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 global **TRIBE of Souls on Fire**. We know our identity, purpose, and direction. We understand: WHO we are. WHY we're here. WHERE we're going. We believe the glory of God is a person fully alive. We're deeply connected with: Creator. Core. Community.

Imagine a Renaissance where creators realize the value of their ideas. A **Cause that truly understands: clarity attracts, and confusion repels.** We refuse to sleepwalk through life. We embrace our OPUS and calling as creators, not consumers. Our IP is no longer buried in our heads or our graves. We're in the IP Arena marred by dust and blood and sweat, daring greatly.

Imagine **a SPACE where we create as we speak and protect as we imagine.** Where technology amplifies human creativity instead of stealing it. Where creators receive: Attribution. Protection. Compensation. Where Idea Protection moves at the speed of thought. Instant IP.

We are the most powerful weapon on earth: **the human soul on fire**.

Purpose:

The Defining Statement of My Work

Igniting Souls and Setting Free World-Changing Ideas

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Unifying Strategies:

What's Necessary for me to Achieve This?

1. Personal Stewardship

I invest in my relationship with God and the people I love. I strengthen my mind, body, and spirit so I can show up filled up and serve others by creating value. I protect my health, energy, and attention so I can fully express and embody the OPUS God has entrusted to me.

2. Creator Protection

I advance human creativity by making idea protection understandable, accessible, practical, immediate, and affordable. Through Instant IP®, I help individuals and organizations establish proof and protect what matters before they share it with the world.

3. Publishing & Promotion

I help others uncover the intellectual property hidden inside their minds, stories, experiences, expertise, and businesses. Through Igniting Souls®, I transform meaningful ideas into books, brands, businesses, and movements, equipping creators to reach the people they were created to serve.

4. Transformational Education

I create transformational experiences and communities that move people from awareness to activation. Through writing, teaching, speaking, coaching, and consulting, I make complicated ideas clear, intimidating ideas accessible, and important ideas actionable. I help people see the intangible and invisible, then equip them with the courage and tools to act on these truths.

5. Compounding Collaborations

I impact the many by collaborating deeply with the few. I partner with brand-match leaders and organizations to create bigger futures, expand the mission, and achieve more together than we could alone. I pursue right-fit collaborations where both parties identify, protect, and leverage their intellectual property so value creation compounds into new IP that generates greater influence, impact, and income.

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Scorecard for Significance:

How do I Know I'm Successful?

1. Personal Stewardship

Connect: I connect deeply with God through Scripture, prayer, nature, and journaling, so I listen before leading.

Love: I give my loved ones focused presence and communicate with each of them in their love language.

Guard: I use my OPUS to filter distractions and guard my health, energy, attention, calendar, and boundaries so I show up filled up.

Train: I strengthen my mind, body, and spirit to carry my calling with endurance and excellence.

Create: I create before consuming and invest my best energy in original thinking and the highest-value work only I can do.

2. Creator Protection

Embody: I walk the talk by protecting my own IP before promoting it.

Awaken: I awaken people to the hidden value of their IP and the growing risks it faces in the age of AI.

Identify: I assess and prioritize the IP assets that matter most and should be protected first.

Systematize: I equip people and organizations to recognize themselves as IP companies and operate repeatable systems that optimize their IP.

Advocate: I champion attribution, protection, and compensation for human creators.

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3. Publishing and Promotion

Discover: I uncover the IP hidden inside people and businesses.

Position: I clarify what creators own, what they stand for, and why it matters.

Publish: I shape meaningful ideas into compelling books, frameworks, and resources.

Promote: I amplify protected IP so it reaches the right people.

Leverage: I multiply the value of protected IP through brands, businesses, and income streams.

4. Compelling Resources:

Anticipate: I anticipate what is changing so I can equip people for what comes next.

Clarify: I make complicated ideas clear and actionable

Design: I design relevant teaching, tools, stories, and experiences.

Deliver: I communicate these truths through writing, speaking, coaching, and consulting.

Activate: I move people from information to action and transformation.

5. Compounding Collaborations:

Discern: I recognize right-fit, brand-match collaborators who can create bigger futures.

Envision: I define the win by seeing what is possible when our IP combines.

Align: I clarify the IP rights, responsibilities, and rewards before we create.

Co-Create: I combine complementary ideas, assets, and audiences to produce new value and new IP.

