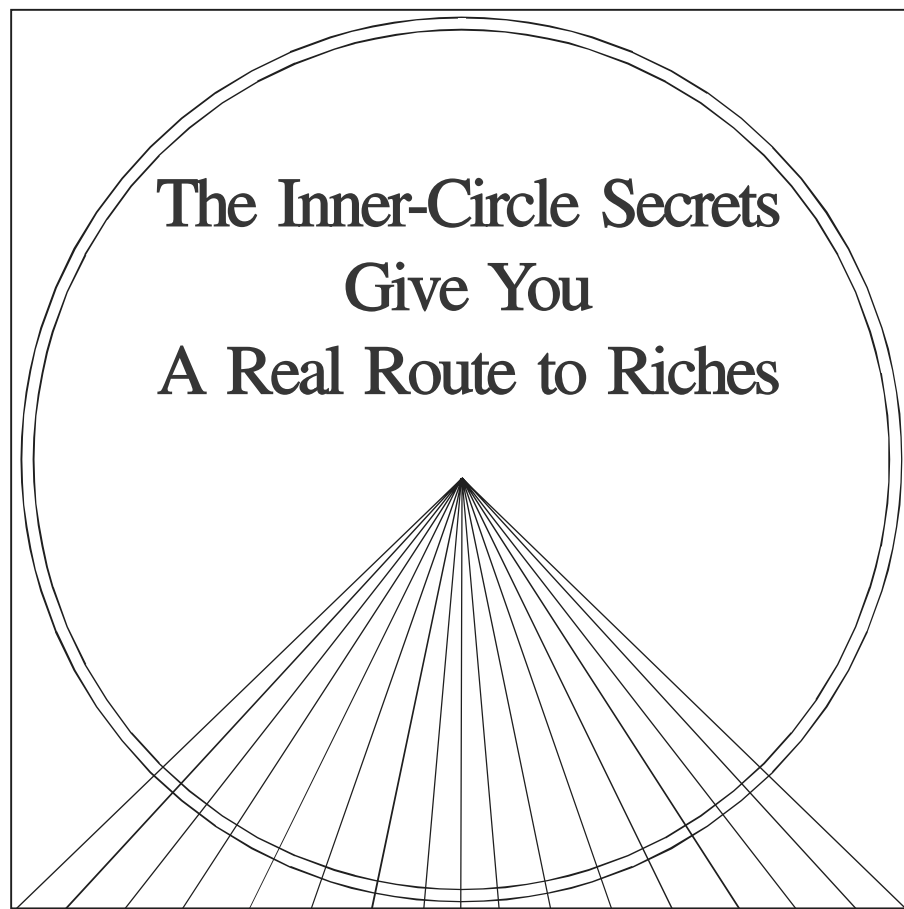


Volume Three

The World-Capture Secrets



NEOTHINK®

Inner-Circle Secrets, Batch #22

Grand Puzzle Part Number Three: THE WORLD-CAPTURE SECRETS

(Inside Secrets)

Let us see what is building from this Neothink® Puzzle. In Grand Puzzle Part One you learned the Self-Capture Secrets: how to compile projects within your day-by-day schedule through establishing physical movements — that is, mini-days. With the mini-day/power-thinking team, you acquired the tool to move beyond the capacity of the traditional daily schedule. With the most basic scheduling limitations removed, you acquired the tool to handle vast arrays of details and projects. That first tool, the mini-day/power-thinking team, enabled you to handle the many details and integrations that come with starting your own business. You took your first step into Neothink®.

Then in Grand Puzzle Part Two you learned the Company-Capture Secrets: how to compile wealth pumps within your Neothink® company through establishing physical movements — that is, mini-companies. With the mini-company/power-tracking team, you acquired the tool to move beyond the capacity of a traditional start-up company. With sophisticated limitations such as split responsibilities removed, you acquired the tool to handle a vast array of wealth pumps. That second tool, the mini-company/power-tracking team, enabled you to handle the many responsibilities that come with building an empire. You took your second step into Neothink®.

Now in Grand Puzzle Part Three, you will learn the World-Capture Secrets: how to compile Neothink® itself through establishing the physical movement of the person who sits atop the expanding empire — you. You will now take your third step into Neothink®.

In this third puzzle part, you will acquire the tool to move beyond all competition. With a final traditional limitation removed, you will enter *full time* into the Neothink® dimension. That new dimension will propel your empire around the world.

The Neothink® System

Growth And Development (Inside Secret)

You can expect to build your company on physical movements, that is, establish a few mini-companies, within one year. Once you build your company on physical movements (i.e., mini-companies or wealth pumps), you stand on a mountain of leverage and strength. Now you can forge ahead with all that strength to capture the world; you can remove the final limitation that holds back nearly every CEO and company from soaring with the World-Capture Secrets. Breaking free from this final business limitation, the CEO discovers his physical movement. From atop his mountain of leverage and strength, he takes off and soars with unbroken momentum — soars all around the world. Consider that, in a few short years, I & O went from doing business only in America to doing business in 163 countries around the world through the Neothink® System.

Determining *your* physical movement as leading head of your company is going to take you on a radically new course. You discover that radically new course through the same process used in the Self-Capture and Company-Capture sections: removing limitations, removing anything in the way of unbroken momentum. You must remove some final split responsibilities that pertain to the CEO.

But first, the company and its founder or CEO must grow to a certain level before he can actually evolve into the CEO physical movement and soar beyond his mountain of strength to capture the world. For, as his start-up company grows, the CEO must handle much of the day-to-day work himself. Not until the company reaches a certain size with secure income-generating mini-companies is the founder ready to evolve into the CEO physical movement and capture the world. Yet, he must be fully aware of the CEO physical movement in order to chart his own development and growth toward the World-Capture discovery. ...Let us start by understanding his growth levels toward the CEO physical movement and the World-Capture discovery. As you, the founder, build your start-up company with the Neothink® System, you and your company will grow through three levels:

Division of Essence

**THE THREE GROWTH-LEVELS
OF THE FOUNDER/CEO AND HIS COMPANY**
(Inside Secret)

The Level-One Founder/CEO and His Level-One Company:
The first growth-level requires starting and driving the infant start-up business forward...compiling future projects into today's work through the mini-day/power-thinking team. The level-one CEO runs a small level-one business with one income source that he personally handles. He does most of the work himself.

The Level-Two Founder/CEO and His Level-Two Company:
The second growth-level requires building the start-up business...creating more business for current or new mini-companies and replicating the new mini-companies. The level-two CEO runs a small but growing level-two business with one or more income sources, perhaps one or two mini-companies generating income. He does most of the work of creating new business. If he successfully creates new business, he eventually replicates the responsibilities into an existing or a new mini-company. The level-two CEO still does much of the work, handles the crucial details, presses forward into potential new business, potential new mini-companies. He also begins to concentrate on the integrating and coordinating functions explained in Chapter Eighteen, pushing his already established business, his already established mini-companies, into forward-movement essence work.

The Level-Three Founder/CEO and His Level-Three Company:
The third growth-level requires moving the business into new realms...pushing forward the base: 1) the values, 2) the numbers, 3) the personnel, 4) the operations. Level three is the destination the founder/CEO ultimately drives toward. The level-three CEO runs a substantial business with a few to several mini-companies. He has fully evolved into the integrating and coordinating functions. Whereas he busily creates new business, he no longer does the work of the business; he drives the business into new realms and integrates and coordinates the mini-companies into those new realms. He also nurtures and orchestrates the essence

The Neothink® System

progress of mini-company heads. He no longer replicates new mini-companies. No longer financially dependent on new mini-companies, anyone who takes on a mini-company must develop it on his own, without the CEO replicating. The CEO does not need to replicate now. He gains more leverage pushing into new realms of business and pushing forward the established mini-companies.

