?*

The answer?
Design it.

What are the key-results?

They're not tasks! They are the result of multiple tasks.
That's why they can be achieved in many ways.

They are milestones in the timeline of concretion of your Goal: if that objective has a deadline by the end of the quarter, your key-results should have a deadline of their own around the previous months, so they can function like real progress indicators.

They're directly linked to the Goal, 'sine qua non': when you state them, you have to evaluate what is the best indicator. For example, 'if my objective is to improve my customers' experience, I can measure how many claims I get a month instead of measuring the amount of claims I solve in a month: if I'm solving a dozen claims but receive hundreds, I'm far from accomplishing my goal".

It's perfectly okay to use percentages when you state them. For example, 'Selling 20% more than the last period' or 'Receiving 40% less claims from our costumers".

Scoring and evaluating results

By the time you're reaching your deadline, check whether your key-results were accomplished:

If the answer is negative, they get 0 (zero) points.

If it's positive, they get 1 point. In average: if you had 3 key results for 1 goal and only accomplished 2 of those, the result would be $\frac{2}{3}$ or 0.66 points. Anything between 0.6 and 0.8 is considered a good concretion score.

If you accomplished all of them, congratulations! But take note: next quarter, you could be a little more ambitious with your Goals ;)

I leave a mock-up of this on page 96, so you can fill in or track down your Goals and key-results

¡¡
Cuándo
CAMBIAS
la forma de
VER LAS COSAS,
LAS COSAS QUE
VES CAMBIAN.

-DR. WAYNE DYER

Celebrate yourself!

There is something registered very deep inside me and all of us, begging 'not to fill the whole space', not to make things uncomfortable or not to stand out. There is also that fear of 'previous-celebration' that decides to show up before, after and in the middle as well: it is actually fear of celebrating ourselves, really.

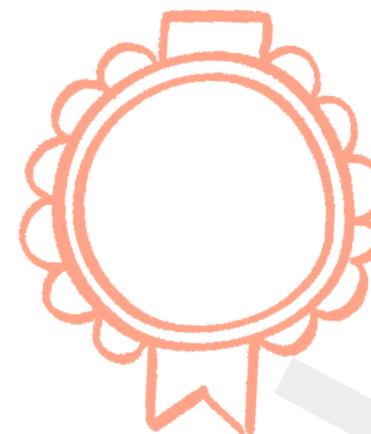
In all honestly there is never a right time to celebrate our achievements: the perfect moment is now. My project is called 'Happimess' —this made-up word I define as 'feelings of gratitude, joy and fortune in the middle of the chaos'—, because I need to remind myself that I can live my worklife with that joy, even though it is not perfect nor finished, and that I do not need exterior validation that allows me to do stuff with a thumbs up and a silent 'alright now, go ahead and clap yourself'. If anything, what makes a moment perfect is exactly that: **allowing ourselves to feel that happiness.**

The only person that lets me feel that way —therefore act on it— is myself. It's *yourself*. **So celebrate you with joy anytime you can.**

Celebrating is also a way of building resilience. Whenever rough times come around, those happy hours will be like back-up emotional gas. There is no denial that it is always better to drive around with a full tank.



Start celebrating yourself right now by filling up this page with compliments, pick-up lines, taps in the shoulder, hugs and self-rewards.



Assign some more pages of this notebook to this noble task: being your celebratory joy-tank. Write them down on the Index and visit them frequently.

happiness

LOGBOOK

A plan to Conquer the World

BY VIK ARRIETA

**Let's live an extraordinary life!
What's your very own way
of conquering the world?**

It doesn't matter if you're trying to decide between 10 different reasons or still have no idea of where to start to be an entrepreneur: this logbook has come to your rescue, to follow you around like a loyal sidekick in your most ambitious adventure.

- Precise questions and practical tools to guide your ideas to action.
- Index and numbered pages to organize your ideas.
- Blank, ruled and bullet pages to draw, write, project.
- Illustrated quotes that will lift your spirits whenever courage falters.

This logbook wants to see you triumph so the world can turn into a better place. And it will give everything it has: just like you!

Vik Arrieta shares exercises that motivated her in her own path of becoming co-founder and creative director of Monoblock. It's her helping hand for those that just like her want to create a plan their very own way.



www.monoblock.tv