



GIFT

... Return on Investment



The GIFT journey is premised on the creation of value – value that is not incremental, but rather exponential. The determination of value is of course a highly personal matter.

GIFT requires three investments. There is the investment of time, effort, and money ... in that order. With all investments come risk, but risk is where the reward is!

Reward potential is proportional to the risk taken and the amount invested. Risk and reward dance in the polar-tension that exists between possibility and probability.

GIFT Fellows are people who are self-starters, hard-workers, hungry-learners, and risk-takers. Why? Because they are dissatisfied with the status quo and aspire to personal and professional significance beyond success. They are patient and persistent. They position themselves for the purpose of provoking their own potential.

Value is understood and measured in three dimensions. There is the wealth and reward of *strategic* knowledge, critical relationships, and money. Optimal and sustainable reward is the product of all three leveraged exponentially over a lifetime. It is such value that GIFT provides its Fellows.

While knowledge is its own reward, it is also that which prepares and positions one for unique opportunities.

Relationships are the gateway to learning and opportunity. Community is where relationships and collaboration take root, are nourished, blossom, and bear fruit.

Financial value secures resources, enables dreams, fuels growth, and rewards investment, effort, and risk.

Return on Investment is neither guaranteed nor evenly distributed, but is abundantly available.

Within the GIFT Community, abundant benefit has been witnessed that has been directly attributable to the GIFT Journey.

There has been the launch of new businesses, the invention of new products and programs, the growth and expansion of existing practices, the establishment of strategic business partnerships, the offer of better employment and job security, the recruitment and retention of key people, the awarding of promotions, the improvement of profitability, the securing of angel investors, the donation of free facility use, the finding of undiscovered talent and passion, marriages, and much more.

Practically speaking, the recruitment or retention of just one professional is worth one-third of that person's annual compensation. A simple three-year work agreement can fully fund GIFT, as can the revenue from just one new patient/client per month for one year, as well as a well earned promotion. In fact, fully funding GIFT during its 40-week term through new clients and opportunities is not unrealistic.

The bottom line is that GIFT generates real financial value through enhanced capability, competency, confidence, community influence, and competitive advantage. GIFT is a one-of-a-kind *game-changer* for dedicated professionals. GIFT generates exponential value over the span of one's professional career.

In life, there are risks one can afford to take, risks one can afford not to take, risks one can't afford to take, and risks one can't afford not to take.

GIFT is in the latter category – it is a risk one can't afford not to take. GIFT is an investment in one's self and career. Sometimes the greatest risk is in not taking the risk ...

"All of life is a self-fulfilling prophecy, and you get to decide which prophecy your self will fulfill."
– Alan Cohen

"Effort only fully releases its reward after a person refuses to quit."
– Napoleon Hill