The Level-Three Founder/CEO

(Inside Secret)

Let us look more closely at your destination — the level-three CEO who can soar with the World-Capture Secrets:¹

Business is founded on two essentials: 1) the values, and 2) the numbers (i.e., the dynamic interaction of values and numbers: market pressures, numbers, drive the product, values, to the marketplace and continue to elevate the product to, in turn, open wider and wider markets). Soon after the business starts, two other essentials quickly kick in: 1) the personnel, and 2) the operations (both ultimately driven by the numbers). Once an entrepreneur reaches the level-three CEO, operating a business with a few to several mini-companies, he will snap together the essence tracking reports and use that marketing/numbers Neothink® picture to further drive forward the four essentials of his business: 1) the values, 2) the numbers, 3) the personnel, 4) the operations. In short, he creates and elevates the product and marketing into new realms, and he integrates and coordinates his mini-company heads into those new realms.

¹The level-three CEO can capture the world through the secrets revealed in this section. Therefore, the World-Capture section addresses the level-three CEO. However, the level-one and level-two entrepreneurs can benefit by the radical breakthrough revealed in this section. In fact, the discovery revealed in this chapter moves the level-two entrepreneur into a level-three CEO and onto capturing the world with his business. Therefore, he must know the level-three CEO's physical movement and know more about his integrating and coordinating functions. Whereas the World-Capture section addresses the level-three CEO, the level-one and level-two entrepreneurs must read this section closely. At the end of this chapter, the level-one and level-two entrepreneurs will learn how to use the discovery to accelerate their own growth.

Division of Essence

Only the founder, CEO, and movement heads (explained later in Chapter Twenty-Five) evolve into this third growth-level that enables sweeping expansion of the company. Only they can drive forward the company as a whole into the World-Capture Secrets explained later in this section. For, the mini-company heads must concentrate on their specific businesses. They must DO the work of the mini-companies. They cannot embrace the wider integrations of the level-three CEO. For example, Mr. Hamilton does not *do* the marketing. That is done by the mini-company heads. But Mr. Hamilton moves forward the entire juggernaut into new realms of marketing. He creates and elevates and drives the products, the marketing, the personnel and operations into new realms.

Mr. Hamilton snaps together the essence tracking reports that show him the world-wide marketing results of the products from several different mediums with several different testing approaches, in several different countries, languages, and cultures. From that Neothink® view of the numbers, Mr. Hamilton elevates the value of the products into new realms that, in turn, reveal new horizons of marketing. Mr. Hamilton sends his mini-companies into those entirely new realms of marketing.

Mr. Hamilton has evolved into the third growth-level with several established, income-generating mini-companies. From that mountain of strength, with the leverage of his creating-and-elevating, integrating-and-coordinating functions, he soars with the World-Capture Secrets, revealed soon. ...But to soar and not fall, the level-three CEO must first know more about the creating-and-elevating/integrating-and-coordinating functions.

Creating-and-Elevating/Integrating-and-Coordinating Functions (Inside Secret)

The CEO who soars with the World-Capture Secrets exerts hard, Firestone-like thinking, integrated thinking, relentless power-thinking. His greatest time doing the creating, elevating, integrating and coordinating functions is spent in private — in concentrated thinking on the market-driven dynamic interaction between the values and the numbers. He must spend long, isolated hours creating and elevating the products and marketing programs. In short, he becomes a creator, nearly a full-time creator.

The Neothink® System

Mr. Hamilton spends long days creating Neothink® products and elevating marketing programs into world-capture realms. He uses the numbers to guide him on how to elevate the values into new, world-capture dimensions, which eventually lifts the whole company, all the mini-companies, into new realms.

As Mr. Hamilton drives Neothink® products and marketing programs into new realms, I & O's presence spreads all over the world. Coordinating the mini-companies (via Essence Meetings) delivers crucial level-three world-capture leverage but is a minimal function (timewise) of the creating-and-elevating/integrating-and-coordinating functions. Mr. Hamilton needs long, isolated hours of concentrated thinking.

To better understand the creating-and-elevating/integrating-and-coordinating functions, perhaps an analogy can be made back to the collegiate football coach. He spends only a few hours once a week actually coordinating the players during the game. The majority of his time and work comes between games. He spends long hours studying plays, films, studying his team throughout practice, testing plays and strategies during practice. He is thinking. He spends long hours thinking and bringing all that information together. A major amount of his time is spent alone, without his team around him disrupting his concentration. He develops the stratagems to drive forward his team during the game...to coordinate his players into defeating the opponent.

Like the football coach, Mr. Hamilton spends long, isolated hours thinking and creating. The majority of his time is spent alone, without his employees around him disrupting his concentration. He develops the strategy to drive forward his company...to coordinate an army of mini-companies.

The majority of his time goes toward creating and elevating the products and their marketing programs. Yet moving his creations and elevations of products and marketing programs to the quick-action mini-companies through his Essence Meetings brings world-capture leverage to Mr. Hamilton. His concentrated focus on creating and elevating the products and their marketing programs is done with the leverage of driving forward an army of mini-companies. That explains why Mr. Hamilton never relieved himself of I & O (of market pressures, deadlines, responsibilities) to become just a writer and concentrate just on

Division of Essence

creating Neothink® literature. For, with level-three I & O and its mini-companies, he gains world-capture leverage by integrating and coordinating a whole business army into forward-march action. And under great market pressures, he snaps together, via the tracking reports, that army's marketing numbers to see a Neothink® puzzle-picture and, in turn, to drive the value of his Neothink® literature to yet greater heights — to world-capture heights.

Through his level-three business army and through his integrating and coordinating functions, Mr. Hamilton multiplies his power many times as he sends his evolving Neothink® literature to anxiously awaiting marketing mini-companies all over the world. Then, that explosion of power completes a grand cycle: it implodes, gaining synergy as the Neothink® tracking reports come racing back to him. That implosion cycle of numbers results in more deep thinking to further elevate the values, and another explosion cycle of the products, and then another implosion cycle of numbers, and so on. ...Through his business army and his creating-and-elevating/integrating-and-coordinating functions, Mr. Hamilton escalates his power. Through his level-three company of mini-companies, he stands on a mountain of strength and acquires the leverage needed to soar with the World-Capture Secrets. Through concentrated focus on the numbers and, in turn, deep thinking on the values, he is now ready to leap from his mountain of strength and fly. The integrating-and-coordinating functions are his wings needed to fly, not fall, from his mountain of strength.

Discovering YOUR Physical Movement (Inside Secret)

As you structure your company into its physical movements and eventually into mini-companies, you stand on a mountain of leverage and strength. As you evolve into a level-three CEO with a level-three company of mini-companies, you are ready to challenge your own integrated thinking. You are ready to discover YOUR physical movement to advance into full-time Neothink®. You are ready to take the World-Capture challenge.

So first, let us determine YOUR physical movement as CEO. To do this, you must remove your split responsibilities. You must pull together your mentally integrating responsibilities, i.e., those

The Neothink® System

responsibilities that integrate with your PURPOSE.

What is the purpose of the CEO? Remember from Chapter Eleven in the Company-Capture section: the PURPOSE of business is to BUILD. Your purpose as CEO is to BUILD from the widest, Neothink® perspective...different than anyone else in the company.

Your purpose is to push the whole business forward. Thus, you must push its base forward. You must build the four essentials: the values, the numbers, the personnel, and operations. As the founder and the widest integrator in your company, you must use the essence tracking reports from the mini-companies and study their numbers. You must use those numbers and hard, Firestone-like thinking to drive your company and its values into greater realms. But, as you build the values and numbers, you must learn how to expand the values and numbers to even greater realms by integrating and coordinating your mini-companies into the value-building and number-building process. To capture the world market, you must learn how to use the unique minds of others to orchestrate larger-than-life values and larger-than-life marketing of those values. That phenomenon happens through the division of essence.

Indeed, great companies became great because the founder reached beyond himself. The founder orchestrated the qualities of more and more people to create greater and greater values and dissemination of those values...just as Juan Trippe orchestrated thousands of people, from scientists to financiers, in order to create the jets and to capture the world with the jets.

Indeed, the founder or CEO's purpose is to build ever-better values and ever-growing distribution of those values. As founder, you must 1) use your company-wide Neothink® perspective to personally create and elevate the values (i.e., product or service)...and use your Neothink® perspective to personally advance the numbers (i.e., market penetration), and 2) use your Neothink® perspective to integrate and coordinate the strengths of others into your value-building and market-building process.

