



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



VERARCHING 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 select brand-match authors, entrepreneurs, and influencers. Together we improve and accomplish more than we could ever have alone.

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

4. Compelling Resources: I create products and programs. These pathways 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 growth 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 worship in spirit and truth.

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

2. Synergistic Partnerships

1.) Collaborate: I partner with like-minded, business and brand match authors, entrepreneurs 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 moving toward their dreams and calling.

3. Transformational Experiences:

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

2) Digital: Because of the great metagrator, I utilize cutting-edge spaces and technology to reach more people.

4. Compelling Resources:

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

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

5. Compounding Influence:

1) Coaching: I impact the many by coaching the few. These private 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 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 by leveraging my visionary wiring.
- **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 authors, entrepreneurs, and influencers.
- **Showmanship:** I love people who love what they do and aren't afraid to show it.
- **Championship:** I love achieving goals.
- **Marksmanship:** I love accuracy and follow-through.

5. Purpose: Why I Live and Work

- **Visualize:** I help others imagine and engage a bigger future.
- **Synthesize:** I help others identify strategic connections.
- **Customize:** I help others author their OPUS.
- **Catalyze:** I help propel others so they can embrace their calling and achieve their dreams.
- **Optimize:** I help others generate the most amount of influence, impact, and income from their stories and services as well as their products and programs.
- **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 Best-Selling Author and CEO of Igniting Souls Publishing Agency, a global company that runs on EOS. Its core focus is helping people write, publish, and market their books the right way and turn them into 18 streams of income. He's an award-winning author of ten books, a screenwriter, and 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. As an international speaker, he loves topics that capture his heart and mind such as: leadership, personal growth, human performance, blockchain technology, and entrepreneurship.

As a futurist and host of the Blockchain Life podcast, he often consults on marketing, branding, IP, and NFTs. He has several earned degrees including a Bachelor of Arts, Masters in Divinity, and Doctorate in Transformational Leadership. He lives in Ohio with his family.



CONNECT AT
KARYOBERBRUNNER.COM