Compound: I deepen successful collaborations so influence, impact, and income multiply.

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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 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 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. Truth without proof is fragile. Truth with proof is formidable.
- **Work:** I believe we each choose to approach work as our labor or our OPUS.
- **Abundance:** I believe in abundance and giving without expecting anything in return.
- **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.
- **Creativity:** Since we are created in God's image, I believe we were created to create, not merely consume.
- **Ideas:** I believe ideas are gifts entrusted to us. They should be developed, protected, shared, and multiplied.
- **Intellectual Property:** I believe intellectual property is human creativity made visible and valuable. IP reflects ownership and differentiation, creating leverage and enterprise value.
- **Technology:** I believe technology is a tool that should serve humanity. I'm not anti-AI. I am pro-creator.

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2. Identity: Who I Am

- **Child of God:** I am loved by God and entrusted with a unique calling. My identity precedes my activity.
- **Igniter:** I am a Soul on Fire put on earth to ignite others.
- **Husband:** I am committed to love and serve my wife as Christ does for the Church.
- **Father:** I am a father to my three precious children who need to see love and belief embodied.
- **Friend:** I am a loyal friend to a few. I help them especially in their times of need.
- **Author:** I transform the questions I am living into stories, ideas, and frameworks that awaken and equip others.
- **Publisher:** I am a publisher who sets free world-changing ideas.
- **Inventor:** I am an inventor who transforms new ideas into practical tools, technologies, systems, and solutions.
- **Founder:** I am a founder who builds mission-driven companies that solve meaningful problems and create lasting value.
- **Coach:** I believe in a chosen few and guide them to gain clarity, create their OPUS, and bring their entrepreneurial calling to life.
- **Teacher:** I am a communicator who connects truth to people's hearts, souls, and minds.
- **Protector:** I protect human creators, original ideas, ownership, truth, and value.
- **Futurist:** I anticipate what is changing and coming so I can equip people for the future.
- **Movement Builder:** I turn messages into movements by equipping people and organizations to carry the cause.
- **Athlete:** I am an endurance athlete who values physical excellence, discipline, adventure, recovery, and lifelong vitality.
- **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.
- **Activator:** I am an action taker who closes the gap between dreaming and doing.

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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

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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, protecting, and multiplying my gifts and talents.
- **Craftsmanship:** I love creating, naming, refining, and protecting 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 mentors.
- **Leadership:** I love adding value to others and influencing them to become bigger and better.
- **Partnership:** I love collaborating with right-fit, brand-match people and organizations to create bigger futures.
- **Guardianship:** I love defending human creators and protecting the truth, originality, ownership, and value behind what they create.
- **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. I don't have time, energy, or effort for people who don't.

5. Purpose: Why I Live and Work

- **Glorify:** I live and work to please God, not people, faithfully stewarding what He has entrusted to me so I may one day hear, "Well done, good and faithful servant."
- **Ignite:** I help others become souls on fire by clarifying their identity, purpose, and direction.
- **Find:** I help others discover the IP hiding inside them and their businesses.
- **Protect:** I help others establish proof and protect what matters before they promote it.
- **Create**: I help others transform meaningful ideas into books, brands, businesses, resources, and movements, then equip them to share those ideas with the people they were designed to serve.
- **Leverage**: I help others increase their influence, impact, and income through value creation.
- **Optimize:** I help others optimize their IP to create greater freedom, finances, and fulfillment.

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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:

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KO KARY OBERBRUNNER

Dr. Kary Oberbrunner is a Wall Street Journal and USA Today bestselling author of 15 books. As CEO of Instant IP and Igniting Souls, he helps authors, entrepreneurs, and influencers publish, protect, and promote their Intellectual Property and turn it into 18 streams of income. His companies are committed to: Setting Free World-Changing Ideas. An award-winning novelist, screenwriter, and inventor, he's been featured in Entrepreneur, Forbes, 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 holds several earned degrees, including a Bachelor of Arts, a Master of Divinity, and a Doctor of Transformational Leadership. He also serves as the Berry Chair of Entrepreneurship at Cedarville University, where he teaches Entrepreneurship and Digital Marketing. Kary enjoys cycling, especially in the French Alps. He lives in Ohio with his wife Kelly and three children: Keegan, Isabel, and Addison.

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