Creating-and-Elevating/Integrating-and-Coordinating Functions (Inside Secret)

Remember, *you* created your company. *You* are the original

Division of Essence

creator. *You* are a creator.

The founder and CEO's area of purpose, his **physical movement** reduces to: *creating* and *elevating* values and the marketing of those values. To most effectively do this, he must also *integrate* and *coordinate* personnel and operations for greater and greater contribution and efficiency. With his company-wide Neothink® perspective, he a) personally exerts long, isolated hours of intense concentration to *create* new products or *elevate* existing products (values) and to *create* new marketing programs or *elevate* existing marketing programs (numbers) in order to disseminate those values...then he b) *integrates* and *coordinates* those product enhancements and marketing enhancements back into his mini-companies; he expands the company's values and numbers by orchestrating others; he *integrates* and *coordinates* the *unique* capabilities of others into the ever-widening company plan...as Mr. Hamilton integrates and coordinates his mini-companies into ever-widening product dissemination.

The physical movement of the level-three founder or CEO is: *the creating-and-elevating/integrating-and-coordinating functions*. Anything that breaks the CEO from *creating* and *elevating* greater values and greater marketing of those values and *integrating* and *coordinating* his mini-companies is a split responsibility. His mentally integrating responsibilities are:

MENTALLY INTEGRATING RESPONSIBILITIES OF THE FOUNDER/CEO

(Inside Secret)

* He studies the essence tracking reports to acquire a Neothink® perspective of the company's numbers. He gains a company-wide Neothink® integration of the marketing performance of the values/products via the numbers. He also acquires the broadest measurement of costs/effort to net, of the efficiencies of operations and personnel. Numbers...Neothink® numbers.

* From his Neothink® numbers perspective, he engages in market-driven product development/enhancement. He uses his Neothink® numbers perspective as a guide to elevate product development into new realms, which in turn opens potential new marketing horizons. He uses his Neothink® numbers perspective as a guide to elevate the marketing programs into those new horizons. He

The Neothink® System

drives hard on this dynamic interaction between numbers and values.

* From his broadest measurement of costs/effort to net, he focuses on operations and personnel. He drives hard to improve internal efficiencies and controls (operations) and to improve intensity, energy, integrated thinking and emotional integration with the company's goals (personnel).

(The first three responsibilities above represent *creating and elevating* the four essentials of business — the values, numbers, operations, and personnel. The next three responsibilities represent *integrating and coordinating* the four essentials of business.)

* He injects his product developments, marketing developments, operations developments, and personnel developments into the mini-companies (via Essence Meetings).

* He nurtures, integrates and coordinates others and their *unique* product developments, numbers/marketing developments, operations/internal-strength developments, and their emotional/motivational developments into the company plan.

* He knows that numbers drive everything in business, and he sets the example of a focussed numbers man. He pushes the mini-company heads into their numbers. He drives the entire company through numbers; they drive their mini-companies through numbers.

His mentally integrating responsibilities are those broad responsibilities above that only he can handle; they converge on his purpose to build the base — the values, numbers, personnel, and operations of his company. (See Diagram Seventeen on the next page that illustrates the CEO's physical movement.) Any other responsibilities that creep into his day break his momentum and are split responsibilities. They must be removed. Most CEOs are overwhelmed with split responsibilities because of a deep-rooted, white-collar-hoax myth. Once that myth is removed, the level-three company can capture the world.

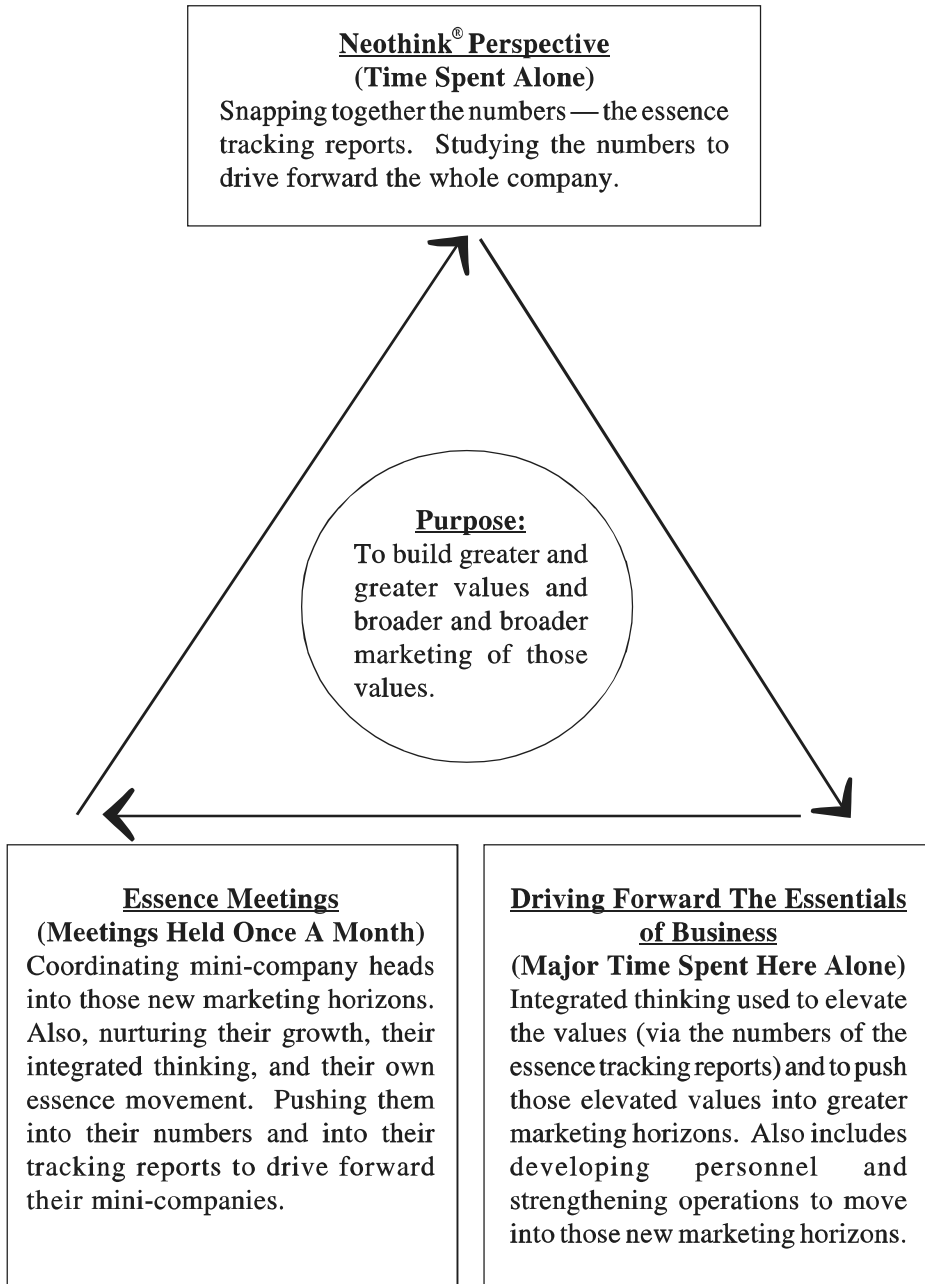
Uncovering The Myth (Inside Secret)

After you successfully build your company through the Company-Capture Secrets and reach the door of a level-three

Division of Essence

Diagram Seventeen

**The CEO's Physical Movement
Creating-and-Elevating/Integrating-and-Coordinating Functions**



The Neothink® System

CEO, you must focus on the essentials of business. For, creating-and-elevating/integrating-and-coordinating the values, numbers, personnel, and operations pulls together the mentally integrating responsibilities that only you can handle. Creating-and-elevating/integrating-and-coordinating — *building* — the values (the products), numbers (marketing), personnel and operations into new realms now becomes your physical movement, the shortest and only movement to lift your company into the world-capture league. You will put all your effort, all your unbroken momentum into moving the base — the values, numbers, personnel, and operations — into new realms. Anything that breaks your momentum must be eliminated.

