

MAVERICK GUIDE

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Welcome Introduction

Thank you for downloading the MAVERICK guide. This guide aims to provide insight into personal leadership and incorporating independent responsibility in daily life, identifying the potential for growth. The goals of MAVERICK are **inspirational** and ongoing processes rather than endpoints.

The term "maverick" is defined by the Oxford English Dictionary is as follows:

maverick: noun - an unorthodox or independent-minded person.

This definition suggests that historically, being independent-minded has been viewed as unorthodox, which often implies non-conformity to societal norms. However, this guide proposes that such qualities have led to **innovation, creativity, bravery, and authenticity**, and encourages adopting these as MAVERICK values.

New definition

Maverick: noun - someone who shows great independence in thought and action.

MAVERICK PERSONAL MASTERY – Reflects independence and self-mastery beyond goal setting.

MAVERICK MODEL - Focus on adaptability, emotional connection, and individual progress.

MAVERICK ORIGINS – The philosophy has evolved from my experiences and learnings, with a focus on Personal Leadership and Emotional Intelligence. Critical thinking and the questioning of "why" have been integral to my journey. Life presents challenges; thus, it is essential to assess feedback, review, and align actions following a MAVERICK approach.

My experiences have led me to understand that individuals are accountable for their actions, while acknowledging the influence and the impact of others. Ultimately, each person is responsible for steering their own course.

The mission of MAVERICK is to inspire self-discovery and empower individuals to carve out their own paths, embracing independence, leadership, and transformation.

Thank you once more; I am eager to collaborate with you on the MAVERICK journey and to discuss how Personal Leadership has transformed your interaction with this remarkable world.

