



OPUS

Masters in the art of living draw no sharp distinction between their work and play, labor and leisure, mind and body, education and recreation. They hardly know which is which. They simply pursue their vision of excellence through whatever they're doing, and leave others to determine whether they're working or playing. To themselves, they always appear to be doing both.

— L. P. Jacks



OVERARCHING VISION:

MY BIG DREAM

Imagine a **tribe** of Souls on Fire. We view and do life differently because we know our identity, purpose, and direction—WHO we are, WHY we're here, and WHERE we're going. We believe the glory of God is a person fully alive.

Imagine a **cause** centered on igniting and equipping entrepreneurs, learners, authors, and influencers to embody their OPUS and redeem the day. We show up filled up, practice unhackability, and share our messages and movements with the world by serving and storytelling.

Imagine a **space** where clarity attracts. In this new world, we take ownership, accountability, and responsibility for our lives and legacies. Because we prepare for the moment, the moment is prepared for us. We are high performers and the most powerful weapon on earth—the human soul on fire.



PURPOSE:

THE DEFINING STATEMENT OF MY WORK

I Ignite Souls



UNIFYING STRATEGIES:

WHAT'S NECESSARY FOR ME TO ACHIEVE THIS?

1. Personal Growth: I invest in myself: my mind, my body, and my spirit. I show up filled up so I can give value to others.

2. Synergistic Partnerships: I collaborate with select brand match organizations, entrepreneurs, learners, authors, and influencers. Together we create, improve, and achieve.

3. Transformational Experiences: I leverage spaces and technology for others to encounter deeper levels of self-awareness. These truth-telling experiences awaken and ignite them new ideation and innovation.

4. Compelling Resources: I create compelling products and pathways that provide clarity, equipping others to connect deeper with their Creator, Core, and Community.

5. Compounding Influence: I attract and empower the chosen few by casting clear vision. Our impact grows in proportion to the depth of our team and tribe.



CORECARD FOR SIGNIFICANCE:

HOW DO I KNOW I'M SUCCESSFUL?

1. Personal Growth

1) Internal: Because I'm a child of God, I think, pray, read, and journal so I can continue worshipping in spirit and truth.

2) External: Because I'm an igniter, I invest time, energy, and resources in leveraging physical and mental high performance so I show up filled up when serving others.

2. Synergistic Partnerships

1.) Collaborate: I partner with like-minded, brand match organizations, entrepreneurs, learners, authors, and influencers to create mutually beneficial, project-based, free zones.

2) Mentor: I infuse right-fit leaders with the gift of belief. I provide inspiration and insight to keep them chasing, creating, and scaling their dreams and calling.

3. Transformational Experiences:

1) Physical: Because my mission is global, I travel to new physical places to invest in souls who need to be ignited.

2) Digital: Because of the ever-expanding digital world, I leverage cutting-edge spaces and technology to reach more people.

4. Compelling Resources:

1) Products: Because truth changes people, I create and leverage content to increase passive impact and passive income.

2) Pathways: Because the right resources can solve real problems for real people, I create pathways that generate visible and practical results.

5. Compounding Influence:

1) Coaching: I impact the many by investing in the few. These learners and clients reveal themselves by paying the price and doing the work.

2) Vision-Casting: I attract and empower a unique team of specialists that broadcast belief and ignite souls.

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1. Worldview: What I Believe

- **God:** I believe in the Great I AM—full of grace and truth. God initiates life and desires a personal relationship with every one of us.
- **Humanity:** I believe Humanity is created by God and in his image and therefore we each possess intrinsic value.
- **Family:** I believe Family is the context where we impart and express our values and worldview.
- **Life:** I believe our Life can be invested in a partnership with the Divine to co-create and bring renewal and restoration to the world.
- **Faith:** I believe our Faith keeps us grounded and centered in an ever-changing world.
- **Truth:** I believe Truth exists and must be communicated and embodied.
- **Work:** I believe we each choose to approach Work as our labor or OPUS.
- **Abundance:** I believe in Abundance, in giving without receiving.
- **Pain:** I believe potential always exists on the other side of Pain.
- **Influence:** I believe we must earn Influence with others before we try to lead them.
- **Discipline:** I believe excellence requires extreme Discipline, focus, and energy.
- **Time:** I believe Time is a limited commodity and should not be spent or wasted, but rather redeemed.

