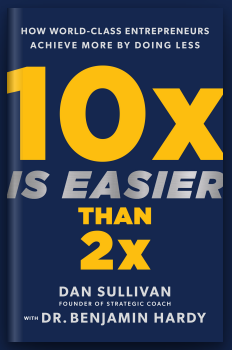
10x IS EASIER THAN 2x

DAN SULLIVAN FOUNDER OF STRATEGIC COACH
WITH DR. BENJAMIN HARDY · HAY HOUSE, 2023

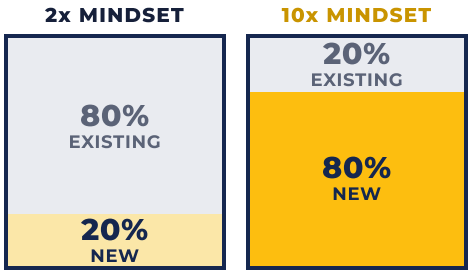
HOW WORLD-CLASS ENTREPRENEURS ACHIEVE MORE BY DOING LESS

"10x isn't about more. It's about less."

A 2x goal keeps everything you do now and pushes harder. A 10x goal is so big that almost nothing you do now can reach it, so you find the vital 20 percent, drop the other 80, and raise your standards and identity to match.



THE 80/20 FLIP



The book's diagram, redrawn.

"Going for 10x requires letting go of 80 percent of your current life and focus". Each jump repeats it: *"The initial 20 percent becomes your new 100 percent"*, and you go again.

"To go 10x bigger, you focus on getting 10x better."

REMOVE EVERYTHING THAT IS NOT DAVID



- **17:** dissects corpses to learn anatomy, a crime in Florence in 1493.
- **19:** finishes a nine-foot Hercules. **21–24:** Rome, the Bacchus, the Pietà.
- **26:** wins the David, a 17-foot block two earlier sculptors had damaged. Done at 29.

Each jump narrowed his focus and raised his standard. Asked his secret, he said:

"It's simple. I just remove everything that is not David."

The book notes its Michelangelo quotations from Condivi are paraphrased. Drawing of his Hercules, from the book.

2X VS 10X

2x	10x
More of the same, by doubling effort	**Different and better, by doing less**
Working in the business	**Working on yourself and on the business**
Keeps things complex and muddled	**Simplifies**
Quantity and competition: a race to the bottom	**Quality and transformation: a race to the top**
Busy is chronos (clock time)	**Advancement is kairos (deep, flow time)**
Needing: scarcity, security, reactive	**Wanting: abundance, freedom, creative**

"10x people are easier than 2x people."

PART 1 · PRINCIPLES

STANDARDS, NOT EFFORT

Identity is your story plus your committed standards: a floor you rarely go below. *"It's not effort that matters, but where that effort is directed."*

Dan's 4 C's Formula: Commitment → Courage → Capability → Confidence. *"Nothing happens until after you commit."*

Example: raise a $25,000 speaking fee to $50,000. One yes in twelve at the new fee does more for who you are than twelve at the old one.

Unique Ability is *"the purest and most honest expression of yourself"*: only 2–3 activities, and the 20 percent of every jump.

PART 1 · FREEDOM

WANT IT, DON'T JUSTIFY IT

"Wanting and needing are two completely different things." Wanting is intrinsic and abundance-minded; needing is driven by security and scarcity. Be the Buyer: *"The difference between a Buyer and a Seller is the Buyer can walk away."*

The Four Freedoms, the point of every jump:

Time | **Money** | **Relationship** | **Purpose**

Dan's start: bankrupt and divorced on the same day in 1978, aged 34. From then on he wrote down what he wanted, every day.

PART 2 · APPLICATIONS

MEASURE THE GAIN

In **the Gap** you measure yourself against an ideal; in **the Gain**, backward against where you started. *"Ideals are like the horizon in the desert."* Going for 10x from the gap turns *"traumatic"*.

Find your past 10x jumps:

1. Identify five of them.
2. Give each a name and a timeline.
3. Name the 20 percent of each, and the 80 percent you let go.

"10x is about better, not bigger."

TAKE FREE DAYS FIRST

Free	Focus	Buffer
rejuvenation; no contact at all	only your top 20 percent	preparation and meetings

Each January, Babs puts Dan's 180 Free Days in the calendar before anything else. He has around 150 Focus Days and 35 Buffer Days.

Pick a number of Free Days that *"scares you a little bit." "You never know how good your team is until you go away."*

"A few moments in kairos will advance and transform you more than a lifetime of chronos."

BUILD A SELF-MANAGING COMPANY

4. Self-Multiplying Unique Ability Teamwork
3. Self-Managing Company
2. Leader applying Who Not How
1. Rugged individual, micromanager

"You need Whos, not Hows, to go 10x." Start with an assistant who takes 20 hours of logistical and operational work off your plate. *"You set the vision, your team makes it happen."*

Stream Logistics stopped chasing routine freight ($260–280 profit a shipment) for high-stakes freight ($700+). It became over 4x more profitable with no new hires: around 40 people.

USE IT MONDAY

- Set an "impossible" goal, then ask what would have to be true.
- Draw a line under your top 20 percent of clients.
- Raise one minimum standard, such as your price.
- Block Free Days before anything else.
- Work in blocks of four or more hours; stack meetings on one or two days.
- At night: phone on airplane mode, then write three wins.

Caveats: the authors say it's *"not for everyone"*, letting go feels like a loss, and wrong Whos cost money.

"10x is the means, and freedom is the end."

SULLIVAN & HARDY