

## The Formula for Freedom

$$F=SL^2$$

FREEDOM is equal to structure multiplied by leverage and again multiplied by leverage.

To truly understand the Formula For Freedom, there are two concepts that we must understand and apply to our lives: Structure and Leverage.

Let's examine them one at a time, starting with structure. At first glance it may seem like structure would not necessarily lead to freedom. In fact in the case of entrepreneurs many times the motivation to start their own business was so that they did not have to report to "the boss". Entrepreneurs want the Freedom to do it their way, when they want, where they want, and how they want. The irony is that more often than not the lack of structure leads to experiencing a lack of freedom. So instead of working 9 – 5 and then being free, an entrepreneur may hit the office at noon but finds that they are still working at midnight. Not true freedom by my standards.

The solution is to create and apply purposeful structure. Structure leads to freedom. Yes I can hear all of the people with control issues out there crying that structure infringes upon their freedom. (There was a time I made the same argument.) However, I urge you to find the area of your life that is causing you the most reaction, frustration and challenges, then create structure and a system that eliminates your reactions and frustrations. You will be astounded by the shift in your quality of life. Structure truly is the foundation to freedom. Once you have it working in one area of your life you will want to apply it everywhere. It is that powerful.

This brings me to the next concept, leverage. I have become completely fascinated by how and where to apply this concept in my life. My current favorite quote is,

*"Give me a lever long enough and a place to stand, and I will move the world."* -  
**Archimedes.**

In its simplest form, leverage is the ability to multiply your efforts through the appropriate use of tools, people, technology, time or money. Another way to think about

- Find an investment that pays 15% verses 3% (this represents leverage of 500%!!)
- Meditate or pray every morning because you are far more effective and efficient when you do.
- Workout everyday, eat healthy and take care of your body.
- Take a workshop and learn how to shift your beliefs so that all your actions are more effective.

Opportunities for leverage exist everywhere around us but unless we begin to shift our thinking, beliefs and perceptions, we are not likely to see the opportunities much less apply them to our lives.

There are a couple of key points to applying the formula for freedom and that is to ensure that your structure and systems are sound BEFORE applying leverage. There is another formula  $F=CL^2$  This represents Fiasco= chaos x leverage x leverage. I have been there, trust me you do not want a fiasco when working on freedom!

To manifest freedom in your life, spend the next week becoming more conscious of where systems and structure are required. Develop and test your systems, work the bugs out and then strategically apply leverage. Remember, Freedom = $SL^2$ .

Jay Fiset  
President  
Personal Best Seminars Inc.