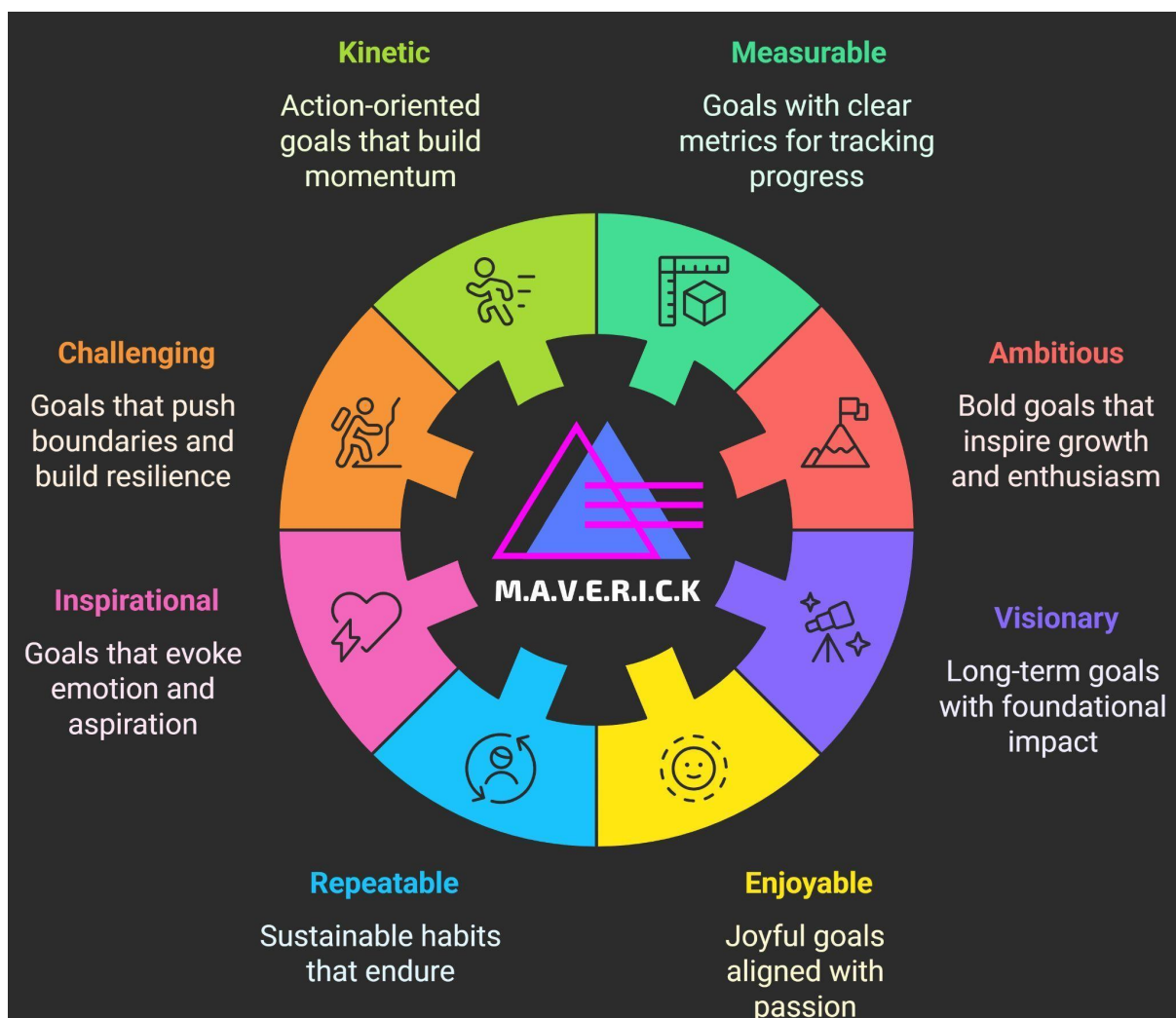
Scott

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Step 1: Understand the MAVERICK philosophy

The MAVERICK Model transforms goal setting into a meaningful, adaptable journey. Goals under the MAVERICK method are:

- **Measurable:** Clear metrics to track your progress.
- **Ambitious:** Stretching you beyond comfort zones.
- **Visionary:** Aligned deeply with your purpose and long-term vision.
- **Enjoyable:** Driven by passion and intrinsic motivation.
- **Repeatable:** Easily integrated into your daily habits.
- **Inspirational:** Goals that ignite enthusiasm and personal meaning.
- **Challenging:** Building resilience and personal strength.
- **Kinetic:** Action-driven, creating immediate momentum.



MAVERICK isn't just about setting goals; it's about mastering them. Let us go through a simplified journey of mastering your destiny.

Step 2: Start with clear vision

Visionary

GOALS start with a clear **vision**. Without knowing your destination, you may find yourself aimlessly gaining experiences that do not contribute to your alignment in achieving meaningful goals.

"The only thing worse than being blind is having sight but no vision." — Helen Keller

Keller highlights the tragedy of people who, despite having all the advantages and opportunities (symbolized by physical sight), do not truly see possibilities or dream about a meaningful future. These individuals live aimlessly, without goals or purpose, effectively wasting their potential.

Without **vision**, even clear sight is wasted. **Vision** gives meaning, direction, and significance to life's journey.

Exercise 2: Set aside some time for yourself, even if it's just to meditate. Write a paragraph describing a perfect day in your life, beginning with your waking moment. Where are you situated? What do your room and home look like? Who is present with you—family, pets, friends, or a partner? What's on the menu for breakfast or brunch? Are you indoors or outdoors, with the sun shining or the rain falling? Are you heading to work or working from home? Do you find yourself working outside? Who are your colleagues? Conclude when you feel you've captured your ideal scenario. This is your **Vision Story**

This marks the start of the process, which is always **flexible** and **adaptable** as long as it is still accessible for reference. **Vision** exercises can be quite broad and serve as an excellent resource to help you detach from stressful situations.

Visualization isn't just about imagining success; it's about clearly defining a destination so that every step taken is purposeful and deliberate.

Reflective Question: How clearly can you visualize your ideal scenario—does it energize or comfort you?

Example Goals:

"Start a nonprofit organization addressing childhood literacy."

"Complete a certification that opens pathways for career growth."

Step 3: Understand your today

Ambitious

You have now formulated your vision of a perfect day in the present tense. Now we break down all the factors in life you are dealing with, understanding what is aligned with your **Ambition** and **Vision**.

“[...] Imagine life as a game in which you are juggling some five balls in the air. You name them work, family, health, friends, and spirit. And you’re keeping all of these in the air. [...]” — Bryan Dyson, CEO Coca Cola

Exercise 3: List every factor in life that you are juggling currently. Don't get into details of whether the balls are in the air or on the floor, we are just highlighting what factors are occupying your mind. You can group them under each main headings of the **work, family, health, friends, and spirit**. Give the list a title of **Juggling List**, we will edit as we go.