2. Identity: Who I Am

- **Igniter:** I am a soul on fire put on earth to ignite others.
- **Husband:** I am committed to love and serve Kelly unconditionally, growing closer to her as we grow older together.
- **Father:** I am a father to my three wonderful kids who need to see an example just as much as hear one.
- **Friend:** I am a loyal friend who wants to be remembered as someone who helped others in their times of need.
- **Author:** I am a writer who lets my readers peek into the process of working out my questions about life, faith, and business.
- **Coach:** I coach a few high performers and help them increase their influence, impact, and income.
- **Teacher:** I am a communicator who connects with people's hearts, souls, and minds.
- **Achiever:** I am a producer who finds deep satisfaction from intentional output.
- **Thinker:** I am a deep thinker who enjoys the finer details of tactical analysis.
- **Strategizer:** I am able to spot relevant patterns and create pathways toward progress.
- **Ideator:** I make it a habit to practice First Creation and Second Creation.
- **Implementer:** I am an action taker who closes the gap between dreaming and doing.

3. Principles: What I Value



GROWTH-MINDED GRIT

- No Blame, Excuses, or Denial
- Hunger to Win | We Keep Score
- Lifelong Learner
- Mentally Tough



POSITIVE OPTIMISM

- The Glass is Refillable
- Ooze Abundance and Gratitude
- The Obstacle is the Way
- We Shall Overcome



SHOW UP FILLED UP

- Own the Role / Self-manager
- Clarity, Competence, Confidence
- Anticipate Needs
- Creative Problem Solver



SERVANT LEADERSHIP

- Eager to Help
- Serving is Selling
- No Drama or Sideways Energy, just Truth-telling
- Connect with Creator, Core, Community

4. Passion: What I Love

- **Ownership:** I love leaving victimhood and taking responsibility for what I can control.
- **Workmanship:** I love making my life my greatest work.
- **Stewardship:** I love maximizing my gifts and talents.
- **Craftsmanship:** I love creating new and innovative ideas.
- **Discipleship:** I love studying Jesus and applying his example in real time.
- **Mentorship:** I love the never-ending journey of personal and professional growth through select experts, masters, and mentors.
- **Leadership:** I love adding value to others and influencing them to become bigger and better.
- **Sportsmanship:** I love investing in select teams and pushing them to reach higher levels.
- **Partnership:** I love collaborating with with like-minded and brand match organizations, entrepreneurs, learners, authors, and influencers.
- **Showmanship:** I love being around unleashed people who love what they do and let it show.
- **Championship:** I love leveraging high performance to achieve big dreams.
- **Marksmanship:** I love follow-through and people who do what they say.

5. Purpose: Why I Live and Work

- **Visualize:** I help others create bigger futures.
- **Synthesize:** I help others observe and optimize strategic connections.
- **Customize:** I help others author their OPUS.
- **Catalyze:** I help others embrace their calling and achieve their dreams.
- **Optimize:** I help others go faster and do better.
- **Maximize:** I help others leverage their legacies.

6. Process: How Do I Do It?

My POP (Playbook of Productive Action)

My calendar is customized each month in a way that integrates with my Scorecard for Significance.

- January:
- February:
- March:
- April:
- May:
- June:
- July:
- August:
- September:
- October:
- November:
- December:

KO KARY OBERBRUNNER

KARY OBERBRUNNER is a Wall Street Journal and USA Today bestselling author of more than a dozen books. As CEO of Igniting Souls and Blockchain Life, he helps authors, entrepreneurs, and influencers publish, protect, and promote their Intellectual Property and turn it into 18 streams of income. An award-winning novelist, screenwriter, and inventor, he's been featured in Entrepreneur, CBS, Fox News, Yahoo, and many other major media outlets.

As a young man, he suffered from severe stuttering, depression, and self-injury. Today a transformed man, Kary ignites souls. He speaks internationally on a variety of topics including leadership, personal growth, human performance, blockchain technology, and entrepreneurship.

As a futurist, he often consults on marketing, branding, Intellectual Property, and Web3.

He has several earned degrees, including a Bachelor of Arts, Masters in Divinity, and Doctorate in Transformational Leadership. A Professor at the University level, he teaches in the Entrepreneurship and Digital Marketing spaces.

Kary lives in Ohio with wife and three children.



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