

## **SYNCHRONICITY CONSULTING // 2022 - 2025 VIVID VISION**

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### **ABOUT THE FOUNDER**

#### **WHAT DO I VALUE MOST?**

In our ever-changing and expanding world, I began to notice that the population in its entirety is searching. Searching for value, importance, self-worth and connection because somewhere during our cultural development we subconsciously decided that these voids could and should be filled with the what and how instead of the why. We have decided to follow the path of fear disguised as practicality and have subsequently found ourselves in a perpetual nosedive into the uncertainty we thought we would avoid.

I strongly believe that it is our job, our individual duty, to begin to look within ourselves and to pinpoint the exact moment when we lost our values. The exact moment when we sold our personal hopes, dreams, and aspirations in exchange for a societal interpretation of success... but sadly success without fulfillment is the ultimate failure.

So what do I value most? I value the dreamers, the doers, the ones who know there is still a light deep inside of them and who are determined to let it shine so bright that it becomes a guide for the world to see. Because if not now, when?

#### **WHAT DO I WANT MY LIFE TO LOOK AND FEEL LIKE?**

Up until this point in my life, I've had dreams, visions of the future, and an unrelenting desire to find an idea worth spreading... I always knew I was on to something, but failed to be able to accurately articulate that feeling, until now.

When I reflect back on my life I will be able to honestly say I contributed something of value to others. To be able to say in my heart of hearts that I created a space that has allowed others to reignite their light and live with passion, purpose, and intentionality. This space will be built by the community, for the community... and it will serve people from all personal and professional walks of life who unanimously agree they desire to unlock their true potential. After all, that's what SYNCHRONICITY is: *Energy Aligning with Purpose*.

#### **WHAT DO I WANT SYNCHRONICITY TO BE?**

SYNCHRONICITY to me is more than a multi-divisional company, more than the colleagues we employ, and unequivocally more than the transformational material we provide our clients from across the globe. We attract the best of the best because we are the best of the best, and because of that, we inspire others to unlock their true potential not just in a professional capacity, but in their personal lives as well.

*\*If you are a new hire, you will be quizzed on the "\*" sections during your onboarding.*

## 2025 // VIVID VISION

The following is my Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what SYNCHRONICITY will look like, feel like, and act like three years out--by January 1st, 2025. Sharing it with others helps it become reality! Because of the clarity Vivid Visions provide, CEOs globally are using them instead of traditional mission statements.

### WHAT I DO

Why I “do what I do” is simple and clear--I love helping people find their light and live passionate, purposeful, and intentional lives and seeing the positive ripple effect spread throughout their own communities.

### MY PROGRAMS FOR 2025

SYNCHRONICITY Consulting was created to help impact-driven entrepreneurs create a positive ripple effect in their communities by teaching them how to effectively grow their business(s) online and move from operator to owner. Our mission is to redefine what it means to be an online consultancy and to ceaselessly raise the standards clients should expect from a results-driven business model. It's one thing to be world-class, and another to always be innovating. Our ever-expanding course catalog continually provides the most intimate & transformational experiences business owners have ever had... ones that cannot be replicated.

Our programs are created from a deep understanding of human psychology and an over-promise, over-deliver mentality, and because of this, we are able to routinely take businesses from 0-7-figures over the course of a single year. After all, success leaves clues and we've cracked the code on creating reliable and predictable success for our clients by systemizing our own processes that guarantee results.

Our colleagues are our warriors and I define the difference between a warrior and the ordinary in that the warrior sees everything as an opportunity for growth and remains in constant competition with oneself... the ordinary sees everything as either a blessing or a curse. Because we understand the importance of continued growth and community, we routinely host company-wide offsites as well as attend conferences and seminars put on by some of the most notable speakers in their respective industries.

I strongly believe that the effect you have on others is the most valuable currency there is and I personally vow to always make decisions that will impact the overall trajectory of SYNCHRONICITY from a place of complete understanding and clarity. In our courses, our sole focus is those we're most qualified to serve which allows us to focus on the top 20% and avoid devaluing our communities. This, in turn, increases our demand, our price, and our ability to provide support at the highest level.

We always do what is right, raise the vibration of others around us and work to change the world... not from the outside in, but from the inside out.

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## UNIQUE PROGRAMS

Our digital courses and Zoom facilitated consulting brings in over \$1 million dollars per month, making us an 8-figure business from consulting revenue alone, and we attract clients who are international leaders in their space. Our Front-End signature program, The Mindful Method, routinely gets awarded as the most transformational online business accelerator and our Back-End program, ALIGN Mastermind, has a 50% Front-End client enrollment rate and 92% of our Back-End clients renewed for a second year.

## RETENTION

Over 80% of our clients become raving fans because of our Over Promise, Over Deliver mentality, and they know we consider them part of our SYNCHRONICITY Family. We find ourselves having to host more international masterminds and retreats every year because our ALIGN Mastermind client list continues to grow while maintaining a 92% retention rate. Those who leave only do so because they have successfully graduated from all of our programs and they routinely check-in, invite our team to speak at their events, and attend our personal development retreats, events & seminars.

As a company, the umbrella theme is that we hire slow and fire fast, but it's so much more than that. I and those in charge of hiring have become extremely adept at uncovering why people do the things they do, and because of this, we are able to ask very skilled questions during the interview phase to uncover exactly how someone will respond to specific situations. Because of this, the colleagues we do hire stay for a minimum of 5+ years and they recognize the limitless lateral & vertical potential that they have within the company as a whole.