For example.

- Family - supporting my brother financially.
- Health - maintaining diet.
- Work - prospecting for new clients.

Using the complete list, assign a letter to each factor based on the duration it occupies your attention and focus.

- A.** Minimal: Less than 30 minutes per day
- B.** Moderate: 30 minutes to 2 hours per day
- C.** Significant: More than 2 hours per day

Reflective Question: Which factor, if improved, would create the biggest positive shift in your life right now?

Example Goals:

"Launch a business that serves 1,000 customers in the first year"!

"Run a full marathon within the next year, starting with a 5k this month."

Step 4: Live my values

Inspirational

Understanding the difference between **inspiration** and **motivation** can enhance personal growth and effectiveness in various areas of life. While **inspiration** ignites the **desire** to act based on one's **values**, **motivation** provides the necessary **drive to achieve** specific goals. Both elements are essential for success but serve different roles in the journey toward achieving goals. Core values serve as guiding principles essential for personal development.

"Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny." - Mahatma Gandhi (1869 - 1948), Indian Political and Spiritual Leader

Aligning your actions with your values can provide a profound sense of purpose and **inspiration**. Sharing these values with others can cultivate deeper connections and build meaningful relationships.

Exercise 4: Please compile a list of all the values you embody as well as those you aspire to. Once you have completed this list, rank the values from most important to least important. Identify the top five values on which we will focus.

Next, review the **Juggling List**, and note which of your top five values corresponds to each factor.

Reflective Question: Which values feel most essential to your happiness and fulfilment?

Example Goals:

"Empower 100 individuals through coaching to unlock their leadership potential and build confidence."

"Donate time to a cause that aligns with your core values and document the journey."

Step 5: Growth opportunities

Challenging

A **growth mindset** involves recognizing that **challenges** present opportunities for learning and development. It is important to acknowledge that sustained growth necessitates a focus on expanding our capabilities, coupled with rest and reflection to ensure new habits are effectively established.

"Don't give up, don't take anything personally, and don't take no for an answer. You never know what you're going to learn along the way." — Sophia Amoruso. #GIRLBOSS

Lessons from **challenging** oneself do not mean that dedication and work hard will naturally create success. It is important to make sure what we are doing is aligned with our **vision** and values.

Exercise 5: We take another look at our evolving **Juggling List**. This time to understand our circumstances better we must look at which “balls in the air” we have under control, and which are in trouble of falling. Which talents and skills do we have and where do we fall short.

We also need to check on importance and opportunity, we can label each one in these categories.

- R – Rubber - resistant and likely to bounce back up
- G - Glass - fragile and cannot lose our attention
- S – Steel: strong and forgeable into a tougher material.

Reflective Question: Where do you currently sense the greatest opportunity for growth and learning?

Example Goals:

“Apply for a job you feel slightly underqualified for but aspire to grow into.”

“Participate in a 100-day fitness challenge to push your limits.”

Step 6: Growth opportunities

Measurable

Evaluating **goals** and success can be challenging because we often encounter intangible elements. Another factor in determining success is the tendency to adopt or accept others' definitions of it. It is critical to remember that **success should be measured by your own standards**.

“What does a peach taste like to you?” – Seth, City of Angels (1991) motion picture.

This quote is relevant to MAVERICK philosophy, which emphasizes that each individual experiences life uniquely. When defining present and future goals, it is important to reflect on our personal experiences.

Every action has an opportunity cost, indicating that every choice has consequences. Risks are also associated with excessive behaviours or actions. **Measuring** facilitates placement, allocation, balance, and moderation. "Everything in moderation."

Exercise 6: We now utilize your updated **Juggling List** and your **Vision Story**.

- List what's in your **Vision** (step 2) and not in your **Inspirational** (step 4)
- List what needs additional attention for your risks and opportunities from **Challenging** (step 5)
- List any feedback you have received from other valued people that you have not addressed.

Comprehending **measurements** is essential when determining which adjustments or new strategies to implement, while understanding the impact, reinforces purpose, inspiration, and motivation.

