



Salum International Resources, Inc.

16035 Lavenham Road
 Huntersville, NC 28078 – USA
 Phone & Fax: 1(704) 992-6555
 E-mail: sir@saluminternational.com
 URL: www.saluminternational.com

Carlos Salum, President

INSPIRED TRANSFORMATION BLUEPRINT

This is a generic guide to help you find new ideas to existing situations or problems in life or business (including product development). Here the emphasis is on taking a broad perspective on your life towards improving your effectiveness as a Peak Performer.

1. Focus on the situation

Analyze what's happening:

- What's working?
- What's not working or has shifted?
- What can be used as a stepping stone or as a jump-off point?
- What should be eliminated or restricted?
- What are the priorities?
- What's the opportunity to maximize in a short time?

2. Take on the challenge

- Acknowledge your fear, don't deny it. If you're angry, let the emotions energize you to get into action
- You can control your emotions under pressure. Relax, step back, think logically and envision your next move with total focus and intention. Your focus must be "I love problems... because problems help me grow"
- You are a problem solver and unless you run out of time, you're going to find a solution

3. Design an action plan

- What are the existing resources?
- Who are the existing contacts?
- What new contacts can be made?
- What is our trading power to barter with others?
- Who's willing to help?
- Who's willing to partner?
- What routines can be the most effective in the next 30 days?
- What else could yield results in the next 60 to 90 days?
- What if we take higher yet manageable risks?

4. Set short-term, attainable goals

- Set attainable goals that require a short term for completion
 - What are the three key goals?
 - What are the three initial actions that can yield the fastest positive results?
- Break down the tasks into small segments
- Measure the results of every task at every step
- Remain flexible to make adjustments, either to delay or accelerate responsiveness according to the results

5. Train your physiology to become physically and mentally responsive

- Like a peak performing athlete, you want to be flexible, strong, enduring, responsive and resilient
- Face the challenges, but then back off and recover, so you can thrive as a problem solver every day
- The more ritualistic you become in your training, the better competitor you become
- Find joy in performing rituals well, one day at a time
- Visualize the completion of your goals in vivid details, several times a day
- Mentally rehearse the tasks you will face next, as if you were already doing them

6. Operate in your Ideal Performance State

- Engage your High, Positive Emotions to be totally present in the moment as you face your challenges
- Play with the situations as if they were a bull and you were the bullfighter
- Make physical and emotional waves of stress and recovery every hour, every day and throughout the week, finding time to act with intensity, then recover and even moments to think and meditate
- Use humor to defuse tension and to look at issues from a different perspective
- Strive to become more responsive with every learning experience
- Trust and operate within your problem-solving skills but also be open to intellectual provocation: ask if there are alternatives to every situation along the way
- Use the **Trigger Questions to stimulate Creative Transformations** (*synectic thinking*) shown on Page 3 to find connections between your ideas and transform them into new concepts and approaches that can help you fulfill your goals
- Create a synthesis between your thinking exploration and your initial goal setting and the action plan, so you can refine your transformation strategy

7. Focus on the lesson behind the transformation

- You have surrendered to the journey of transformation and you are certain you will succeed
 - Who's inspiring you to succeed?
 - What's your most compelling reason to succeed?
 - Who will benefit from your success?
 - Whom you think you will inspire?
 - What would be the meaning of your success, besides attaining your goals?
 - If you were now a year ahead and you were looking back to today, having succeeded completely: What happened? What did you do right? What mistakes did you avoid? How does it feel to have succeeded?
- What are the lessons behind your transformation?
 - *You are autonomous and self-reliant. You know you are making things happen*
 - *You trust your problem-solving skills. There's no stopping you – you are a confident, resilient fighter*
 - *You are a thinker... you stretch your thinking capacity in a systematic way to go beyond your perceived limitations and design your breakthrough*
 - What else...?

