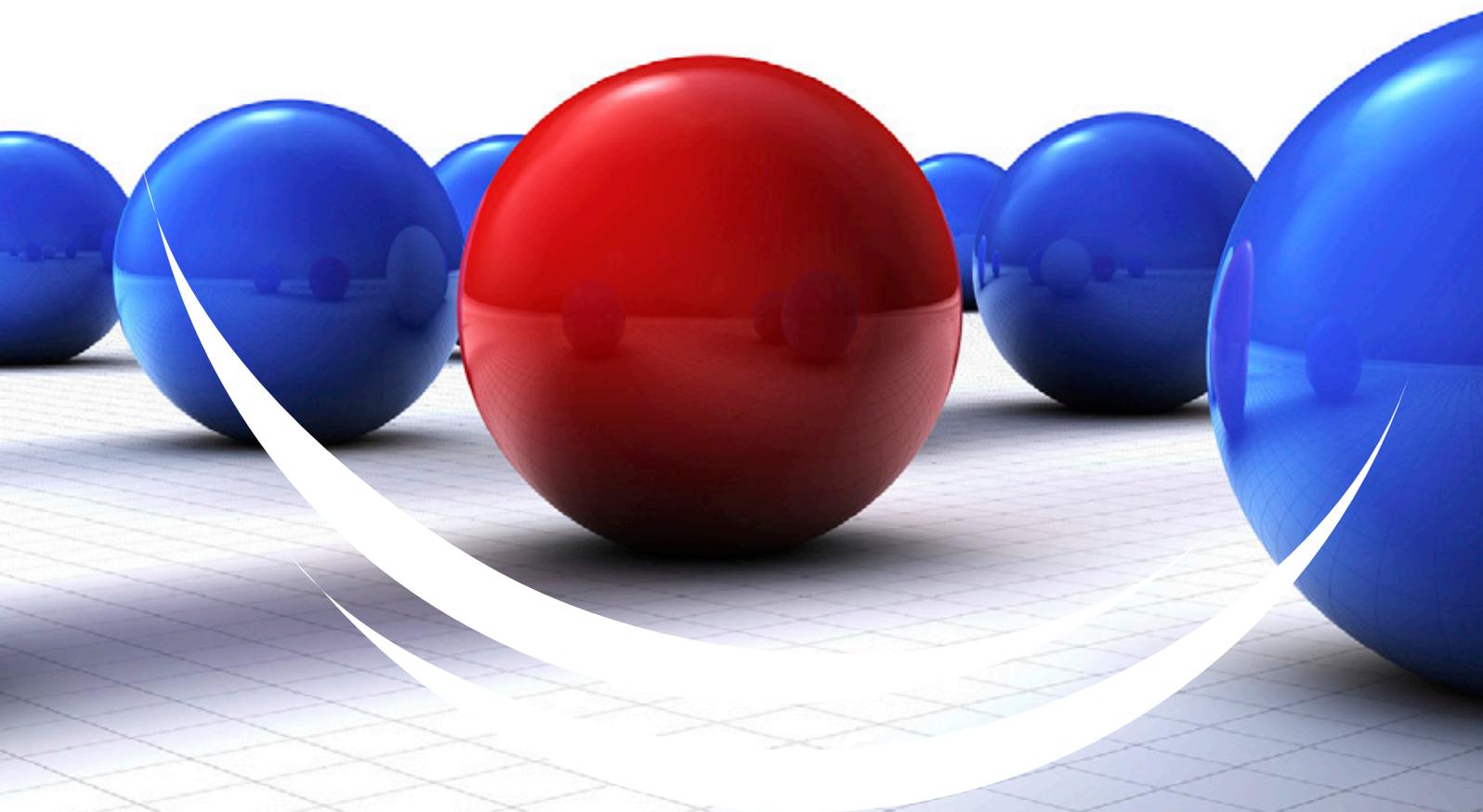


The
BOUNCE
THEORY

A Snapshot of the
forthcoming Book,
THE BOUNCE THEORY!