Anything that works against creating-and-elevating/integrating-and-coordinating the values, numbers, personnel, and operations — in other words, anything that works against *building the company* — is a split responsibility. As we did for the business, we must now remove all split responsibilities from the level-three CEO so you can lock into your movement and evolve full-time into Neothink®.

Removing The CEO's Split Responsibilities

(Inside Secret)

Your expanding company brings more and more people into entrepreneurial follow-through jobs and into mini-companies. The logistics of more and more people bring on inherent problems such as real estate, equipment, office room, morale issues, interruptions, inventory tracking, supplies, storage space, etc. Those problems, all in no-man's-land (i.e., all outside the mini-companies' tails of responsibilities), all fall on your lap. Those problems destroy your movement — your creating-and-elevating/integrating-and-coordinating functions.

Moreover, each person in your company no longer needs interruptions or much two-way communication with others, for all now run a fully integrated area, independent with no split responsibilities. Contrast that to the traditional companies where split responsibilities are abundant and everyone depends on interacting with others. Instead, those running their fully integrated areas and mini-companies, moving ahead with personal financial incentive, cannot afford to break their forward-movement, money-making intensity. They do not need or care to come to work. They

Division of Essence

could operate best in the isolation of their own homes.

Indeed, the human interaction in a company structure works against every individual forging ahead in his or her mini-company. But most destructive, the company, the place of work, destroys the CEO's physical movement: pure creating-and-elevating/integrating-and-coordinating functions — driving forward the values and numbers, personnel and operations. The place of work, with its many no-man's-land problems falling in the CEO's lap every day, destroys his intense concentration on elevating the business into new realms.

Radical Breakthrough

(Inside Secret)

Everything you need to elevate your company into new realms is in your Neothink® tools — the tracking reports. With well-done essence tracking reports in your hands, you (a level-three CEO) need no other information to drive your business into new realms. The tracking reports provide the numbers to drive the business. The numbers let you focus in private how to elevate the base — the marketing, the products, the personnel and operations — into new realms. The monthly Essence Meetings let you coordinate the mini-companies into those growing new realms. EVERYTHING ELSE breaks your momentum and prevents you from fully evolving into a Neothink® mode.

The problems that fall in your lap daily in the company's building actually trap you in a thought-by-thought mode. You must deal with the problems one by one as they arise. They break your momentum. They are split responsibilities and act as integration blockers that prevent your power-reactor explosion into Neothink®. You simply cannot evolve into the Neothink® mode — even with the tracking reports in hand. You simply cannot focus on the larger super-integrated picture as you instead chase down the specific day-in and day-out problems. Imagine the massive integrations needed to advance breakthrough Neothink® literature, blocked completely as Mr. Hamilton became increasingly stunted by the day-to-day problems.

Now, think if you had no physical company: no building, no office space, no real estate, no congregation of people — only the tracking reports. With only the tracking reports, you would

The Neothink® System

be free to evolve into the wide integrations of Neothink®. For, you would be free of all no-man's-land problems. You would be free to integrate and concentrate. You would be free to create and elevate. Indeed, with only the tracking reports, you would be free to evolve into Neothink® and leave behind mysticism-plagued thought-by-thought control.

The level-three CEO needs most of his time alone, with his tracking reports, without his company or employees around him. If you lift the traditional company structure — lift the company itself from the business — you are left alone in your office with only the tracking reports. That is all you need.

This radical new concept is called **a-company-without-a-company**. Here is Mr. Hamilton:

Mr. Hamilton
The Neothink® World Summit
(Inside Secret)

“Company-without-a-company...its a very powerful concept. It could never have occurred if not for the first two major parts of this three-part Neothink® puzzle. Without this commander-in-chief control, without having been able to break down the company into its division of essence, into mini-companies with their own essences that can expand with no limitations forever, without having the tracking reports to pull those essences together, without those discoveries, this powerful, company-without-a-company couldn't exist.

“The company-without-a-company is by far the most efficient system to run a company and to build an empire. You don't have all the limitations of people coming together...and the monster that grows from within the company itself. You don't have that. You have clean, independent mini-companies, independent galaxies with a lot of space around them out there performing their own essences. And yet, they're I & O. Very powerful. This is what can sweep across the world.”

— Mark Hamilton

The Level-Three CEO
(Inside Secret)

The Neothink® System's company-without-a-company gets the

Division of Essence

CEO (i.e., you) out of the company. The company-without-a-company frees you. It frees you to create. It frees you to do hard, Firestone-like thinking. It frees you from physically disjointed tasks as you discover your smooth physical movement: you create and elevate, integrate and coordinate with unbroken momentum — the physical movement of the level-three CEO.

The Company-Without-A-Company (Inside Secret)

Your level-three company now consists of self-sufficient mini-companies with their tell-all essence tracking reports. Each mini-company operates independently. Each mini-company can operate out of separate locations such as that person's own home. With each mini-company head on the mini-day/power-thinking team working out of his or her own home, the productivity actually improves without the interruptions and commotions of a company office. Now that you have removed split responsibilities throughout the company, now that the mini-companies are tight, self-contained movements, those people depend on no one and are able to function best in the privacy of their own homes.

The Company Itself Becomes Obsolete (Inside Secret)

With the mini-companies and their tracking reports, the company itself becomes obsolete. Yet, "the company" is tradition. It makes a declaratory statement of the company's dependency on the men in the plush offices who "run the company".

Through the Neothink® System, we disengage the company.¹ The white-collar hoax at any level will have nowhere to go and look important...no plush offices to support prestigious appearances...no opportunity to craft fiduciary illusions. No, only

¹Certain companies or portions of certain companies may need to remain physically in one building. That scenario will be dealt with later in this Volume Three. If that scenario applies to your company, still read the next few pages closely to understand the unbeatable advantages of the company-without-a-company. For, all companies can capture those unbeatable advantages to become a company-without-a-company, even those companies that must remain together in one building, as explained later in this Volume Three.

The Neothink® System

driving forward profits — real profits — will count.

In a company building, an executive can come in and be well occupied all day long with the many things he can do. He will easily fill his day as justification for his hefty salary. But far too often, what he actually handles does little to push the business forward.

People with mini-companies, however, get up in the morning and have nowhere to go and appear important, no place where they can fill their days, no place to look and feel busy while offering little if anything that pushes the business forward. When the people in a Neothink® business (in the company-without-a-company) wake up in the morning, the chips are down: either they push their mini-companies forward or they do not. If they do not, then they do not survive. No white-collar hoax could exist in a Neothink® business.

Neothink® Power

(Inside Secret)

The CEO (i.e., you) discovers full-time Neothink® power. His mini-companies can work anywhere, even from their homes; they drive forward their performance, churn out profits...all on performance pay at no risk to you.

By snapping together the essence tracking reports, the level-three CEO in an hour or less switches into Neothink® and knows in his head the status of every strength or weakness in his company. Observers from traditional businesses would be stunned by his brain power.

Absorbing the mini-companies' clusters of responsibilities — their essences — in rapid succession instead of being lost in one detail at a time as problems arise, the CEO — you — moves into full-time Neothink® power. You have no more physically disjointed tasks breaking your concentration and momentum. You move ahead with unbroken concentration and momentum in your smooth physical movement. With the essence tracking reports, you see the whole puzzle — the whole business — in one sitting. You can make spectacular business maneuvers, both with the values and the marketing of those values. You can integrate ideas, tests, progress, new directions into your Neothink® matrix faster than anyone else. Competition will seem slow and dull.

Division of Essence

...Once you experience this full-time Neothink® power, you evolve into another dimension. Once in that Neothink® dimension, you can drive your company into new realms beyond anything you can imagine right now, realms that capture the world.

Level-Two Entrepreneurs To Prosper Immediately (Inside Secret)

Although the World-Capture Secrets address the level-three CEO who can use the company-without-a-company to capture the world, the level-two entrepreneur can profit from the company-without-a-company. In fact, the company-without-a-company offers him the fast-track ticket to building his level-two business to a level-three business and then to capturing the world.

