

# Massively Transformative Purpose (MTP)

“ Find something you would die  
for and live for it. —PETER DIAMANDIS

## MTP OVERVIEW

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**A Massively Transformative Purpose (MTP)** is your purpose in life, it's your calling, it's what will wake you up in the morning excited, and it's what keeps you energized at 2 AM when you have to keep going. You can have an MTP for yourself, your company, your family, and for any organization.

Your purpose is so fundamentally critical because it is your nuclear power source that's going to drive you to overcome all of the hurdles that life sends your way. If you do not know your purpose in life, your mission is to find that purpose, keeping in mind that it can change over time. Once you know your purpose, it's crucial to remain aligned with it.

### EXAMPLES OF STRONG MTPS:

**Google:** Organize the world's information

**TED:** Ideas worth spreading

**Singularity**

**University:** Positively impacting the lives of one billion people

**What is your MTP? What do you want to take on for yourself or your company?**

## MTP ATTRIBUTES

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- 1 It Is Uniquely Yours:** It's unique to you and your purpose in life.
- 2 It Completely Inspires You:** It allows you to wake up in the morning and say, "I want to go and do this."
- 3 Neither Narrow Nor Even Technology Specific:** It can be about anything. For instance, Peter's is about helping to inspire and guide the transformation of humanity on and off Earth.
- 4 Aimed at the Heart and the Mind:** It feels powerful and from your heart, and keeps you aligned and focused.
- 5 Declared With Sincerity and Confidence:** People will know you really truly believe in your MTP, and it drives who you are in the world.

## WHY YOUR MTP MATTERS

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**Doing anything big and bold and meaningful in the world is hard**, and you're going to be facing all kinds of dragons, all kinds of barriers, and it really is your persistence driven by that emotional energy that allows you to overcome.

People love supporting big, bold, passionate massive transformative purposes (MTPs) because they want to see you succeed. An MTP is that guide. It's that measuring stick. People who don't have an MTP are wandering aimlessly. With an MTP, you can say, "This is directly on my MTP, and I'm going to go for it. This over here – it's exciting. It might make money, but it's not my purpose in life. Therefore, I'm going to refocus and wait for that right opportunity." That's what an MTP is all about.

At the end of the day, one of the amazing things about being an entrepreneur is that you keep experimenting. You keep trying. If you have your MTP, your experiments, what you're going to be doing is going to be far more fruitful.

This is something that you're dedicating your life to, but the most beautiful thing about it is, if you're in line with your MTP, if you're in line with your greatest purpose in your life, whether you succeed or fail, you're moving your goal forward. You're having an extraordinary life because you're hanging out with amazing people, having conversations, working on things that are directly in line with your joy, with your highest calling in life.

## MTP BENEFITS

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The benefits of having a clearly defined MTP are extraordinary. It enables you to:

- Access the power of pull: Attract and retain the best talent.
- Change the organizational focus from internal politics to external impact.
- Keep you and your leadership team focused during rapid growth or periods of stress.



# Exercise

**How to find your MTP:** The following questions will act as your guide in helping you uncover your Massively Transformative Purpose. Take 10 minutes to ask yourself these questions, and jot your answers down as you go:

**When you were a child, what did you want to be? Before your parents, teachers, or friends told you what you should be, what is it that gave you the most joy?**

**If someone gave you a billion dollars and told you to use it to do something that would change the world, what would you do with it? Write down three ideas:**

**Who do you want to be a hero to?**

**Unrestricted, what is it today that gives you joy? If you had a month off to go and learn about anything, what would be three things that you would do?**



# Exercise

**Take a shot at your MTP:** Use your answers from the previous exercise to help you draft a few variations of your MTP. Remember, this is just a prototype—you can update it as many times as you want.

# Moonshots

“ You’re going to have to throw out the rule book. You’re going to have to perspective shift and supplant all your intelligence and resources with bravery and creativity. —PETER DIAMANDIS

## MOONSHOT OVERVIEW

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**Most of the world today is working tirelessly to go 10% bigger**—10% more revenue, 10% better performance or 10% lower costs. Astro Teller, Chief of Moonshots at Google X, proposes Moonshot Thinking. Moonshot thinking is trying to go 10 times bigger while the rest of the world is going 10% bigger.

Expanding your thinking beyond what most people think is possible enables you to disrupt your industry and beat your competition. Today's technology allows us to think on this scale, which was never possible before. Moonshot thinking forces you to look at the supposedly “crazy” ideas—the raw materials of some of humanity's greatest innovations.

## GOOGLE'S 8 INNOVATION PRINCIPLES

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Google's 8 Innovation Principles can inspire this 10x thinking:

- 1 Focus on the User:** Build a customer-centric business. Everything you do should solve a problem or fulfill a need for your “user.” Create something that is demand-driven.
- 2 Open Will Win:** In a hyperconnected world with massive amounts of cognitive surplus, it's critical to be open, allow the crowd to help innovate, and build on each other's ideas.
- 3 Ideas Come From Everywhere:** Ideas are everywhere these days, and tapping into the power of the crowd is the best way to succeed fast. When looking for a breakthrough, turn to crowdsourcing for incredible ideas, insights, products and services.
- 4 Think Big, Start Small:** Start a company on Day 1 that affects a small group (with a minimally viable product), but aim to positively impact a billion people within a decade.
- 5 Never Fail to Fail:** Fail frequently, fail fast and fail forward. The only times in which it's not okay to fail are when you don't learn anything useful from your failure, or if you and your team are punished for failure.
- 6 Launch Early and Iterate:** Instead of spending years trying to create the perfect product, launch early with a minimally viable product. Get feedback, find out if anybody really wants it, learn the aspects of your product that customers like best, and then iterate.
- 7 Be a Platform, Float all Boats:** If you help people make money, they will want to be part of your community and they will give you positive benefits. The most successful companies with billion-dollar valuations are the platform plays.
- 8 Make it Matter:** Passion is fundamental to forward progress. Having a MTP is absolutely necessary to keep you moving during the most difficult times, keep you focused, and attract the best talent to your company. Never fail to make it matter.

## MTP BENEFITS

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- When you try to do something radically hard, you approach the problem differently than when you try to make something incrementally better.
- When you shoot for 10x improvement, you approach the problem in a radically different fashion.
- When you attack a problem as though it were solvable, even if you don't know how to solve it, you'll be shocked with what you come up with.
- 10x vs. 10% improvement is 100 times more worth it... it's never 100 times harder.



# Exercise

**What is your 5-year Moonshot (your 10X goal)?**

**What concrete objective can you achieve THIS YEAR that will put your Moonshot on schedule?**

**What 3 concrete objectives can you achieve THIS MONTH that will put your one- year goal on schedule?**