



**What do dolphins, whales and turtles have in common with top companies?  
They all travel the fastest route to success.**

The Great Ocean Conveyor Belt, also called the 'Super Highway', is an ocean current that travels 5 times faster than any of the oceans. Whales, dolphins and sea animals that swim in the Super Highway reach their destination in record time. WWF (World Wildlife Fund) tracked the journey of Ana the Turtle as she swam in the super highway getting from A to B super fast. Begs the question; do all marine animals take advantage of this super current or is it only the most intelligent marine species that know about it?

This metaphor applies to the business world too. The most successful companies know how to swim in the super current. They have discovered how to access key people, information and resources to reach their destination faster.

**How do you swim on the super current?**

It's simple yet powerful. The strategy is to JUST ASK!

That's right...JUST ASK people who have sailed this path before. You will be amazed how many successful Managing Directors, CEO's and business owners LOVE to share their success stories with others. 90% of us just forget to ASK how they did it.



## Swim in the Super Current Exercise

### My Story

I know this strategy works! I have tried and tested it with great results. When I was creating a product for the entertainment sector I had no experience or knowledge. I researched the Top 10 children television production companies in the world that were earning between \$50 - \$100 million. Within two days of speaking to a CEO on my shortlist, I was on an airplane to his office in Iceland to learn more about his success story and it was three days before Christmas! During our meeting I only asked TWO questions!

Four hours later, I walked out with a complete road map of how to be successful in this sector. Within 4 months, I launched the new product and won a prestigious industry award at the Cannes TV Festival. A panel of experts, from the BBC, Mattel and Hasbro awarded 'Best New Product' from 80 global entrants.

Just like marine animals swimming in the fastest ocean current, I went from zero to hero super fast! Imagine how long it could have taken if I had not asked.

**Now that is a FAST TRACK STRATEGY!**

### STEP 1: IDENTIFY

Identify companies and people in your sector that have already sailed a path to success. Companies that have been successful at a national, international or global level.

Gather information on the company and CEO/MD. Gain contact details and connect via Linked In (or other). Most highly successful people enjoy sharing their best practices and personal journey.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### STEP 2: ASK TWO POWERFUL QUESTIONS

1. What do you think has made you so successful?
2. If you could do it again, what would you do differently?

These two powerful questions will unfold unique insights, best practices as well as mistakes to avoid. These two questions will save you years of trial and error. You will be swimming on a super current to success.

**JUST ASK!**