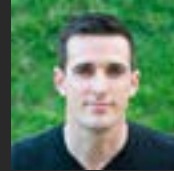


**Joseph** Ranseth

# Big Idea Blueprint

*Are you ready to change the world?*



This is where it all begins, and is the foundation for any major change, inside or out. Getting clear on your Big Idea is the most important thing you can do, whether starting a movement or living a meaningful life.

A true Big Idea is what brings people together in unity for the accomplishment of great feats. Finding your Big Idea is what takes you from good to great. Living worthy of that Big Idea is what takes you from great to legendary. When I work with clients, we dive much, much deeper, but spending time pondering the above questions should be enough to get your started on the path to discovery.

*Joseph Ranseth*

*Speaker, Author, Transformationist.*

## Your One Big Idea

This is the source of your power, and it becomes your filter for making decisions. It is not a unique selling proposition... It is not something you create at all. It's something that you represent. It's something that as you fully embody it, you lead the rest of the world, by example, to its fulfillment. *(See the Big Idea Assessment™ for details on finding yours!)*

## Vision (the end result)

*This is what your Big Idea would look like when it's fully adopted and applied (both for individuals or the world)*

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## Hypothesis



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### **Hypothesis:**

*Ask yourself this questions:*

1. How does it change an individual life?
2. How does it change the world large scale?
3. What actions / evidence to support it if that's true

***If 1 & 2 are positive, you've got a good starting place for your Big Idea.***



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## Vision (the end result)

*Example: Martin Luther King's vision was what he describes in the*

*"I Have a Dream" speech*



*We bridge this gap by  
testing a hypothesis*

... ► **Hypothesis:**

*If your Big Idea is true, how would it change:*

*1. Individual      2. World*

*if embodied fully?*



## Your One Big Idea

*Example: Martin Luther King's Big Idea was*

*"All Men are Created Equal"*

# Vision (the end result)

*This is what your Big Idea would look like when it's fully adopted and applied (both for individuals or the world)*

**Principles:** Inarguable truths that support the big idea

Supporting Principle

Could also, in this case, be values, axioms, quotes, that others can adopt and rally behind

Supporting Principle

Simple, don't require a lot of explanation can be observed in nature.  
*(Einstein)*

Supporting Principle

Rooted in abundance, always enough to go around

Empower people.  
Make them proactive, not victims

Supporting Principle

Supporting Principle

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$$P+P+P+P+P=V$$

*if someone embodies each of the Principles, they should align fully with the Vision*

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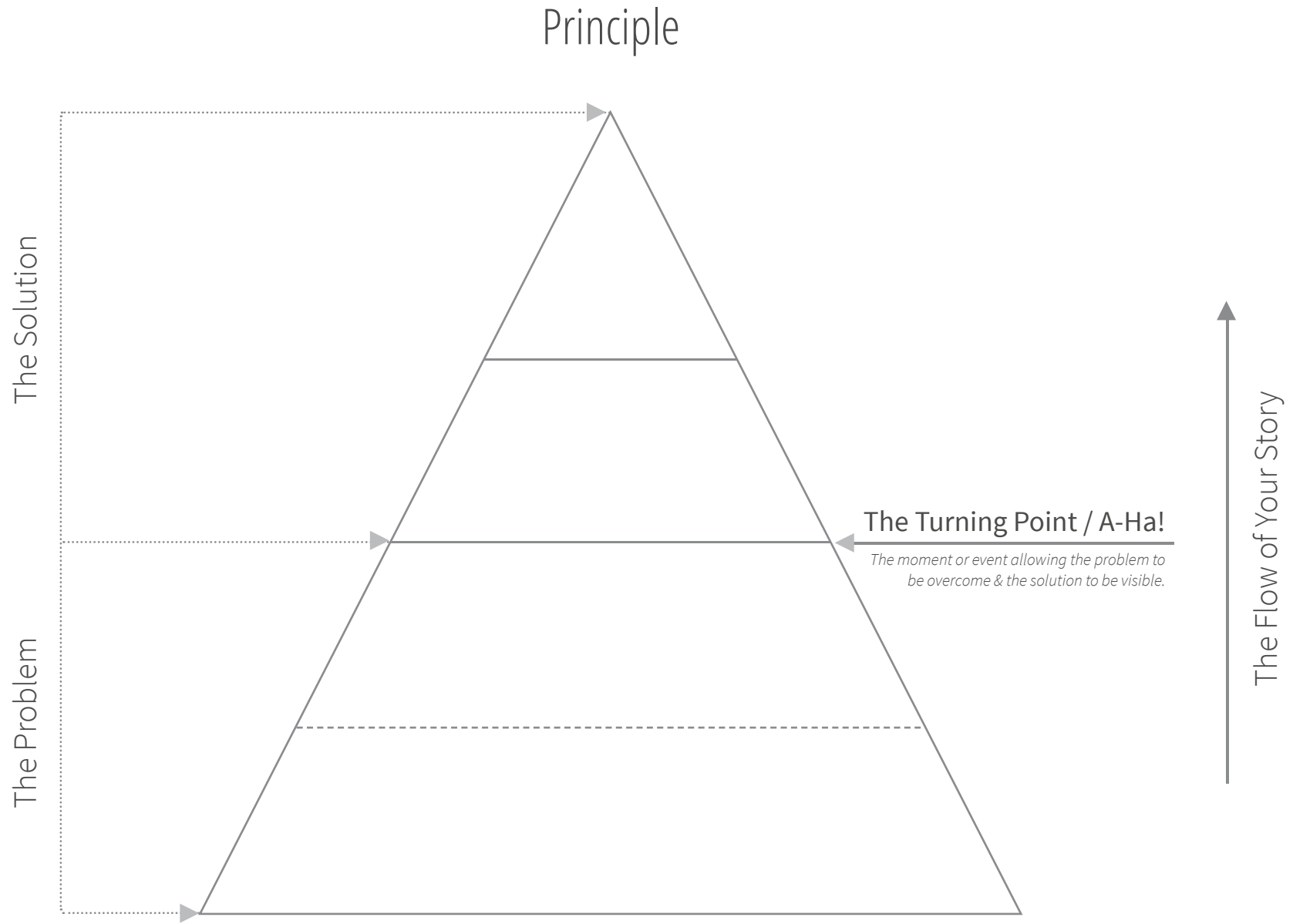
Supporting Principle