First of all, the powerful World-Capture Secrets would have been impossible if not for the Company-Capture Secrets with the division of essence — the mini-companies and their essence tracking reports. Now remember, the level-one and level-two entrepreneurs or CEOs need to remain in a company office space because they are still doing much of the work themselves. Recall the three stages of the evolving replicating meetings: the nitty-gritty detail working meetings, the crucial detail meetings, and the essence-detail meetings (see Chapter Sixteen). The level-one and level-two entrepreneurs should keep the key personnel together in one office space, at least during the first two stages of the evolving replicating meetings. However, through the company-without-a-company format, the level-two entrepreneur can begin to expand through setting up low-risk, performance-pay mini-companies working from their homes on performance pay at little or no overhead to himself. Capital is a limited resource for him. The company-without-a-company becomes his easiest and least costly format for growth toward a level-three business.¹

Moreover, by not expanding his company offices during growth, he remains focussed on progress. He avoids the trap most entrepreneurs fall into: becoming absorbed in the growing day-

¹Remember, the level-two entrepreneur has a growing business with perhaps one or two mini-companies. See page 251 to refresh your memory of the level-one, level-two, and level-three founders/CEOs.

The Neothink® System

to-day problems. Indeed, speaking now in traditional terms of level-one being a small one-man operation, level-two being a business with several employees, and level-three being a multi-million-dollar business, most entrepreneurs never grow to level three. In their company offices every day, they are too busy running their level-two businesses. And the trap gets worse with growth. By contrast, through the company-without-a-company format, the level-two entrepreneur increasingly relieves himself from running his day-to-day business with growth. Instead, he increasingly concentrates on creating and elevating, integrating and coordinating.

The level-two entrepreneur with several employees often feels that no one working for him thinks; so he must do everything himself and cannot create or elevate the values and marketing of those values. And that is true: without the Company-Capture Secrets, those working for him will unlikely evolve beyond specialized thinking. Therefore, that level-two entrepreneur will remain trapped, unable to evolve into the creating and elevating, integrating and coordinating functions to move toward the level-three world-capture league.

It is important to realize: the stagnant level-two entrepreneur is absolutely right (and absolutely stuck) when he feels that no one working for him thinks — *really* thinks. In fact, most employees subconsciously sense they do not have to think as long as someone else runs the business and does the thinking. But put those same employees in their own mini-companies or entrepreneurial units, perhaps operating out of their own homes, and make them responsible for a bottom line...and they will think. They will think to survive, at first. Then, they will think to prosper, and they will love it! The level-two entrepreneur will then have a clear shot at his physical movement — at creating, elevating, integrating, and coordinating — at building the company.

The level-two entrepreneur or CEO can use the low-overhead company-without-a-company approach to safely build his business. Furthermore, the low-risk, low-overhead company-without-a-company keeps out the nonthinking following mode and, instead, builds an inherently strong company of thinkers. The precedent of low overhead and strong thinkers gives the

Division of Essence

entrepreneur the best of both worlds. The company-without-a-company is the best way to build a company from the early stages. And the company-without-a-company grows limitlessly...mini-companies form out of people's homes, all around the world, as with I & O.

Simplify

(Inside Secret)

Chapter Eighteen exposed the myth that building an empire entails great complexity. Building an empire requires just the opposite: stark simplicity. The company-without-a-company washes away complexities. The company-without-a-company, with the mini-companies working from their homes submitting daily or weekly tracking reports, simplifies business. The company-without-a-company is the safest and fastest track to building an empire.

The remainder of the World-Capture section continues to address the level-three CEO, the reader's destination. However, the advantages apply to level-one and level-two entrepreneurs too. For example, the double-barreled advantages of the company-without-a-company in the next chapter apply to level-two and level-one entrepreneurs (but with some slight differences due to their different responsibilities). Now, turn the page to discover the double-barreled advantages of the company-without-a-company.

Inner-Circle Secrets, Batch #23

THE UNBEATABLE ADVANTAGES OF THE COMPANY-WITHOUT-A-COMPANY

(Inside Secret)

The Company-Capture Secrets in Volume Two deliver several major advantages to business, culminating in two unbeatable advantages: First, the mini-companies fill the business with *thinkers* — integrated thinkers. Second, the essence tracking reports fill the entrepreneur or CEO with *Neothink*[®].

The World-Capture Secrets — the company-without-a-company — also deliver two unbeatable advantages:

Unbeatable Advantage #1: The company-without-a-company locks the CEO into his physical movement — into the creating-and-elevating/integrating-and-coordinating functions — and does so with *full-time* *Neothink*[®] power so he can move the company into new realms that capture the world.

Unbeatable Advantage #2: The company-without-a-company eliminates the consumptive white-collar hoax and eliminates everything that does not converge on getting the money-making work done. The clean and efficient, low-risk *Neothink*[®] business can most safely and easily spread all over the world.

Double-Barreled Advantages

(Inside Secret)

Mini-company heads work from their homes on performance pay at little risk and little overhead to you. No white-collar hoax can grow. Pay comes from performance pay — from getting the money-making work done. Everything else vanishes. ...With such a powerful, low-risk advantage, the *Neothink*[®] company can replicate profitable mini-companies all over the world.

And you, as CEO, collect their essence tracking reports and maintain a *Neothink*[®] perspective of your company, which enables you to integrate and coordinate the world-wide business into new realms. Without the physical company and its split responsibilities holding you back, you are free to create and elevate, integrate and coordinate with unbroken momentum (your mentally

The Neothink® System

integrating responsibilities, shown on pages 257 and 258). Indeed, you are free to build your business.

The CEO — You — Move The Business Forward (Inside Secret)

Without “the company”, the CEO has no choice but to focus fully on his physical movement. Without “a company” to occupy his time, he *must* get into the hard, Firestone-like thinking — into the alien world of integrated thinking. The human mind is more quickly drawn to the daily distractions of “a company” than to wide-scope integrated thinking. The drawing card of daily distractions creates the trap that stagnates most entrepreneurs. Without “a company”, the entrepreneur or CEO can no longer fill his day with the many problems, activities, and no-man’s-land details of “the company”. In the company-without-a-company, the entrepreneur or CEO is pushed into integrated thinking. The human mind needs such a push.

Without the distracting company, the entrepreneur or CEO enjoys a Neothink® picture of the whole business. By snapping together the essence tracking reports into the whole Neothink® perspective, he sees how to move “the whole thing” forward. In other words, he sees exactly how to build his business.

Without “the company”, the CEO functions in that Neothink® mode full-time and becomes very powerful. That Neothink® picture is how the most powerful business leaders succeed, from Henry Ford to Bill Gates. With that unbroken picture, they become more and more powerful with each passing month.

The company-without-a-company is your way to get their Neothink® power. The overarching puzzle-picture remains unbroken by split responsibilities. You will drive on your physical movement full-time, your momentum never broken with day-to-day office problems. You will spend your time creating, elevating, integrating, and coordinating the values, numbers, personnel, and operations. Because of your Neothink® perspective, you will be able to orchestrate more and more people — a whole business army of people — into more universal values and broader marketing of those values.

Division of Essence

The Level-Three CEO's Mini-Days (Inside Secret)

As the founder or CEO grows with his company toward a level-three CEO running a company-without-a-company, he must evolve into creating, elevating, integrating and coordinating the values, numbers, personnel, and operations. He must effectively remove from his schedule doing other work (i.e., doing split responsibilities). To let him get away from split responsibilities, the company breaks down into the company-without-a-company, and the CEO's mini-day schedule breaks down into four basic movements: values, numbers, personnel, and operations.