Sam
Cawthorn.com
ENGAGE • INSPIRE • TRANSFORM

Have you ever wondered what it's like when you die?

Have you ever been in a situation where death felt like the easiest option?

Have you ever wondered what it would be like if you could bounce out of a rut, to a life where you are in control?

Or ... have you ever wondered what you would do – given a second chance – to live the life of your dreams?

Embracing **The BOUNCE Theory** will revolutionise your life!!

Join **Sam Cawthorn** on his journey from death to international success in less than three years.

Sam shares the highs and lows of his journey so far and will introduce you to the process that helped him get his life back and achieve a success he only dreamed of before.

The five principles of **The BOUNCE Theory** will help you not only bounce back, but bounce forward stronger, greater and better than you could ever have imagined.

- **BOUNCE PRINCIPLE 1** » Crisis Moments Create Opportunity
- **BOUNCE PRINCIPLE 2** » Focus on the Causes not the Symptoms
- **BOUNCE PRINCIPLE 3** » Holding Hands in Traffic
- **BOUNCE PRINCIPLE 4** » Bounce Forward not Back
- **BOUNCE PRINCIPLE 5** » Different Problem Different Thinking

“ Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending. ”





Introduction

Hi. I'm Sam Cawthorn. In this e-book I'm going to share with you a little about my journey and unpack some vital information from my new book, **The BOUNCE Theory**.

I'd love some feedback at any time, so please jump onto my website at SamCawthorn.com and shoot me an email.

Thank you!

The BOUNCE Principles:

Through many years of research, and my personal story – which has taken me through some of the most traumatic experiences you or I could imagine – I've established the five principles of **The BOUNCE Theory**.

These five principles capture a process that many of us have experienced.

In personal and team environments, they can be applied to help you not only **bounce back** but **bounce forward**.

In this e-book, you'll learn practical tips and have the opportunity to apply each tip and BOUNCE Principle to your life, now.

So don't sit back, and don't relax! ... Instead, be inspired and energised as you learn the five principles of **The BOUNCE Theory**.

Let's make a start.



BOUNCE PRINCIPLE 1

» Crisis Moments Create Opportunity

Study after study show that crisis moments create opportunity.

When we're in a crisis, we enter a mode of being that accesses our creativity and thought leadership to create ideas to get us out of the crisis. Another phrase for this is 'change leadership'.

Did you know that there was a 34% rise in Australian millionaires during the recent global financial crisis?

During a crisis we think differently and discover opportunities.

I'd even say that if you want success, you need to experience a crisis or two!

It's like when we run out of money or are very low in our budget for the week, we discover opportunities about how to save more and where to earn more. We also start to realise how much every dollar counts.

These crisis moments create opportunity.

YOUR CHALLENGE...

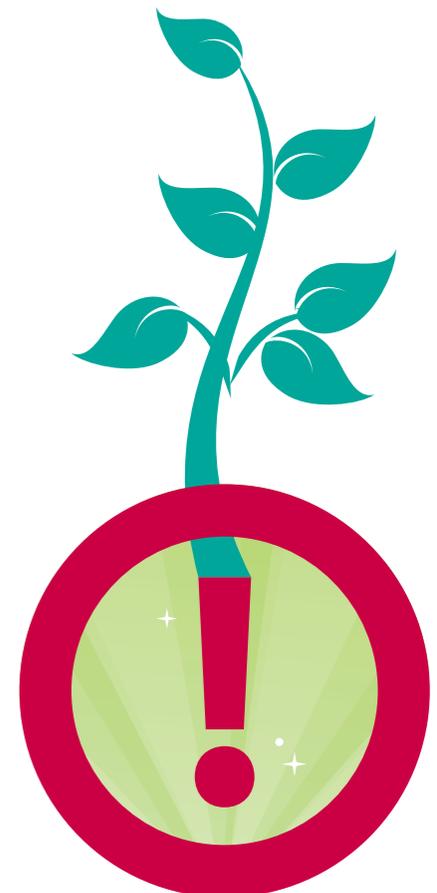
Think about the last crisis you had.