## LEADERSHIP

Clients say that we hold them extremely accountable to ensure they are living a congruent life and that we pull out all of the steps necessary to ensure they successfully attain their goals. This is why we continually create raving fans and our client success rate is so high.

My colleagues routinely thank me for my unrelenting dedication to developing myself as a leader and I recognize that it's my lifelong student mentality that allows me to always show up for them in ways that effectively help them grow exponentially as well.

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## COMMUNICATION

People trust me because I always communicate honestly... I am a man of my word and integrity. I made a decision years ago that I don't need to be liked, but I do need to improve the lives of everyone I come in contact with... myself and my team most importantly.

I have become a personal brand because of my ability to always address the seldom spoken about difficult topics and my ability to communicate so succinctly and precisely is what has allowed me to sign multi 6-figure clients and be invited to speak at leadership, entrepreneurship & mindfulness conferences that garner national and international attention.

## CLIENT SATISFACTION

My colleagues are very clear about what I promise and say that I over-deliver with every interaction. Because I trust them, I choose to empower my colleagues to make decisions on behalf of the company by having them ask three simple questions.

*\*If the answer to all three is a definitive "Yes", they are free to innovate however they see fit...*

1. Is this decision in alignment with our dedication to upholding our unequivocal beliefs?
2. Does this decision allow us to better serve our clients?
3. Does this decision grow or maintain our profitability?

## MEDIA

The media frequently approaches me to speak at seminars, events & on podcasts as well as cites me in the articles and blogs because our team has transformed SYNCHRONICITY into an industry leader and we have provided an exceptional example of how mindful and intentional business can and should be.

## PROFITABILITY

My willingness to face financial fears head-on and learn the in's and out's of the different financial opportunities has allowed us to grow at an exponential rate. We continually double our revenue year over year and myself and my team have an extremely knowledgeable understanding of different financial models which has set us and the future division of SYNCHRONICITY up for success.

We currently operate with a 30% profit margin, and that is after factoring in our extensive reinvestments back into the business. This solid financial foundation is one of the key driving forces behind our hockey stick growth and continued success.

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## MY MENTORS

I choose to be extremely resourceful and I have never let a lack of resources hold me back from mentoring under the world's best... because, in order to be better than the best, you need to first learn from the best.

I, and my team, consistently connect and learn from experts at the top of their field and choose to have a lifelong student mentality. This allows us to remove E.G.O. (*everybody's greatest obstacle*) from the equation and consistently innovate on a level that few will ever truly experience. I personally study passionately what great industries and companies do as well as how they do it and am known as an exceptionally passionate facilitator because of how many people I've been lucky enough to network with and call on a regular basis.

My dedication to integrity, accountability, and authentic leadership is what allows me to continue to accelerate my personal growth and that of my network as well.

## BALANCE

I am dedicated to continuously developing and implementing mindful systems that provide the highest standards of quality to our members while allowing myself and my colleagues much-needed time away from work. I provide generous health insurance, incentives, and bonuses to all of my full-time colleagues in ways designed to enrich their lives through worldly experiences.

## HOW I FEEL

Today and every day I choose to wake up grateful, passionate and fulfilled... because of this I live my life in a continuous connection with my beautiful state that is free of suffering. I know that the impact you have on others is the greatest currency there is and I approach every day as an opportunity to align my energy with purpose which allows others to do the same.

I told my mother just days before she passed away that she would "live vicariously through me" and today I cannot express the level of beauty I experience daily because I know that she is looking down on me, proud of what I've accomplished and most importantly, who I've become.

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## UNEQUIVOCAL BELIEFS

I, and my team, live the unequivocal beliefs that I have set for SYNCHRONICITY -- and I ask people to call us on **any** deviation.

- **WORLD-CLASS INTEGRITY** - Always Go The Extra Mile No Matter The Short-Term Cost
- **BE YOUR OWN BOSS** - Hold YOURSELF To A Higher Standard Than Anyone Else
- **SAVE THE BULLSHIT** - Tell The Whole Truth & Nothing But The Truth
- **GROW OR DIE** - Never Settle. Learn Fast, Fail Fast & Try Then Again
- **SPEED IS KING** - Superhero Speed, Revision & Education Over Perfection Every Time
- **SERVANT LEADERSHIP** - Concerned With WHAT Is Right, Never WHO Is Right

\*It's with these unequivocal beliefs in mind that I refuse to allow my colleagues to ask myself or upper management a question without first putting forth an idea or possible solution. In addition, I will only listen to a problem once... the next conversation **MUST** be about a solution.

## HIRING

We hire based on our unequivocal beliefs because we understand that everything else can be trained, and we provide our colleagues with the best of the best when it comes to ongoing education and personal development which is why SYNCHRONICITY was named as one of the Top 100 companies to work for in 2025.

This recognition allows us to attract and retain the best of the best in all divisions of the company and know with absolute certainty that we're putting the best players on the field and in the positions they consider their dream jobs.

## WHY I DO WHAT I DO

As a company, we help impact-driven entrepreneurs and business owners create a positive ripple effect in their communities by teaching them how to effectively grow their business online and move from high-level operator to full-on owner.

I show up every single day with passion and purpose because I'm hyper-aware of the 'competition' and their overall lack of person-to-person (P2P) connection. Speaking of competition, I don't believe we are in competition with anyone, except ourselves, because we are so focused on innovating for our clients that all else becomes blurred by periphery.

Every client that shows up for themselves knows that I and my team truly have their best interest at heart and it's this intentional client-focused dedication that always keeps SYNCHRONICITY operating from a place that creates exceptional value for all that join our family... both as a colleague and as a client.

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