Before we go through the four mini-days, you may recall in Volume One, *The Self-Capture Secrets*, Mr. Hamilton teaches you to make physical movements, not subjects, into mini-days. As the CEO evolves toward the level-three CEO, he will move more and more away from physically *doing* the work to creating, elevating, integrating, and coordinating the work. He will move more and more away from physical energy to mental energy. Physical activities tend to go away; long stretches of mental energy take over. Now, understand that exerting mental energy is actually a physical act. The creative mental energy spent developing values is physically different from the logical mental energy spent studying numbers. They physically work different parts of the brain. And the same is true for the mental energy spent on integrating and coordinating personnel and improving operations. Those four different categories physically require different mental energies making those four categories, indeed, four true physical movements and not subjects. You will actually *feel* the different mental energies as you work in each movement. They are the true physical movements throughout the day of the level-three CEO:

- 1. Values:** Driven by market pressures, the CEO creates and elevates the products and advertising of those products. He uses his Neothink[®] perspective of his company-wide marketing data as his guide. He often concentrates for long hours in private to create and elevate the values. Mr. Hamilton spends his values mini-day writing books, writing ad copy, and pushing into new projects such as potentially

The Neothink® System

producing a full-length movie and establishing a Science Institute for research on anti-aging. (Author's note: The movie production and the Science Institute are Mr. Hamilton's latest undertakings, which are not referenced in the original edition of *The Neothink® System*.)

2. **Numbers:** Driven by market pressures, the CEO creates and elevates the marketing of the products. He uses his Neothink® perspective from his company-wide tracking reports as his guide. He studies the company-wide numbers resulting from advertising tests and determines the story the numbers are telling him. He determines what further advertising tests need to be developed (to be developed later during his values mini-day). During the numbers mini-day, he studies/calculates numbers — the accounting and marketing numbers. Numbers ultimately drive the entire company — the marketing, product/advertising development, operations, and personnel. He studies/calculates numbers/efficiencies in all areas of the company, including the numbers as they pertain to operations and to personnel (costs/efforts to net).
3. **Personnel:** The two essentials upon which business is conceived are 1) values (products) and 2) numbers (marketing and profitability). But a third essential of business comes quickly with growth: 3) personnel. Level-three CEO's need this mini-day of integrating/coordinating personnel.

For example, Mr. Hamilton spends all of his values mini-day in private, writing foundation literature in I & O or developing new product ventures, and he spends all of his numbers mini-day in private studying the numbers not only of marketing, but of operations, finances, and accounting. Therefore, he must separate into its own movement his integrating and coordinating the company as a whole: the mini-company heads. He must specifically integrate and coordinate the personnel into his numbers/values progress.

He must also develop his personnel, help motivate them

Division of Essence

into sustained heightened passion — into the Power Approach (taught in the Appendix). He concentrates on removing following-mode mysticism (see front material) and rewarding integrated thinking. He must set standards, enforce the drive for completion, push them into integrated thinking and into the numbers, then integrate and coordinate their numbers/values progress into the company plan. He does this through the daily essence reports and the monthly Essence Meeting.

During this mini-day, he takes his progress on creating and elevating values and numbers and looks at it in the wider perspective of integrating the personnel with those developments and coordinating them to drive the company forward.

Recently (since his mini-day schedule on pages 276-277), Mr. Hamilton has devoted an extended personnel mini-day on Mondays, 2:00 p.m. until 6:00 p.m., to a meeting among his key personnel. He uses that weekly mini-day to integrate and coordinate key personnel at I & O, from digging into specific nitty-gritty details to covering the sweeping essence issues.

- 4. Operations:** A fourth essential of business comes with the conception of the business: operations. In Volume One, the operations mini-day, remember, corralled the nitpick work into one movement: the operations of management. Nitpick work should not plague the level-three CEO who has properly replicated his mini-companies, although he still must integrate and coordinate some *crucial* details via his in-basket, which might be his fax machine. Because that nitpick operations is follow-through work and not forward-movement essence work, the level-three CEO shrinks his in-basket portion of the mini-day as much as possible. Most of the nitpick business operations now occur within the mini-companies themselves. Thus, most of the CEO's nitpick operations can be kept to a minimum as he focuses on the forward-movement essence work of operations: **internal strength.**

The internal strength of his company is a powerful

The Neothink® System

essential of business that not only enables a company to grow, but sometimes launches a company into new realms...such as the operations breakthroughs of Ford Motor Company that launched car production into the assembly-line and mass production. The CEO must focus on the essence of operations — the internal strength of the company. Examples of internal-strength work include: computerizing the business, strengthening controls and efficiencies, automating operations (if more cost effective), developing and improving key operations manuals, developing and strengthening accounting procedures, data procedures, tracking reports. ...The CEO's Neothink® perspective of the numbers gives him the insights to discover and build internal strength.

(Note: Turn the page to see Mr. Hamilton's level-three CEO mini-day schedule, pages 276-277.¹)

The Neothink® CEO

(Inside Secret)

First, remember unbeatable advantage #1 of the World-Capture Secrets: The company-without-a-company locks the CEO into his

¹The level-two entrepreneur should establish the four mini-days above among his other needed mini-days, even if he just assigns the above mini-days once a week for now. That keeps him focussed on the four essentials of his business, and he begins exercising those mental energies. As he evolves toward a level-three CEO, he will increase his time with the four mini-days above and decrease his time with his other mini-days. Eventually, the above four mini-days will take over and become his only mini-days.

The level-one entrepreneur also needs to be acutely aware of the four essentials of his business. He needs to develop a dynamic interaction between the numbers and values. He should establish a numbers mini-day and a values mini-day, even if just once a week for now, even if he does not know what to do during those two mini-days right now. Eventually, he will learn how to drive ahead in those mini-days. As he evolves toward a level-two entrepreneur, he will put more time into those two mini-days and, with growth, he will introduce into his schedule the other two mini-days of personnel and operations. (Of course, the level-one entrepreneur already has an operations mini-day, but not at the essence-building level.)

Division of Essence

essence — into the creating-and-elevating/integrating-and-coordinating functions — and does so with *full-time* Neothink® power so he can move the company into new realms that capture the world.

Without “the company” and without CEO split responsibilities, the level-three CEO drives the company’s values and the marketing of the company’s values into new realms through his mini-day schedule, an ongoing dynamic interaction between the numbers (i.e., the marketing numbers) and the values (i.e., copywriting/advertising/product development). He creates and grows values. He puts the products and advertising through ongoing marketing tests. He studies the results. Based on those results, he goes back to the values and advertising to elevate their values to the customer. ...Every day this dynamic interaction between values and numbers continues through his mini-days. With such intense focus on values and numbers, the business grows. He gains tremendous leverage as he a) integrates and coordinates the entire work force into building the values and numbers, and b) develops the company’s internal strength.

Many CEOs Mistakenly Pass Off Their Responsibilities

(Inside Secret)

Now, remember unbeatable advantage #2 of the World-Capture Secrets: The company-without-a-company eliminates the consumptive white-collar hoax and eliminates everything that does not converge on getting the money-making work done. The clean and efficient, low-risk Neothink® business can most safely and easily spread all over the world.

White-collar-hoax CEOs as well as many, many innocent, unsuspecting CEOs, lose touch with the values and the numbers. Many CEOs simply supervise others. For example, they supervise...