Whether big or small, personal or business, think about your experience and how you got out of it. Think about the opportunities you created from this.

Now, think about a very small frustration that you're having right now and ... turn it into a crisis!

That's it, turn it into a crisis!

Now you have two choices: change the crisis, or change the way you think about it.



2

BOUNCE PRINCIPLE 2

» Focus on the Causes not the Symptoms

When we feel like something is going wrong, perhaps in our life or within a team, too often we focus on symptoms and attitudes.

Yet focusing on the cause, not the symptom, gets to the root of the issue... to the place where real change can take place. Focusing on causes is focusing on change, on the future.

Paying attention to symptoms is a type of delusional thinking, where we think we're tackling the real issue, when all we're really doing is missing or avoiding the source of the problem.

For example, when we meet someone with a stinking attitude, we judge them by what we see, and by how that person presents themselves and how they react.

But in so doing, we miss the big picture.

Unless we find the true cause of their stinking attitude – what's driving them to present and react as they do – and unless we tackle that problem, the symptoms will persist.

YOUR CHALLENGE...

Think about something that's really frustrating you at the moment.

Is it a symptom you're frustrated with? Or is it the actual cause?

If it's the cause, change it or change the way you think about it.

If it's the symptom, think about the root of the issue ... the driver behind the symptoms. Then deal with that.

Happy hunting!

3

BOUNCE PRINCIPLE 3

» Holding Hands in Traffic

When a crisis appears, it's particularly important to gather our resources and act in alignment.

This is where it's imperative to stick together! When things get rough, when the storms of change start to blow, we need to stick together and see things through.

Another way of saying this is that we need to stay focused on our 'mission'. When problems occur and disunity arises, we need to navigate through them and back to our core values. This is why communication is vital during a crisis.

Think of a group of schoolchildren at a busy intersection. The teacher will ask everyone to hold hands, and communicate, so that the group stays together when crossing.

It's the same when you're older and working in teams: regroup, share your thoughts, stay together, stick to the mission.

I call it 'holding hands in traffic'.



YOUR CHALLENGE...

If you're facing a losing deal or a minor downside, no matter how big or small, try some open, honest communication.

Communicate the mission for the week, month or year.

Communicate the reason and purpose, and where you think it went wrong.

Then ... communicate that if you stay together, you can face the situation with so much more energy and strength. Try it!

4

BOUNCE PRINCIPLE 4

» Bounce Forward not Back

We've all heard the phrase, 'bouncing back'. You've probably even said it this week!

But I believe that 'bouncing back' focuses on what was, which means we're just bouncing back to the same position.

Think instead about the phrase, 'bouncing forward'.

I believe 'bouncing forward' focuses on what can become. The future-oriented potential and power of bouncing forward is so much greater than bouncing back.

It's like when we hold onto the past. We hold onto old grievances, we refuse to forgive and forget – sometimes we even avoid other people just because we've heard something negative about them.

Can you move into the future if your hands are full holding onto the past?

YOUR CHALLENGE...

If you're not talking to someone in your office or family, or even a neighbour in your street, just try letting go and moving forward.

Approach them. Talk to them, with no intent or judgment, just as a normal person.

I know it can be a big thing, but I guarantee that when it's done, you'll feel free to bounce forward and not back!

5

BOUNCE PRINCIPLE 5

» Different Problem Different Thinking

These days, sustained personal and business success requires the ability to be flexible in just about everything.

More efficient, effective and productive ways of living and doing business are being discovered or created at lightning speed every day.

'Innovation' and 'creativity' are modern buzzwords for a reason.

With so many challenges worldwide – and the crises that come with them – we need to approach different problems with different thinking.

