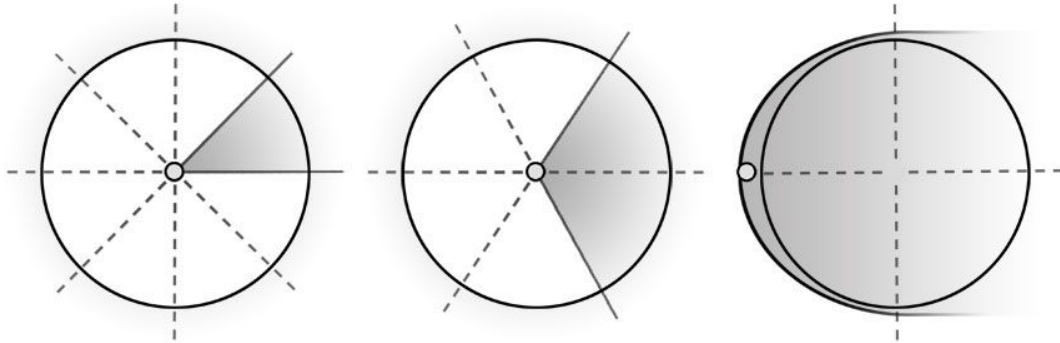


## Third Circle Theory Introduction

I created the Third Circle Theory for Secret Entourage, a platform aimed at helping the rebirth of entrepreneurship, to explain how the human mind evolves from birth to the stage where it finds purpose. This theory cannot only help you realize why you are not finding your purpose, but can actually guide you in the right direction to find it.



The Third Circle Theory consists of three circles illustrating three worlds, three perspectives, three visions, and three cycles. Each circle consists of:

- A world
- A perspective
- A vision, and
- A cycle

Your mind undergoes each of these four elements. Each circle represents a path you can take. Through time, you can evolve from one to the next. You do not have to complete a circle in order to graduate to the next circle.

Everyone goes through the First Circle, some will evolve to the Second Circle, and very few progress to the Third Circle, which is the stage that allows the definition of your existence. My hope is that by reading this book, you will join that elite group of purposeful people.

# The First Circle: The Birth, The Settler, & The Dreamer

Everyone begins in the First Circle. It is the foundation of your life and, regardless of how strong that foundation, you begin here.

**The Birth:** Signifies that you are born into this circle.

As a child, the world revolves around you, which is the significance of the diagram's center dot. You are a product of the environment you are born into and the practices you are taught early on. Your religious habits, beliefs, values, and behaviors are all derived from someone else's perspective of life, often a parent. Your value system, views, and reach extend only as far as theirs. You strive for the things you are exposed to—if you are from a family that struggles to make ends meet or raised in sickness or with issues, you could find yourself more exposed to individuals with little hope for something better, as well as a significant amount of faith or belief in things that are uncontrollable. As a result, you strive to rise above poverty or to gain better health as your main goal.

Your aspirations at this stage also remain small, perhaps because your family's goals for you are equally small as their own were. This is where they tell you about opportunities they never had, and that unlike them, you will make a difference by acquiring an education. **They might blame you for their own failures and make an example of what they sacrificed in order to bring you to this world.** But you need to put this in perspective. If you are blamed, it is mostly because your parents (or parental figures) never themselves graduated from this First Circle, so they are stuck in a narrow-minded enclosure.

On the contrary, if you are born into a family where neither money nor accomplishment is scarce, you, too, will strive to do great things. The exposure to this more optimistic lifestyle

reinforces your belief of what success is, what you can achieve, and what you deserve. This is where entitlement starts. Entitled or not, in this environment, you are always exposed to what you can be. Not only is support available for you to achieve your goals, but resources, belief, and constant encouragement exists. While education and the core foundation may not differ much from being born into poverty, the constant level of achievement present all around you forces you out of this First Circle much faster, propelling you toward finding what you are meant to do.

Remember that, from an early stage, you are born with or without an advantage, but by no means are you obligated to accept the outcome, which you are born in. You simply have to endure it.

**The Settler:** An individual stage that represents being complacent in your situation.

Most who continue on from the Birth stage to the Settler have achieved just enough to be satisfied. In most cases, you would have not seen much of what life has to offer. You feel that the little you have achieved is the big achievement of your life.

At this stage, life and the world revolve around you. It's about your work, your relationships, your money, and your feelings. Routine sets in. Most of your earlier beliefs, behaviors, and faith are followed and maintained with direction from those above you—your elders, supervisors, or wealthier individuals are highly respected without question. You are simply happy and deal with life's cycles and different stages, which are represented by all the alternative viewpoints (dotted lines). They are all very narrow and only an alternate view of the main vision, which is equally narrow (illustrated by the bold line).