Supporting Principle

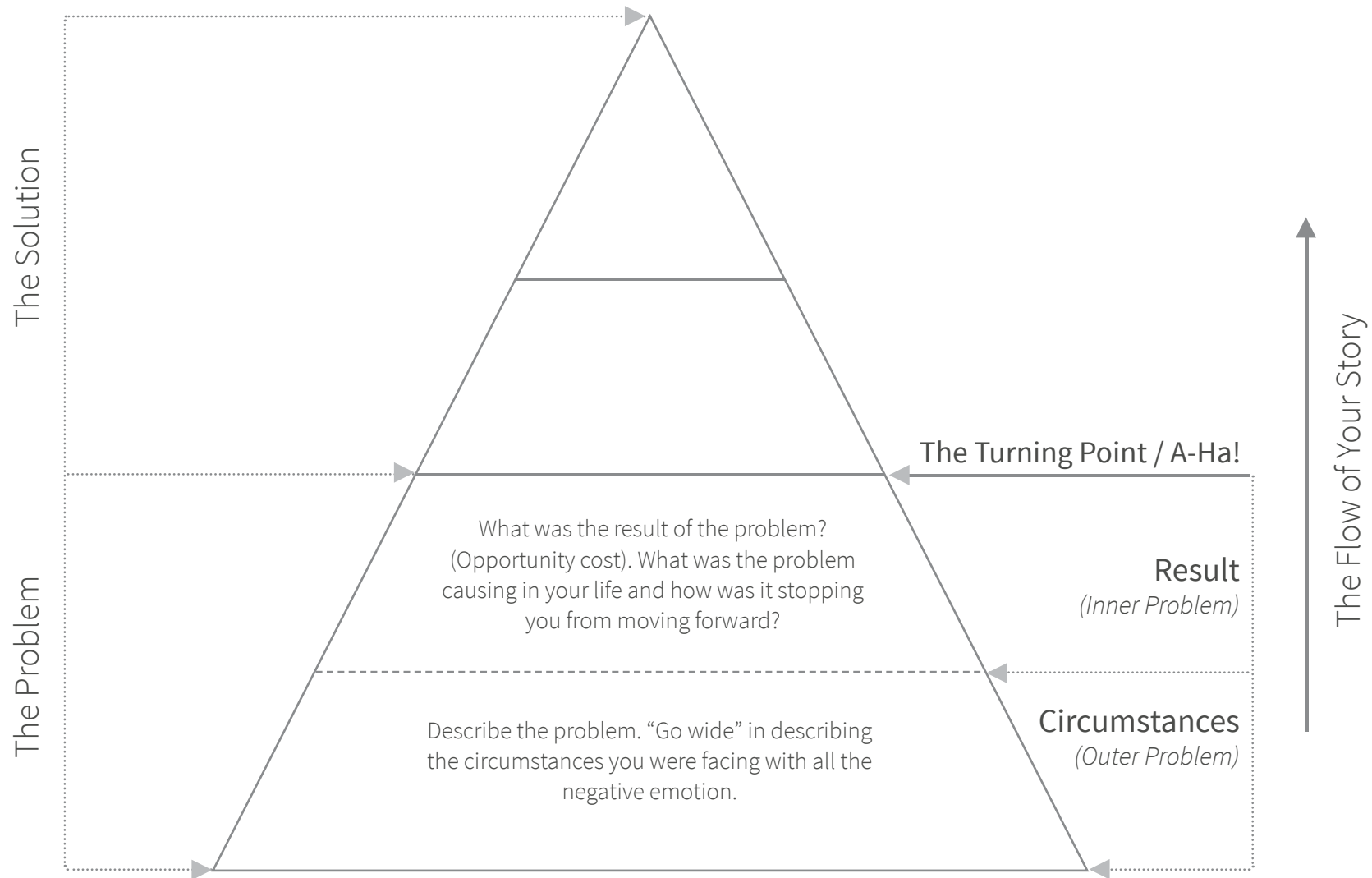