In my journey, I needed highly creative thinking to overcome a traumatic personal accident and bounce forward in my life.

Yet to soothe my screaming two-year-old, I need a completely different solution!

Different problems require different thinking.

Different thinking brings the ability to deal with any crisis, and creates sustained success.

YOUR CHALLENGE...

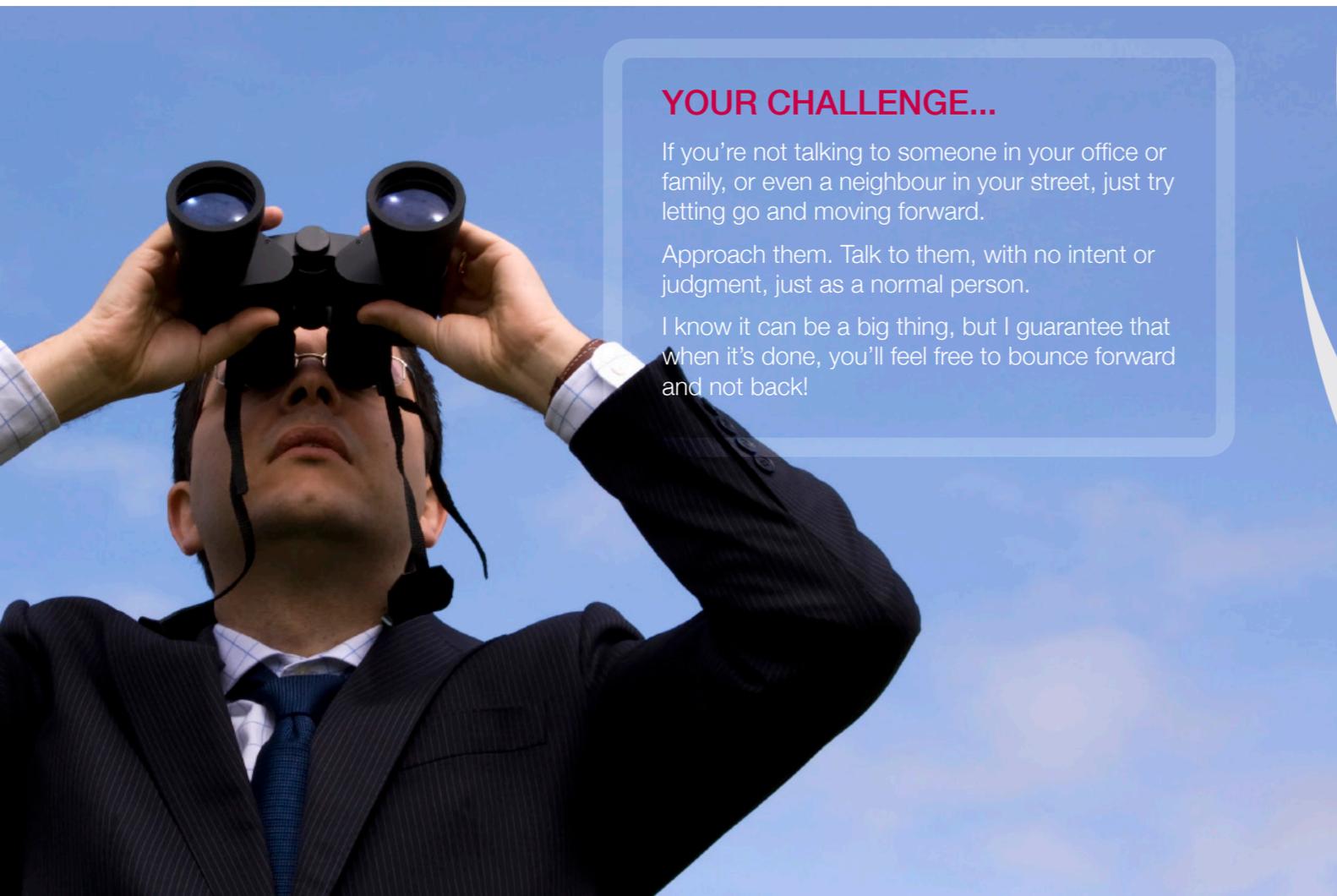
Think about a problem you have right now.