Your viewpoint can only see so far and is limited to what you are shown, since at any given time, you miss what is occurring in alternative views, times, and locations around you. By staying in the Settler stage, your mind accepts its inability to grow and settles for whatever it

has achieved to date. While you will catch a few breaks here and there, you will ultimately never really progress.

In the Settler stage, you will showcase traits like disinterest towards what goes on in the world. You will be apathetic about voting of any sort, but will be sold on just about anything commercial. Most of today's TV commercials are geared to this state of the mind, one that is easily convinced by what it is exposed to.

**The Dreamer:** The stage where dreams and reality never meet.

Due to your Settler viewpoint, you have become complacent. You move on to a mid-life stage. If you have not graduated from the First Circle, you go into a "Mid-Life Crisis", which is your brain's way of seeking a better reality than you ever had. As you get older, you are exposed to new individuals—many older and many much more successful, which makes you question your past decision-making. As a result, you want to belong to something you are not. Since you are way into your life cycle, your brain continuously looks for ways to catch up and, therefore, is always hungry for a quick answer. This need for instant gratification creates what we call the "Dreamer".

In this stage, you now see the lives of your friends or others. Their gains unfortunately feel out of your reach so you become very bitter and blame your family or some other form of faith. You go back to your Settler state once you acquire something like a new car or larger home—vanities that please the weaker side of your mind into feeling accomplished when no real change has occurred.

This period often ends, and very little has happened. Your mind failed at expanding itself and moving forward. The dreamer stage also indicates why Gen Y is highly focused on instant gratification. If you fit into this vision, you find yourself easily manipulated by scams or by false opportunities as you are seeking shortcuts and answers to becoming something you spend a

long time ignoring. This constant pursuit of instant gratification in this stage is the reason that very profitable self-help programs target individuals at the Dreamer stage. Rich Dad, Poor Dad is highly geared to “dads” who are often in their 40’s and haven’t accomplished what they wanted—the consummate Dreamers.

Most people unfortunately never graduate from the First Circle. While they are followers who seem lost to those others who have graduated, they still can make the transition at any time. The real problem here is that if you stay in the First Circle, you will remain set in your ways and it is difficult to change. This is the reason why many young adults feel their parents don’t understand their aspirations when they think differently than a conventional way to succeed. The real change from the previous generation (Gen X) to Gen Y as it pertains to the First Circle is the time it takes to move through the stages. Gen Y will simply go through the phases of each circle faster due to the widely available amount of information. The access to information is good and bad. Information, if accurate, is great as it allows you to make a conclusion based on facts, but today’s society shares opinions based on perspectives which will differ depending on the source of information. This creates serious mass confusion and often creates manipulation to a level unheard of before.

The characteristics lacking in most people in the First Circle are based around self-perception. Most of the individuals here lack self-confidence, courage, and belief in themselves, partly because they have poor perception of the world and where they fit in it. They don’t feel significant enough to accomplish anything, often not even knowing what they want to do in life. They stay complacent with their environment, don’t take chances, don’t start businesses, don’t travel as much to places they haven’t been before, and are ok with anything that happens. They are often drawn to individuals who, unlike themselves, seem to have all the answers, which is why the First Circle people are easily manipulated. They often perceive others as arrogant instead of confident, as they are unable to identify confidence and what it does for one’s body and mind.

# The Second Circle: The Awakening, The Leader, & The Achiever

About 20 percent of you will progress to this stage, either naturally or through exposure to knowledge followed by curiosity. The Second Circle reflects The Awakening, The Leader, and The Achiever.

At some point during your life cycle, you are exposed to individuals, education, or point of views that defy your beliefs, faith, or behaviors as explained in the First Circle. You have the opportunity to graduate to the Second Circle, which consists of nothing more than an increased perspective, vision, and view of the world. These broadened views empower your thinking to grow even further. The Second Circle is about your openness to expanding your mind and vision, beginning with the first stage.

**The Awakening:** Your mind opens up to heightened awareness and curiosity.

When you are exposed to the unknown, you either choose to accept that an alternative reality exists or you simply deny your brain access to freethinking. Often, again based on your previous beliefs, this decision is presented to you in different ways throughout your lifetime. A significant portion of that comes from education, as you are not only faced with new learning, but are also forced to accept the message in order to graduate to become an accepted member of society.

Through this exposure to new ways of thinking, you are challenged to seek your own answers and deliver your opinions, which makes you question your narrow view of society. This is often why those people who go to better schools end up in better jobs, simply because of their exposure to people who operate in this Second Circle. This Awakening makes you curious enough to try new things, seek new answers, and even make you skeptical at times. It inspires

you to explore, and through exploration comes learning, regardless of whether it came from an educator, mentor, or teacher.