- * Research-and-development funds
- * Product-development teams
- * Advertising agencies
- * Accountants and statisticians
- * Marketing departments

Many CEOs mistakenly pass off the numbers-and-values responsibilities to others. Big companies can get away with this

The Neothink® System
 Diagram Eighteen
 Level-Three CEO Mini-Day Schedule

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

from **NOVEMBER 14**

MONDAY, NOV. 14 319/47	TUESDAY, NOV. 15 320/46	WEDNESDAY, NOV. 16 321/45
8	8 Values	8
8:15	8:15 (product devl.)	8:15
8:30	8:30	8:30
8:45	8:45	8:45
9 / The Alternative	9 / The Alternative	9 - The Alternative
9:15	9:15 / FACEO mini-day portion	9:15
9:30	9:30	9:30
9:45	9:45	9:45
10	10	10
10:15	10:15	10:15
10:30	10:30	10:30
10:45	10:45	10:45
11	11 Calls & Letters (if needed)	11
11:15 / Letter to Needata	11:15 / Rod's → get copy of heli-	11:15 - RH → mailing lists to sev-
11:30 / Potential explosive growth	11:30 / centric ad & develop radio test	11:30 views (eg. windows, windowed)
11:45 / Call TJ	11:45 / Letter to David Florence	11:45
12	12 Values	12
12:15	12:15 (copywriting)	12:15
12:30	12:30	12:30
12:45 / 59.95 NTC laser cut-off	12:45 / Wright Publishing memo	12:45 / 9.95 space ad: Mend-
1	1 / Newspaper edits	1 Capture → 1pm
1:15 / GE memo NTC mailing	1:15 - Radio & space shotgun	1:15 / Newspaper edits
1:30 -	1:30 blitz letter	1:30 / 9.95 space ad: KTBW
1:45 / Look @ 3 hr TV ad	1:45	1:45 2 on spread
2	2 Personnel	2
2:15	2:15	2:15
2:30	2:30	2:30
2:45 / Prepare MKT Matrix Meeting	2:45 - Personnel Motivation	2:45 / SKirm Ed Burnett's
3	3 progress → techniques	3 new book for any techniques
3:15 / Prepare Essence Meetings	3:15	3:15 that should get implemented
3:30 / SR · TJ space for idealizing · RH	3:30 / Break down job responsi-	3:30 / Prepare Essence Meetings
3:45 · M.H. → Fulcrum ad	3:45 blitz rec of 7 program < 6"	3:45 / MT 9.95 · GT · RW · RS · i limit
4	4 Numbers	4
4:15 / Final #'s on TR-1	4:15	4:15
4:30 / Make's on 9.95 program	4:30 - Meeting w/ MT on TR-10's	4:30 / Ratio accounting TR
4:45 / FE ← w/ rough draft → window	4:45	4:45
5	5 - Update TR-10's	5 - Develop internal auditing
5:15 same as current program	5:15	5:15 controls CT invoice area
5:30 but probably more	5:30	5:30
5:45	5:45 Dinner	5:45
6	6	6
6:15 / Gym	6:15 - Run	6:15 - Gym
6:30	6:30	6:30
6:45	6:45	6:45
7	7 Balancing	7
7:15	7:15 (temporary test to monitor)	7:15
7:30	7:30	7:30
7:45 / Study back end mailings	7:45 / 3 hour TV ad → edit (4 audio?)	7:45 - Brochure book
8 / Can anything be boosted	8 - Start from scratch	8
8:15 before end of year?	8:15	8:15
8:30	8:30 / Marketing Matrix Meeting	8:30 / Essence Meeting Prep
8:45	8:45 / Preparation	8:45
9	9 Operations	9
9:15	9:15	9:15
9:30 / Basket	9:30 - Basket	9:30 - Basket
9:45 - 9.95 → printers · Ride along → printer	9:45	9:45

← Clip for Current Week

Division of Essence
 Diagram Eighteen
 Level-Three CEO Mini-Day Schedule

1988 DECEMBER 1988
 S M T W T F S
 4 5 6 7 8 9 10
 11 12 13 14 15 16 17
 18 19 20 21 22 23 24
 25 26 27 28 29 30 31

to **NOVEMBER 20**

THURSDAY, NOV. 17 322/44	FRIDAY, NOV. 18 323/43	SATURDAY, NOV. 19 324/42
8	8	8
8:15	8:15	8:15
8:30	8:30	8:30
8:45	8:45	8:45
9 - <i>The Alternative</i>	9 - <i>The Alternative</i>	9 - <i>The Alternative</i>
9:15	9:15	9:15
9:30	9:30	9:30
9:45	9:45	9:45
10	10	10
10:15	10:15	10:15
10:30	10:30	10:30
10:45	10:45	10:45
11	11	11
11:15 - <i>Call TJ</i>	11:15 - <i>Call RH</i>	11:15
11:30 - <i>Edit letters</i>	11:30	11:30
11:45	11:45	11:45
12	12	12
12:15	12:15	12:15
12:30	12:30	12:30
12:45 - <i>3rd party "C" memo</i>	12:45 - <i>NT audio tape test</i>	12:45
1	1	1
1:15 - <i>Special PR letter to send</i>	1:15 - <i>Tom Phan memo</i>	1:15
1:30 - <i>1 week before 1st mailing BF</i>	1:30 - <i>Airline pilot memo</i>	1:30
1:45	1:45	1:45
2	2	2
2:15	2:15	2:15
2:30	2:30	2:30
2:45 - <i>Hold essence meeting w/ space media Bantarm co.</i>	2:45 - <i>Hold essence meeting w/ direct mail Bantarm co.</i>	2:45
3	3	3
3:15	3:15	3:15
3:30	3:30	3:30
3:45	3:45	3:45
4	4	4
4:15	4:15	4:15
4:30 - <i>Read DM chapters on mailing accounting - reasons for DM</i>	4:30 - <i>Bantarm - Co. financial projection</i>	4:30
4:45	4:45	4:45
5	5	5
5:15 - <i>1/4 - deaccounting on cost for expansion: test lists</i>	5:15 - <i>TR-1 essence report review</i>	5:15 - <i>The Brochure Book</i>
5:30	5:30	5:30
5:45	5:45	5:45
6	6	6
6:15 - <i>Run</i>	6:15 - <i>Gym</i>	6:15
6:30	6:30	6:30
6:45	6:45	6:30
7	7	SUNDAY, NOV. 20 325/41
7:15	7:15	- <i>RMS mechanicals</i>
7:30	7:30	
7:45 - <i>"Ostacize Matrix" ad</i>	7:45 - <i>Finalize MKT Matrix meeting</i>	- <i>The Alternative</i>
8	8	
8:15	8:15	
8:30	8:30	
8:45	8:45	- <i>Finalize Essence Meetings</i>
9	9	
9:15	9:15	- <i>Mini-Day / Power Thinking</i>
9:30 - <i>Basket</i>	9:30 - <i>Basket</i>	- <i>Basket</i>
9:45	9:45	

AT-A-GLANCE®

The Neothink® System

form of passing off hard, Firestone-like thinking. But small companies cannot survive that way. The common myth that someone else can do the values/numbers for you comes from man's bicameral roots (see front material). The company, big or small, will eventually decline.

Moreover, by passing off values and numbers to specialized departments or agencies, the CEO separates values and numbers, which is eventually fatal in business. The dynamic interaction between values and numbers disintegrates. The departments or agencies become too specialized, too unintegrated with the big picture. They become less and less effective in comparison to the Juan-Trippe-like, fully integrated Neothink® entrepreneur. Remember, the values and numbers are part of the CEO's mentally integrating responsibilities. The white-collar-hoax CEO passes off because he looks for the easy way to fleece money from unsuspecting investors and stockholders. Other honest CEOs pass off because they unknowingly avoid hard, Firestone-like integrated thinking.

On paper, a company structure broken into departments looks good. In reality, no one else, not even layers of smart college graduates, can do the CEO's job of advancing the base — the values, numbers, operations, personnel — for him.

The CEO cannot pass off the creating-and-elevating/integrating-and-coordinating functions if the business is to grow and to survive the future. A CEO may properly use many people as Juan Trippe did, just as long as the CEO himself is integrating and coordinating them into new realms. For, he must personally do the integrated thinking to drive forward the values, numbers, personnel, and operations into those new realms. Again, those are his mentally integrating responsibilities.

Often, when a fortunate young business experiences success, the founder gets so busy running his company that he loses touch with his first two mini-days: the dynamic interaction of numbers and values. He steadily brings in layers of management to ineffectively do his mentally integrating responsibilities while he is too busy running the company. At that point, long-term growth stops, and he does not even know it.

That entrepreneur innocently does not understand his mentally integrating responsibilities — his proper physical movement. By

Division of Essence

understanding the CEO's physical movement — the creating, elevating, integrating, and coordinating functions — the Neothink[®] CEO can properly establish his mini-days. He can drive forward the values, numbers, personnel, and operations with unbroken momentum and eventually capture the world, for now there is no company to bog him down. Instead, the company-without-a-company eliminates his split responsibilities. Snapping together his Neothink[®] tools — the tracking reports — he acquires a Neothink[®] big-picture perspective from which to drive the business forward. Now he can exercise effective integrated thinking — elevating the values and the marketing of those values as well as coordinating the personnel and the efficiency of operations.