It can be big or small, personal or business.

Now, think of two totally different solutions.

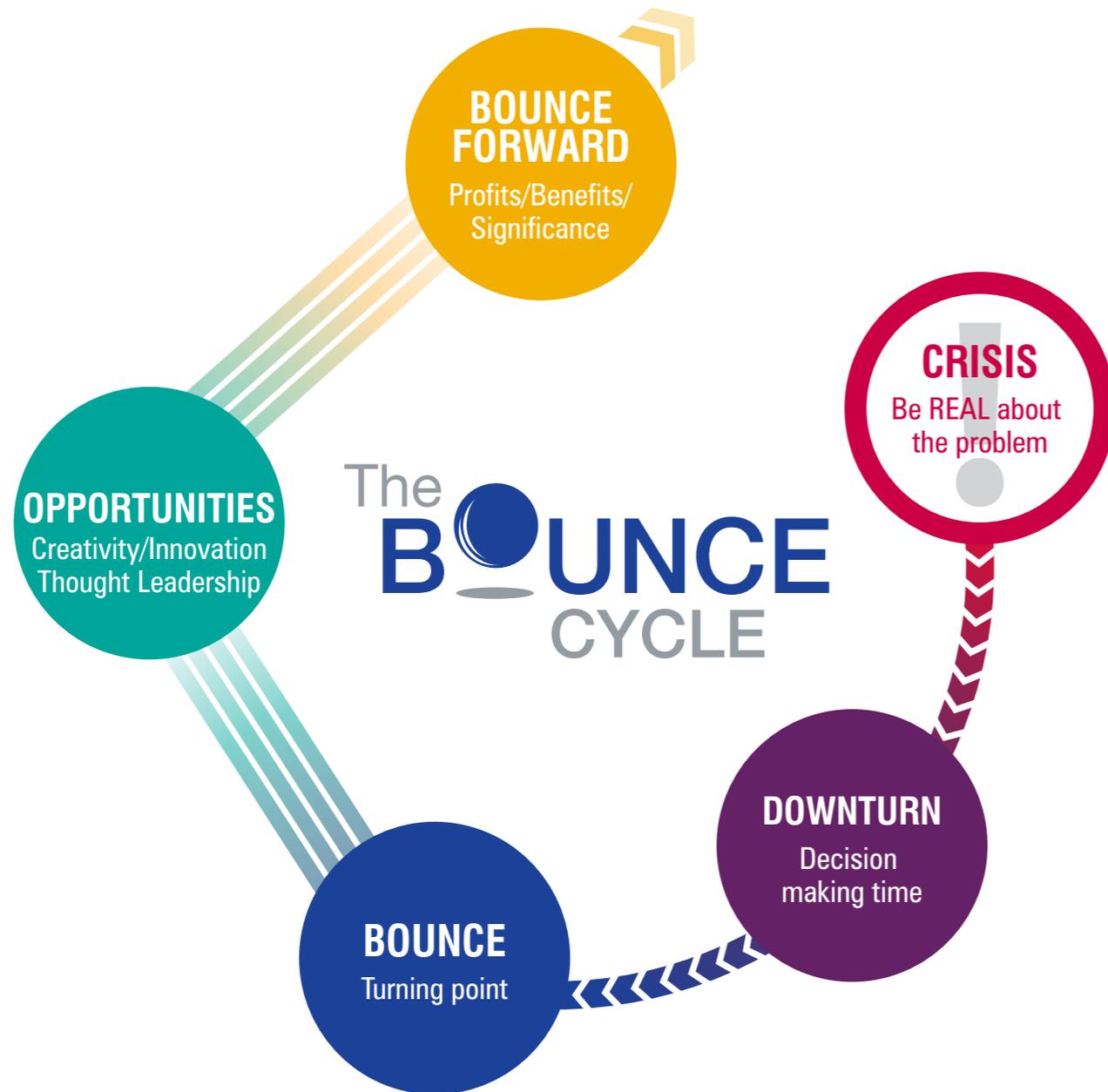
Each solution has to be practical, and just as good as the other, such that if someone came along and you shared both ideas, they could not decide which is the better.