Trigger Questions to stimulate Creative Transformations

SUBTRACT	Remove certain parts or elements Compress or make it smaller What can be reduced or disposed of? What rules can you break? How to simplify? How to abstract, stylize or abbreviate?
ADD	Extend or expand Develop your reference subject Augment, advance or annex it Magnify, make it bigger What else can be added to your idea, image, object, material?
TRANSFER	Move subject into a new situation Adapt, transpose, relocate, dislocate Adapt subject to a different frame of reference Move subject out of its normal environment Transpose to a different historical, social, geographical setting Adapt a bird wing model to design a bridge How subject can be converted, translated, transfigured?
EMPATHIZE	Sympathize with subject Put yourself in its shoes What if subject has human qualities? Relate to subject emotionally, subjectively
ANIMATE	Mobilize the visual and psychological tensions Control the pictorial movements and forces Apply factors of repetition and progression What human qualities subject has?
SUPERIMPOSE	Overlap, place over, cover, overlay Superimpose dissimilar images or ideas Overlay elements to produce new images, ideas, meanings Superimpose elements from different perspectives, disciplines, time Combine sensory perceptions such as sound and color Superimpose several views to show different moments in time
CHANGE SCALE	Make subject bigger or smaller Change time scale seconds, minutes, hours, days, weeks, months, years Change proportion, relative size, ratios, dimensions
SUBSTITUTE	Exchange, switch or replace What other idea, image, or material can you substitute? What alternate or supplementary plan can be employed?
FRAGMENT	Separate, divide, split, dissect Take your subject or idea apart Chop up, disassemble it What devices can divide it into smaller increments? How to make it appear discontinuous?
ISOLATE	Separate, set apart, crop, detach Take only part of your subject "Crop" your ideas with a "mental" viewfinder What element can you detach or focus on?
DISTORT	Twist subject out of its true shape, proportion or meaning Make imagined or actual distortions Misshape it, yet produce unique metaphoric/aesthetic quality Make it longer, wider, fatter, narrower Melt, crush, bury, crack, tear, torture, spill something on it
DISGUISE	Camouflage, conceal, deceive, encrypt Hide, mask, "implant" subject into another frame of reference Conceal by mimicry, like chameleons and moths Create a latent image that communicate subconsciously
CONTRADICT	Contradict the subject's original function Contradict visually and intellectually, yet remain structurally integrated Contradict laws of nature such as gravity, time, human functions Contradict normal procedures, social conventions, rituals Contradict optical and perceptual harmony (e.g. illusions) Deny, reverse

PARODY	Ridicule, mimic, mock, burlesque or caricature Make fun of your subject, roast it Transform it into a joke, limerick or pun Make zany, ludicrous or comic references Make a humorous cartoon drawing of the problem
PREVARICATE	Fictionalize, "bend" the truth, falsify, fantasize Use subject as a theme to present ersatz information Interpret information differently to mislead or confuse
ANALOGIZE	Draw associations Seek similarities between things that are different Compare with elements from different domains, disciplines What can I compare my subject to? Make logical or illogical associations
HYBRIDIZE	Cross-fertilize, wed subject with an improbable mate What would you get if you crossed a _____ with a _____? Cross-fertilize color, form and structure Cross-fertilize organic and inorganic elements Cross-fertilize ideas and perceptions
METAMORPHOSE	Transform, convert, transmute Depict your subject in a state of change Change color, configuration Make structural progressions Make aging (cocoon to butterfly) transformation Make "Jekyll and Hyde" transmutations
SYMBOLIZE	A visual symbol stands for something other than what it is Design an icon for your idea How can your subject be imbued with symbolic qualities? Public symbols are cliché, well-known and understood Private symbols are cryptic, have special meaning to its originator Works of art are often integrations of both public and private symbols Turn your subject into a symbol (public or private)
MYTHOLOGIZE	Build a myth around your subject Transform your subject into an iconic object
FANTASIZE	Fantasize your subject Trigger surreal, preposterous, outlandish, bizarre thoughts Topple mental and sensory expectations How far out can you extend your imagination? What if automobiles were made of bricks? What if alligators played pool? What if insects grew larger than humans? What if night and day occurred simultaneously?
REPEAT	Repeat a shape, color, form, image, or idea Reiterate, echo, restate or duplicate your reference subject in some way Control the factors of occurrence, repercussion, sequence and progression
COMBINE	Bring things together Connect, arrange, link, unify, mix, merge, rearrange Combine ideas, materials and techniques Bring together dissimilar things to produce synergistic integrations What else can you connect to your subject? Connect different sensory modes, frames of reference, disciplines