

THE 3I EFFECT



Decoding **Intent**,
Intelligence and
Integrity for a
Wholesome Life



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INTRODUCTION



“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”

– Colin Powell

If you Google “the steps to success” or something along those lines, your search results will be filled with generic information that will leave you wondering why you bothered searching in the first place.

If I were to ask you what you’re hoping to gain from this life, what would your answer be? Would it be a detailed answer with a well-thought-out plan? Or would it be a few general statements backed up by your hope that somehow, everything will fall into place?

Whether it’s an extravagant need to be seen or a hope to live a quiet life, everyone has something that they’d like to gain from this life. For some people, it boils down to their careers. Others feel they’ll be content with a family and enough money to live by. You’ll also come across the odd few who would prefer to live a life free from technology and the ways of the world. What I want you to focus on is the initial need to gain something. I’m sure you would like to look at your life—many years from now—and be glad that you took the time to make it a life worth living. Everyone wants that kind of experience. The problem, however, is getting to that point.

Many people want to achieve success in their lives. The need and desire are there. But the plan? Knowing how to get there? That is almost non-existent. And for many of you, that actually isn’t your fault.

Search engines may be filled with articles on how to become successful and there are definitely thousands of books that are meant to help you get to your desired level of success, but somehow people aren’t getting there. Sure there are the occasional few who manage to stand out, but that’s not what should be happening.

Success shouldn’t be for a select few. Success should be experienced by everyone – otherwise, what’s the point of living?

A fulfilled life must be the goal. It’s not just about reaching that destination. The journey towards reaching a fulfilled life is a fulfillment

of its own. You'll find that as you continue to meet milestones that affirm your journey, you'll be motivated to keep going.

"That sounds great, Abhishek," you may be thinking. "But how do I get there?"

We're back at this point of "how" again, and it's good that we're here because I'm trying to illustrate something for you. You'll often find that people get lost in imagining what the road to success should look like. Experts and motivational coaches will hammer the importance of success and fulfillment, leaving you feeling inspired. But by the time you've finished listening to them, you're left with a lot of motivation and no practical steps towards channeling it. This is the predicament for millions of people all over the world. This is also one of the leading reasons why I decided to write this book.

I'm a firm believer in being successful in every area of life – school, work, and even marriage. I believe that a fulfilled life is something everyone should experience. For years, I've been working on a formula to help people channel their motivation and dream into something practical.

There's no success without practicality. Remember that. That is why I decided to take a step further than most of my successful peers and create a formula that can be applied in any area of life. What good would it be if I gave you advice on how to excel at work or school but not in your personal life? What good would it be if I sold you my dream of success and forced you to follow steps to attain the same instead of achieving your own?

Cue, the 3I formula. A formula I have come up with that will help people from all walks of life reach the level of success they desire. Throughout this book, you will read about scenarios – some of which you will relate to – and you will be surprised to find how simply applying the 3I formula will transform your situation.

This is not an empty promise. It's an assurance. Because once you understand what the 3I formula is all about, you'll realize that it's

more than a few magic words or steps. There's more to this process than trying to pull a rabbit out of your hat.

The 3I formula involves three aspects of persona that you already have. They are in you – partially or completely active.

Intent. Intelligence. Integrity.

More than a good motto or a quote, these three aspects of your persona and character are the tools you'll need to set yourself apart from everyone else in your field. They are the tools for a happier life. But this won't happen magically. You have a major part to play. You have to activate the formula in your life and put it to work – and I'm going to show you how.

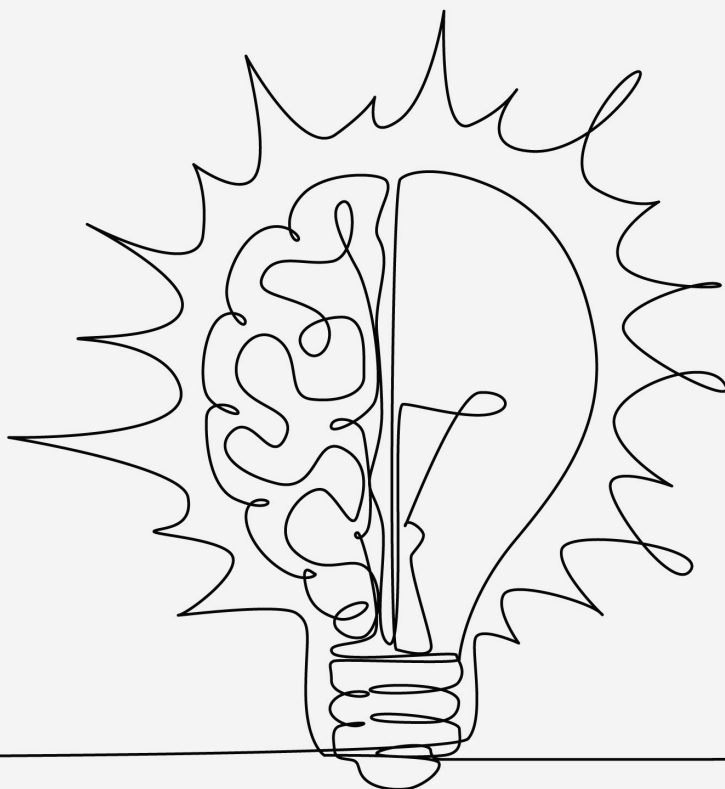
By the time you are done with reading this book, I'm confident that your outlook on your life and your goals will be transformed – for the better. When you start to apply the formula in your life and the results begin to show, you'll find yourself recommending this same formula to the people around you.