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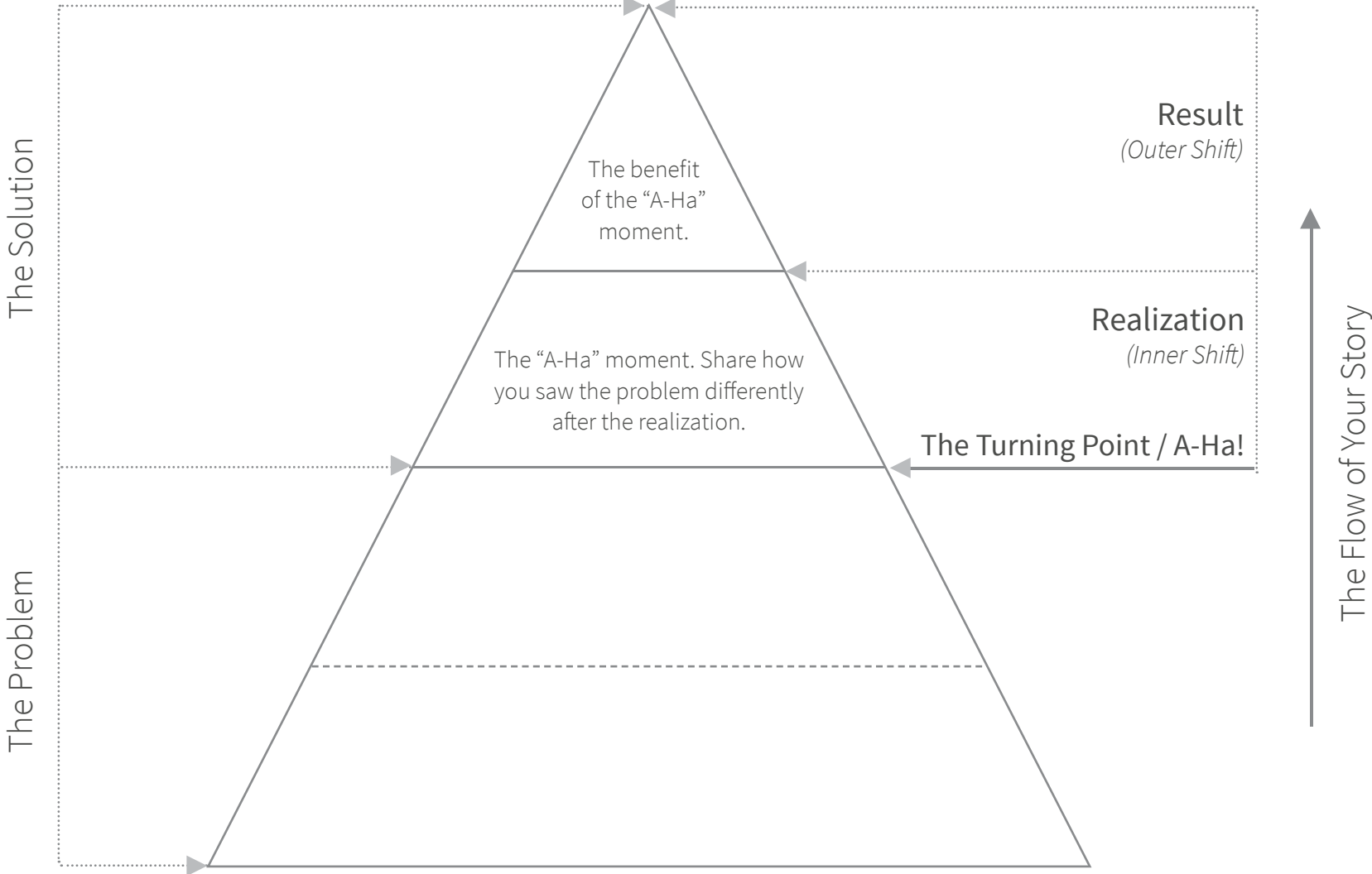




