Preface xv
Introduction 1

Part One: GROUNDING
Your Personal Transformation 15
1 You’re Built for Reality; You’re Optimized for Results 17
2 The One and Only Way Your Mind Always Works 25
3 Eliminating Worry, Anxiety and Fear of Criticism 39
4 The Source of Resourcefulness, Resilience and Results 49
5 Finding Your Place of Meaning, Passion and Purpose 59
6 Leadership: The Inner Key to Confidence and Certainty 71
7 The Liberating Truth About Goals 83
8 Moving from Resistance to Action 95

Part Two: IMPACT
Your Interpersonal Transformation 103
9 The Principles of Impact 105
10 The Secret of Powerful Connection 115
11 The Source of Superb Performance 125
12 The Catalyst for Transformational Results 135
13 The Only Two Challenges that Stop People Making Progress 145
14 Finding Your Bearings When You Get Knocked Off-track 157
15 Making Good Decisions: Wisdom, Intuition and Common Sense 169
16 The Source of Impact, Innovation and Disruption 179

Part Three: LEVERAGE
Your Commercial Transformation 189
17 Ignite Your Entrepreneurial Instincts 191
18 Tribal Marketing: Engaging Your Audience 201
19 The Only Things Anyone Ever Pays For 209
20 Influence, Motivation and Zero-Pressure Persuasion 219
21 Turning Ideas into Reality 229
22 Leveraging Your Results Exponentially 239
23 The Key to Creating Transformational Experiences 247
24 Prospering in the Transformation Economy 257

Acknowledgements 271
Further Explorations 275
CLARITY® for Transformation Professionals 277
CLARITY® for Personal Results 279
CLARITY® for Business 281
Subtractive Psychology 283
The Clarity Foundation 285
About Jamie Smart 287