This is the start of sustainability. Well done!



The **B**OUNCE THEORY

From my research and experience, **The BOUNCE Theory** is the perfect way to deal with **The BOUNCE Cycle**, a progression we all go through when times get tough.



CRISIS

Every organisation has a crisis or a problem within. Be real about it. Don't ignore it – tackle it full on. Uncover all of its aspects and begin to fix it.

DOWNTURN

This is the make or break point. In order to bounce, we need to make decisive decisions. If we don't make tough decisions, we'll have no bounce.

BOUNCE

We've made it to the point in the cycle where things begin to turn around. This can also be the most trying time, because it's the lowest point of the cycle.

OPPORTUNITIES

We've gone through the most difficult times; things are looking up, and opportunities are coming our way. Continue to create and innovate, and discover the opportunities that are everywhere.

BOUNCE FORWARD

We can't 'bounce back' to the same thinking that got us into the crisis. Be a thought leader, bounce forward, and enjoy the rewards of making it through the Bounce Cycle.

A Quick Recap

The **BOUNCE Theory** uses five principles:

- 1 CRISIS MOMENTS CREATE OPPORTUNITY (CHANGE LEADERSHIP)**
Problems and crises ignite our greatest creativity and thought leadership. Crises force us to focus on things outside the norm.
- 2 FOCUS ON THE CAUSES NOT THE SYMPTOMS (FUTURE FOCUS)**
Too often we focus on symptoms, yet focusing on causes gets to the root of the issue, where real change can take place.
- 3 HOLDING HANDS IN TRAFFIC (ALIGNMENT)**
There is huge gain and greater productivity when the entire team is focused on one 'mission'. Stay together!
- 4 BOUNCE FORWARD NOT BACK (FUTURE THINKING)**
'Bouncing back' focuses on what was. 'Bouncing forward' focuses on what can become.
- 5 DIFFERENT PROBLEM DIFFERENT THINKING (SUSTAINABILITY)**
You can't use the same methods that got you into a mess to get you out. Neither can you use those same methods to get you out of the next mess.

The **BOUNCE Theory** will help you through **The BOUNCE Cycle**.

Final Word

This e-book is a snapshot of my new (soon to be released) book, **The BOUNCE Theory**. **The e-book introduces the five principles of bouncing – not back, but forward.**

I unpack these five principles in great depth in the new book, using case studies and research from successful organisations and industries that have bounced forward.

My new book also introduces inspiring individuals who have bounced forward, and the principles they've used to do so.

That's why it's called **The BOUNCE Theory**

I'd love to get some feedback from you, and I'd love for you to get a copy of the book as well, so shoot me an email or send through an order!

More importantly, I'd love for you to:

- bounce forward in your life
- thrive and survive in business
- create, innovate and lead
- be the architect of opportunity in your life

I'm so excited that you've read this e-book and I thank you very much.

It's been an honour and privilege for me to show you my heart and my thoughts on **The BOUNCE Theory**.

I hope you're blessed from it, I hope you've learned from it, and I hope you can get your BOUNCE!



Sam Cawthorn

The background is a solid dark blue. On the left side, there are three thick, white, curved lines that sweep from the bottom left towards the top right, creating a sense of motion and depth. These lines are of varying thickness and curvature, with the outermost line being the thickest and the innermost being the thinnest.

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