



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 embodying our OPUS and redeeming the day. We show up filled up, experience unhackability, and share our message with the world by serving and storytelling.

Imagine a **space** where clarity attracts. We take ownership, accountability, and responsibility for our lives. Because we prepare for the moment, the moment is prepared for us. We are 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: mind, body, and spirit. I show up filled up so I can give value to others.

2. Synergistic Partnerships: I collaborate with a select few. Together we improve and accomplish more than we could ever have alone.

3. Transformational Experiences: I create spaces where people experience deeper levels of self-awareness. These truth-telling events awaken them to what's possible.

4. Compelling Resources: I create content. These pathways provide clarity, enabling people to connect in greater ways with their Creator, Core, and Community.

5. Compounding Influence: I serve and story-tell. Our impact grows in proportion to the growth of our team and tribe.

S CORECARD FOR SIGNIFICANCE:

HOW DO I KNOW I'M SUCCESSFUL?

1. Personal Growth

1) Mental: Because I'm an igniter, I invest time, energy, and resources in the mastery of discovery so I can help others show up filled up.

2) Physical: Because I'm a high performer, I seek uncomfortable, unfamiliar, and unpredictable experiences so I can push myself to new levels.

3) Spiritual: Because I'm a child of God, I think, pray, and journal so I can worship in spirit and truth.

2. Synergistic Partnerships

1) Partner: I serve select influencers by identifying their needs, providing real solutions, and creating value for their causes.

2) Collaborate: I seek out like-minded leaders and co-create project-based initiatives that are a business and brand match.

3) Mentor: I scout for undiscovered creators who need the gift of belief. I provide inspiration and insight to keep them moving toward their dreams.

3. Transformational Experiences:

1) Local: Because proximity is power, I give back to my community by creating events close to home.

2) Physical: Because our moonshot is global, I go to new places to meet new people in need of igniting.

3) Digital: Because our world is connected, I guide others to clarity by leveraging technology.

4. Compelling Resources:

1) Episodes: Because people need to start their day with a spark, I create and publish audio, video, and written content every single day.

2) Books: Because the written word changes lives, I write, publish, and market books. I leverage these books into sustainable businesses that create passive impact and passive income.

3) Programs: Because programs solve real problems for real people, I create frameworks and resources that produce visible results in the lives of others.

5. Compounding Influence:

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

2) Teambuilding: I assemble, equip, and empower a team of specialists that broadcasts belief and ignites souls.

3) Masterminding: I invest in FIRE RING: a select group of high performers focused on visibly increasing their influence, impact, and income over a concentrated period of time.



6 PACK

1. Worldview: What I Believe

- **God:** I believe in the Great I Am—full of grace and truth. God initiates life and desires a 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 unstable world.
- **Truth:** I believe Truth exists and must be communicated and embodied.
- **Work:** I believe we each have a choice to approach Work as our labor or our 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 effort.
- **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 own questions about life, faith, and business.
- **Coach:** I coach a few high performers and help them increase their influence, impact, and income.
- **Speaker:** 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 am fascinated by ideas, and I remember the future through vision-casting.
- **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 personal growth.
- **Discipleship:** I love studying Jesus and applying his example in real time.
- **Followership:** I love learning from others.
- **Leadership:** I love adding value to others and influencing them to become better.
- **Sportsmanship:** I love working with teams and pushing them to reach higher levels.
- **Partnership:** I love aligning myself with like-minded leaders.
- **Showmanship:** I love people who love what they do and aren't afraid to show it.
- **Championship:** I love achieving goals and breaking through barriers, even cycling ones.
- **Marksmanship:** I love accuracy and follow-through.

5. Purpose: Why I Live and Work

- **Recognize:** I help others become more self-aware.
- **Maximize:** I ignite people and projects to action by creating clarity, content, and collaboration.
- **Minimize:** I help others remove the noise that clutters their lives.
- **Legitimize:** I help others see the value of slowing down and discovering clarity.
- **Organize:** I help others create margin to do life well.
- **Customize:** I help others author their OPUS.
- **Categorize:** I help others identify their signature strengths.
- **Synthesize:** I help others make strategic connections that close their gaps.
- **Prioritize:** I help others do the first things first.
- **Catalyze:** I help propel others forward so they can achieve their dreams.
- **Exercise:** I help others develop a strong Core.
- **Optimize:** I help others get the best return on their lives by holding them accountable.

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 an author, coach, and speaker who helps individuals and organizations clarify who they are, why they're here, and where they're going so they can become souls on fire, experience unhackability, and share their message with the world.

As a child and young adult, Kary overcame a paralyzing speech disorder and an addiction to self-injury. In the past twenty years, as CEO of Redeem the Day, Igniting Souls, and Author Academy Elite, he's ignited over one million people with his content. He lives in Ohio with his wife, Kelly, and three children.



**CONNECT AT
KARYOBERBRUNNER.COM**