That's the idea with this book and the formula. The same way I decided to take what I've applied in my life and share it with you so that you can experience the benefits, is how you will share what you've learned here with other people.

So, as you turn the page to learn more about the formula and how it will help your life, I'd like you to open your mind. Allow yourself to consider endless possibilities and realize that your journey to success is about to take a turn. A new turn. A better turn.



THE 3I FORMULA



Part 1: Intent

Let me tell you about a young man who dropped out of his Ph.D. program at Stanford and went on to start his entrepreneurial career. At the first glance, making such a move doesn't sound very intentional. If anything, it may look like this young man's intentions were quite questionable! But stay with me on this, you'll like where the story goes.

This young man and his brother started a software company in 1995. This was at a time where there was a great demand for what the brothers were offering. In a short amount of time, the company won contracts with major companies in the industry, including *The New York Times* and *The Chicago Tribune*. You'd think that the story ends here for the young man, but it doesn't. This was just the beginning of his career.

After being denied the opportunity to be CEO of his own company, this young man went on to co-found an online banking company. This company, today, is known as PayPal. But after more boardroom trouble, he was ousted from the CEO's chair. Putting that behind him, in 2001 this man decided to take steps into realizing his vision of sending himself to space. After meeting many barriers in the form of expenses and unwilling firms, he decided to take matters into his own hands and build affordable rockets. In 2002, this young man, Elon Musk, launched SpaceX. The idea was met with opposition from all angles. Scientists, former astronauts, technology experts, and businessmen took turns to discredit Musk's ambition. After a series of wins and setbacks, Musk and SpaceX made history with the Falcon Heavy launch¹ that took place on the 6th of February 2018. The launch silenced critics and inspired people all over the world. Musk and his team proved the whole world wrong and showed them what he could do with his dreams. Was it luck? Maybe a little. But it took more than luck to get Musk where he is today –

1. <https://techcrunch.com/2018/02/09/spacex-aims-to-make-history-3-more-times-in-2018/>

and where he continues to go. The SpaceX team intends on making more history this year and in years to come. This wasn't just luck. It took guts and a great deal of **intent** to get here.

Intent can be defined as a trait that displays that someone has the *intention* of performing a particular act. The Merriam-Webster dictionary describes intent as "a usually clearly formulated or planned *intention*." Basically, the intent is deliberate. It is clear and it is known by its beholder. You don't become "accidentally" intent on doing something. Intent requires consciousness. Simply speaking, you need to be aware – and alert – to be intentional. This simple factor could be the difference between leading a successful life and remaining in the pits of mediocrity. Is it that serious? You may be asking. The answer is yes, it really is *that* serious.

Richard Branson, Virgin Founder, is another example of an intentional person. In his recently published book, *Finding My Virginity*, Branson talked about his ordeals with natural disasters. In 1999, just before Virgin was about to launch a new gym chain, Branson was informed that the first club had burned down. To others, this would have left them despondent. But Branson and his team came together to rebuild.

He was quoted saying, "It's easy to feel downhearted in such a situation. Instead, we sought out the benefits. While we began to rebuild, the staff threw themselves into engaging with the community."² That's intentional living.

It is arduous to believe in people who are unintentional about their lives. When you meet someone who has no conviction or certainty regarding what they would like to do in their lives, it's highly unlikely that you would like to align with such a person. A person who lacks intent gives the impression that they simply intend on floating through life without making any meaningful, effective, or impactful decisions in their lives. They appear as if they have no cause. If the person does have a cause or ambition that

2. *Finding My Virginity*, Richard Branson

they believe in, their lack of intentionality will give other people the impression that they have no desire to find practical ways to carry out their plans. Such people appear as dreamers who don't believe in putting in the work. People who are viewed like this rarely ever make it in life. To attain success in any area of your life – personal or professional – you need to exhibit intent. You need to have a well-thought-out plan on how you intend on achieving what you desire.

This isn't just something for the workplace. This is relevant in personal relationships too. No one wants to be involved with people who lack intent in how they relate with people. Where is the friendship going? Is the romantic relationship leading into permanent territory? If you fail to show that you are intentional about the people in your life, you will end up without any meaningful relationships in your life. No one wants to go through their lives alone, you shouldn't desire that either.

In his book, *He's Just Not That Into You*, Greg Behrendt gives women the truth about the men who pursue them.

"A man who wants to make a relationship work will move mountains to keep the woman he loves" – and that's the truth. To prove to people that you want to go for something, your whole persona has to show it!

Expressing your intent is not about going right up to a person and saying "Hi, I intend on..." That is not tactful – it is also very creepy. The intent should be displayed through your choice of words and in your actions. As you speak about your different ambitions and plans, the words you use should be enough for the listener to gather that you mean business. When your actions support what you are saying, it completes your mission of expressing your intent. The successful people in the world are the people who are deliberate about their thoughts and their actions. When you are mindful of who you are, where you are headed, and what you desire to achieve, you are being intentional.

To display your intent successfully, you need to be tactful. You need to know the right words to say, the appropriate actions to

accompany your words and thoughts, and how you can make your desires become a reality. This is where intelligence comes into the equation.

“Work on Purpose –

Play on Purpose –

Rest on Purpose –

Do not let yourself or anyone else waste your time.”

– Izey Victoria Odiase