



## EXECUTIVE SUMMARY

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### Highlights:

- Greg's story: Very successful in business but was still unfulfilled inside. Decided he had to live life 'from the inside out,' to figure out the yearning to do something more. Wanted to make a huge contribution to society, so studied the lives of 'heroes' of contribution, figured out their 3-step formula.
  1. They knew who they were and where they stood (clarity & confidence). Know your heart virtue.
  2. They communicated powerfully & beautifully.
  3. They made a huge contribution to humanity. Giving came before the rewards.
- Until you know your own heart virtue, you're likely to follow someone else's plan for any project. It sets up an 'outside in' context.
- Pain is your credential. Your greatest contribution will be somehow aligned with the pain you've been through. Reframe your pain to realize it's all part of a beautiful plan.
- Crowning achievement is defining the process so people can find their heart virtue by taking inventory of their goose bumps & rage, moments in your life that have been so meaningful you were out of control. List them & you start to see a theme emerge.
- Every time you're enraged, you're committed to something beautiful that's being blocked or violated. Identify the principle being violated that's causing your rage and you find the virtue that you're willing to die for.
- Words and speaking are powerful. Once you get clear on your heart virtue, practice speaking it regularly to others to 'build the field' for most powerful impact.
- Biggest mistake was thinking that blind trust was better than prudent boundaries. Acknowledging boundaries creates trust. Learning to say no in a relationship creates more trust because it helps people to know where you stand. If you don't know your heart value, you over-compensate by making boundaries thicker than they need to be.



- We're moving out of the information age and into the humanitarian age, change of mindset towards simplicity through the economic times.
- Get 'at home' with yourself. You live with yourself all the time. Your relationships are with yourself, around other people.
- Daily ritual: One small act of courage per day. What's the one thing on your task list or contact list that requires the most courage? Do it. Cour-age means 'time for the heart.' Do the scariest thing first early in the morning.
- Top 3 regrets for people on their deathbed:
  - I wish I'd spent more time contemplating what's meaningful.
  - I wish I'd have taken more risks.
  - I wish I'd have left something of lasting value behind, or a legacy
- When you give, make sure you're not disempowering people. Give to people who will really appreciate it, do something with it, and honor it, and who will use it to give back.
- The best giving is the stuff that doesn't cost anything – investing your time in others.
- "We are not 6 billion people living in one world. We are one people living in 6 billion worlds." Everyone's living in their own world, and their world is being driving by their heart virtues. It's worthy to respect what's meaningful to others in theirs.

### Top 3 Takeaways:

- ALEX:**
1. Entrepreneurs are not just in business. It means 'to undertake.' If you undertake anything with the intent to increase productivity/leverage, you're an entrepreneur.
  2. Big ideas have always been based around innovations of other ideas that were already there -- improve, don't invent.
  3. Alex's big idea is 'leading from behind' – engage and enroll NOT command and control.
- GREG:**
1. The purpose of life is to strengthen character, to evolve, become more authentic at being who we are.
  2. Your best investment is in yourself – you are an appreciating asset.
  3. Let's be unreasonable and live life for the experience.