Reflective Question: How will knowing you're making progress toward your goals impact your daily motivation?

Example Goals:

“Submit 3 job applications daily until securing a new role.”

“Increase monthly revenue by 20% within the next quarter by gaining 5 new clients.”

Step 7: Energy and momentum

Kinetic

Kinetic goals emphasize dynamic movement towards growth, focusing on **consistent** action and the accumulation of energy. Maintaining energy and movement ensures that goals remain active and evolving, preventing stagnation. Action-oriented goals should **inspire** immediate and sustained effort, enabling us to fulfil our purpose. It is important to start action and not wait for the perfect moment; often, following the path of least resistance allows **momentum** to overcome smaller barriers seamlessly.

“Action is the foundational key to all success.” — Pablo Picasso

Up to now we have unpacked where you would like to be, where you are coming from, what’s important to you, what opportunities you have. Now we need to get into **action**.

Exercise 7: Highlight one goal you want to focus on. Start listing potential actions needed to make that happen. Example – “*Submit 3 job applications daily until securing a new role.*”

Immediate Action: Start your chosen action step immediately. Remember, consistent small steps create more momentum and sustainable success than prolonged planning. Think about someone who took immediate action versus someone who waited for the perfect moment—the immediate actor is usually ahead.

- *employ professional to compile my CV.*
- *search and register on three credible jobs portals.*
- *set aside time in diary for daily job search.*
- *engage with a career coach.*

Reflective Question: What small action can you confidently take today to build momentum?

Example Goals:

"Write 300 words per day for a novel or creative project, prioritizing consistency over perfection."

"Walk or run for 30 minutes daily, gradually increasing speed or distance each week to maintain consistent improvement."

Step 8: Emotions

Enjoyable

Eckhart Tolle, in his book “A New Earth,” outlines three different modalities of an awakened state: **Acceptance, Enjoyment, and Enthusiasm**. He elaborates that not being in one of these mindsets can diminish our abilities. Pertaining to MAVERICK philosophy, Tolle defines **enthusiasm** as **enjoyment** with a goal in mind.

“Do what you love, and you will never work another day in your life!” – Confucius/Mark Anthony/Mark Twain/Professor at Princeton/Steve Jobs

This quote is simple yet often elusive. Its broad attribution to many notable figures underscores the importance of steering away from materialistic goals and focusing on daily activities completed with **enjoyment**.

These factors contribute significantly to self-development and appreciation. Prioritizing self-love and self-care fosters deeper self-acceptance, enabling us to recognize and honour our needs, boundaries, and desires.

Exercise 8: Start a journal and create notes about your daily activities. Subsequently, allocate which of the three modalities **acceptance, enjoyment** or **enthusiasm** applies to your mindset during these activities. This will clearly indicate where to focus the next steps to transform your approach to a happier life.

Reflective Question: Which daily activities truly energize you and bring joy into your routine?

Example Goals:

“Host a themed dinner with friends every month.”

“Spend one weekend a month on a road trip to explore new places.”

Step 9: Habits, habits, habits

Repeatable

Goal setting should not be viewed as a destination, but as a tool that supports the ongoing process of **purpose, inspiration, contribution, and personal development**. The journey to create a life path may encounter resistance from various sources, including internal obstacles. As outlined in step five, resistance fosters learning, and applying that acquired knowledge leads to new habits. Cultivating these habits enhances progress, making it more efficient and effective.

"Quality is not an act, it is a habit." - Aristotle

By making your best qualities **repeatable**, you ensure that excellence remains evident in all your endeavours.

Exercise 9: Understanding what works for you. Journal 5 minutes a day for 7 days.

Resource Suggestion: Consider using habit-tracking apps such as Habitica, Strides, or Fabulous to help maintain consistency and reinforce your habit formation.

- Document habits for the day.
- Annotate which energizes and which don't.
- If you are still looking for purpose, look for these habits.
 - something to do/contribute.
 - something to look forward to/fun.
 - someone you love/share.

Reflective Question: Which habit, once established, could significantly enhance your quality of life?

Example Goals:

"End every workday by prioritizing 3 key tasks for tomorrow."

"Call or text one loved one daily to strengthen relationships."