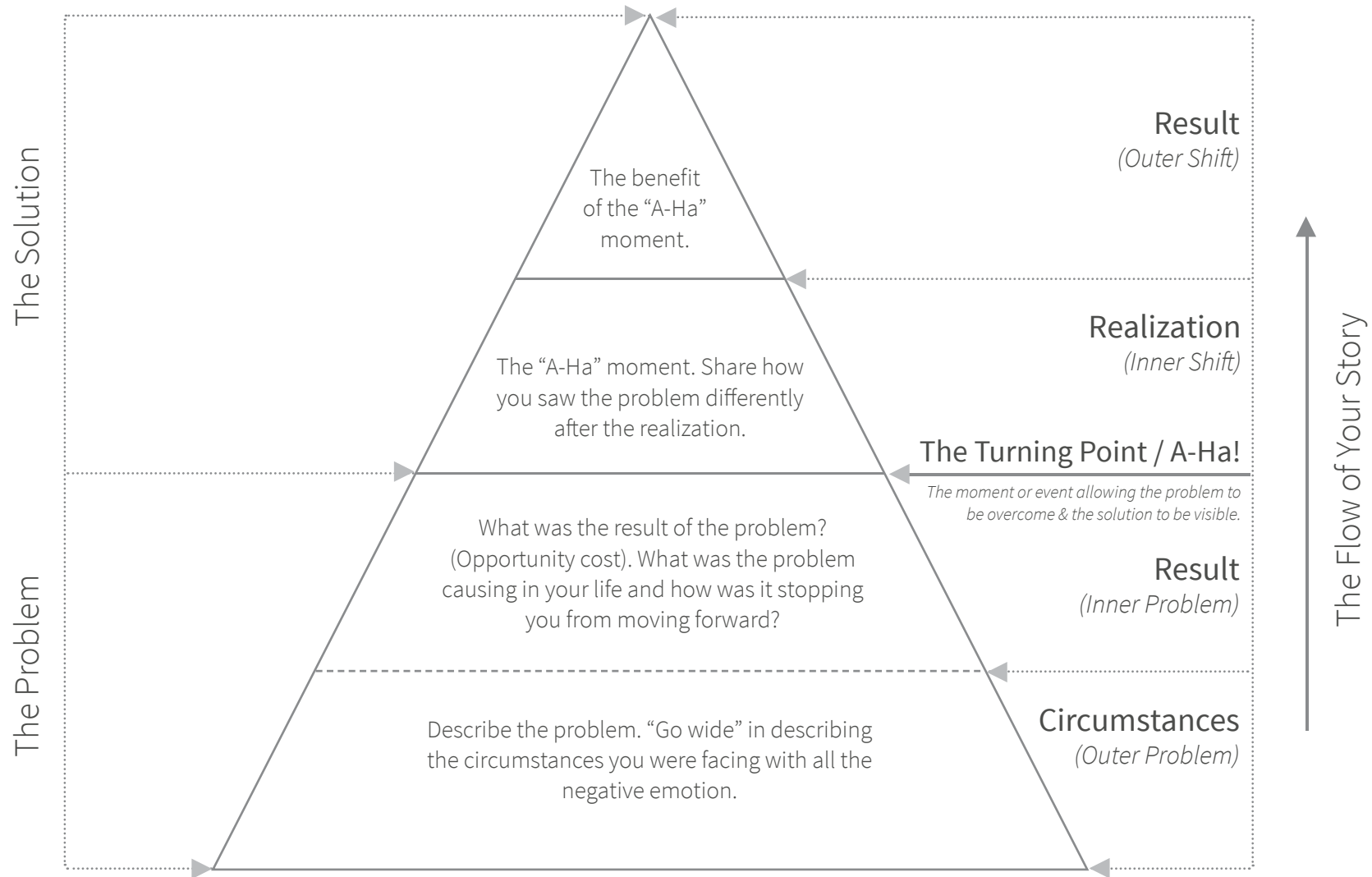
# Problem



# The Solution



# The Entire Principle



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↑  
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Would you like more help with your Big Idea?

*Apply Today for a Strategy Session with Joseph*