The Explosive Neothink[®] Company (Inside Secret)

Independent mini-companies working from their homes on performance pay wash away all the activities that do not converge on getting the work done. In the traditional company, the white-collar hoax nurtures an internal monster of activity that does not converge on getting the work done. The company-without-a-company washes away that bureaucratic activity. The company-without-a-company, free of impurities, has the potential to explode into the Neothink[®] company with mini-companies operating all around the world. The CEO controls that Neothink[®] explosion through the tracking reports.

Hose Out The Internal Monster (Inside Secret)

Certain companies or portions of certain companies may need to remain, for different reasons, physically in one building. Those businesses that must remain physically together can still create the effect of breaking down the company into a company-without-a-company in order to capture its double-barreled advantages. Those businesses can still wash away all activities that do not converge on getting the work done. Those businesses can still wash away that internal monster. With some simple formatting, those businesses can remain physically together and still be a company-without-a-company. Here is how:

The Neothink® System

First, the internal monster of activity that does not converge on getting the work done grows through supervisory activity. Supervising through management layering removes accountability and responsibility from where it belongs — from the person doing the job. Instead, the person doing the work becomes specialized, just doing what he is told. If he were fully and financially accountable for his performance, on the other hand, he would drive his job forward and do it better than anyone else by using integrated thinking. Instead, in most companies he remains specialized and powerless. All the power goes to the supervising manager who does not do the work.

With full self-responsibility, most employees will mature and grow into integrated, self-motivated forces. With supervisors or layers of management, workers are held back from taking more responsibility. They do not grow and mature, and instead, they stay specialized — just doing what they are told.

Supervising through management layering gives the responsibility and power to a person NOT *doing* the work. Job supervising and management layering are not nearly as effective as the fully accountable mini-companies.

The company-without-a-company removes the formal structure — the supervisory power. The internal monster gets washed away. Each mini-company becomes its own entity and answers to no one but performance, clearly reflected in the tracking reports. In other words, management layering gets hosed out of the company-without-a-company. Only the healthy, integrated thinkers running independent mini-companies remain. The lone individual running his own mini-company holds full responsibility for his success or failure. He alone confronts the decisions, the marketplace. Nothing can beat the strength of the lone wolf, especially when the CEO coordinates a pack of such survivors.

Once a business removes management layering — those layers of supervisory positions — then the workers converge on one thing: survival/success. They converge on getting the work done. By hosing out layers of management, the lean-and-mean company-without-a-company becomes the most effective and least risky growing business. Overhead plunges. The Neothink® business can operate out of the same building, yet function as a company-without-a-company.

Division of Essence

Psychologically speaking, “the company” signifies that something exists in business “bigger” than the individuals. So the average person assumes that something “bigger” than himself and his coworkers *must* run “the company”, allowing the modern-day white-collar hoax to get unchecked control of the company in order to hoax everyone — to become that something “bigger” than the individuals themselves, that mysterious something “bigger” that “runs the company”. The white-collar hoax will eventually destroy the company.¹

In the Neothink® System, *each individual* runs a piece of the business himself, builds his own essence, integrates his own decisions, feels his own responsibility, knows his own accountability, and performs his own interaction with the marketplace.

Hose Out Distracting Activity (Inside Secret)

Activity that does not converge on getting the work done can innocently develop in the company-without-a-company that operates out of the same building. For example, personality conflicts, scheduling problems to use equipment, storage problems, neatness problems, maintenance problems...a whole myriad of no-man’s-land problems begin to occur that end up on the CEO’s desk. But that situation, too, can be corrected. Here is how:

The secret is to remove all common property in the company. Separate the physical areas of the building. Assign full responsibility to the mini-companies, including equipment. That responsibility involves everything, even maintenance. At I & O, a mini-company must work independently, just as any business. A person must determine when profitable to purchase a piece of equipment such as a photocopier or a desktop computer, either out of his own performance pay or out of his mini-company’s funds.

In the meantime, he cannot use the equipment of another mini-company, unless the other mini-company gets compensated

¹This timeless Book One was written in the 1980s. Now, in the twenty-first century, we have seen the manifestation of Mr. Hamilton’s prophetic warnings of the white-collar hoax.

The Neothink® System

for taking on the responsibility to schedule and maintain its equipment for others. If he cannot efficiently use another mini-company's equipment, then he will need to use outside services as any entrepreneur.

No supervisory positions. No common property. That almost hoses out all the problems that do not converge on getting the work done. One more obstacle must be washed away:

Hose Out Cancer Seeds

(Inside Secret)

The cancer seeds as explained in the Personnel-Capture section (see Appendix) must go. When a gathering of people exists, the cancer seeds stir up activity that does not converge on getting the work done. No supervisory positions, no common property, no cancer seeds. Although in the same building, the company graduates into the company-without-a-company. In a sense, nothing is "connected", except through the tracking reports and Essence Meetings.

No More External Authority

(Inside Secret)

The company-without-a-company is a company without something "bigger" than individual performance...without something "bigger" that must "run the company". Not a single responsibility exists that requires something "bigger" than individual performance. For, that something "bigger" that "runs the company" amounts to a harmful internal monster of unnecessary activity or worse: namely the fraud-driven white-collar hoax.

In the Neothink® company, the COMPANY becomes the INDIVIDUALS. The company-without-a-company is the company of individuals. And each individual converges on getting the work done.

In I & O's situation, Mr. Hamilton leases an office building and puts several of the follow-through workers together and a couple of his mini-company heads. Yet, those follow-through workers and mini-company heads still operate as their own self-contained galaxies with nothing connecting or intersecting them.

Division of Essence

They are, in essence, their own sovereigns. I & O also has mini-company heads and follow-through workers around the world.

Spread all over the world or together in one building, the company-without-a-company leaves the traditional business structure uncompetitive.

The Underlying, Key Concept Behind This Discovery (Inside Secret)

The division of labor brought major benefits to manufacturing, the biggest breakthrough coming in the early part of the 1900s with the ultimate division of labor found in Henry Ford's spectacular creation of the assembly-line. Manufacturing boomed into mass production as costs of living plunged and standards of living soared. Indeed, the division of labor applied famously to dividing factory work into jobs of physical labor, such as an assembly-line worker driving in rivet after rivet. Of course, those physical jobs of labor have been increasingly taken over by robotics today.

The assembly-line was a world-altering breakthrough for manufacturing, which was purely physical work offering raw jobs of labor. The assembly-line jobs left out the mind because there was no thinking in the raw, physical jobs of labor, which is why robotics have taken over most assembly-lines.

Whereas, the division of labor launched *manufacturing* into mass production, the division of labor has been erroneously applied to *business*. Business and its jobs transcend raw physical labor (such as manufacturing) and demand man's most powerful tool — his mind.

Entrepreneurs and CEOs erroneously attempt to apply the division of labor to business. Yet, the division of labor as they know it really applies to physical labor only, which is not a real division of the business's jobs because such a division either leaves out the mind or, where the mind is included, the thinking is terribly limited by specialization. The accountant in the accounting department, for example, can never do what the mini-company head can do by personally integrating the accounting...right in his money-making marketing program.

When the proper division of labor is finally discovered in business, it will be as spectacular a breakthrough as the assembly-

The Neothink® System

line was for manufacturing. What is needed is a breakthrough that integrates the physical responsibilities and mental responsibilities into common money-making purposes, which are the shortest movements to making money, the proper division of labor of *business*. That description of the proper division of labor for *business* is exactly what the division of essence is.

The division of essence — the Neothink® System — will become as important for business in the early 21st century as the assembly-line was for manufacturing in the early 20th century.

In fact, the division of essence will take yet a leap further because that proper division of labor is what enables the evolution into the company-without-a-company, which sends the founder or CEO — sends *you* — into full-time Neothink®. With full-time Neothink®, “little ol’ you” truly will capture world markets.

Now, you must learn how to protect your business and the wealth you build.

To Purchase The Deep Dive Into Mark Hamilton's
Money-Making Machine
* Click Here *