You learn to think freely and start realizing that, despite the world still being centered on yourself and your emotions and needs, it is also up to you to reach for your goals. The awakening of your mind allows you to gain courage and confidence—enough to get you to pursue your interests instead of merely doing as you are told. Being in the Awakening stage almost makes you defiant to society. You might start to believe in conspiracies and notice that everything appears to have a double meaning due to your lack of trust towards information. In the Awakening, you may lose significant trust as you believe you have lived a life that has been filled with fabrication. Being cautious in this stage is important for your well-being, because there are people with a deep understanding of the fact that you seek answers and they are ready to manipulate you. The power of manipulation continues as ideologies are shared and answers to questions are provided, creating a false sense of trust simply because you relate to a cause or person sharing it. In other words, your brain is awakening to a new world, and this new influence becomes a guide. If an individual misguides you, they are likely manipulating you for their own self-interest. This realization takes us to that next stage.

**The Leader:** The emerging need to and desire to lead others.

If you are able to overcome other opinions and beliefs that are attempting to sway your thinking in the Awakening stage, you'll feel unrest and distrust. You truly believe that you are in charge of your outcomes and feel the need to share that confidence with others. Through your actions, you become successful and build a following of employees, peers, or supporters who revolve around catering to your needs. **This need of leading others benefits those around you by providing them their needs but gets you to your wants.**

Others are drawn to your character, which amplifies your ability to grow even further and become even more efficient and effective as a leader. If you are in the Leader stage, you are

often looked at as a very successful and leading person in your fields of interest. You establish yourself with a high level of education no matter if self-taught or through school. More importantly, you keep relating back to a series of experiences as the reason for your success when sharing with others how you have become so resourceful.

This stage is easy to lose yourself in as you are a self-proclaimed leader. As a result, you may find yourself making a good amount of money, slowly closing your eyes to further learning. This dangerous path is the beginning stage where you can show manipulation traits, like looking for ways to profit off of those admiring you and looking to you for advice. These traits may be amplified by your self-acceptance and your group of followers increasing faster than you expect. As a result of being a leader and open to viewing multiple points of view, you become more wary of your environment. You may also become an opportunist in good or poor manners, such as either manipulating your environment to benefit yourself versus those following you and looking for guidance. You then evolve to the third stage of this circle.

**The Achiever:** Opportunity meets hard work.

People in this stage of the Second Circle are no strangers to the concept of hard work and opportunity. You deliver daily on your new self-created belief and see other's weaknesses as an opportunity to step up and lead them. Self-proclaimed and profit-driven self-help gurus often live in this phase.

As an Achiever, you aim to be accepted in society, and therefore constantly seek answers to why you exist. This quest leads you to multiple paths, all successful and all full of achievements (illustrated through multiple dotted lines showing only four stages but still multiple stages of one's life). Most people in this stage are still highly focused on money as the ideal reward for your efforts. You rarely seek fulfillment unless monetarily rewarded for it. If you look at the graph, it simply showcases a higher and broader view, but still keeps the self-centered

individual from seeing more of life. Therefore, **if unable to graduate from this Second Circle, you will be accomplished, but will never define your existence.**

Most of today's top lawyers, doctors, and businessmen fall into the Achiever category. While you do succeed, instead of graduating to the Third Circle, you work your entire life to make more money as your way to keep score. Very few of you actually feel you know your purpose—even if you believe you do, it is only to convince yourself you have found it as money has been made. The power of self-acceptance is very strong in the Achiever. This stage also amplifies the manipulative side of someone in it, constantly using resources for self-benefit and leading people on to promises that never become reality. However, if you determine that your existence should and will mean more than money, then you graduate to the Third Circle where you find the answers you seek. This takes us to the Third Circle and to the core of why you exist.

# The Third Circle: The Vision, The Purpose, & The Rebirth

The Third Circle is the one that you most often miss. As a matter of fact, only about two percent of you fall into that Third Circle or should I say graduate into the Third Circle. People whose achievements we idolize, such as Steve Jobs, Bill Gates, Michael Jordan, Walt Disney, Gandhi, and many more which we remember, despite their departure from this world, lived their lives daily the way this circle intended. You listen to their words, idolize their lives, look to them for answers, and consider them the best in their respective industries. These individuals are not god-like, but have figured out something that many of you will never accept, which will prevent you from entering this circle. They have learned their purpose and to remove themselves from the equation of life.

When you reach a satisfactory level of achievement in the Second Circle, you will start to question your existence as the human mind has been conditioned to seek more; after all it is the “Achiever” in you. It isn’t until you choose to not make it about you that you establish a true vision of what the world can be. This allows you to graduate into the Third Circle, starting with your vision.

Since the Third Circle Theory is not about you, the stages are reversed. Starting with the Vision, then moving to the Purpose, and finally to the Rebirth of you. The Circle itself is yet another stage of your life, but it is your ability to go past this Circle and enhance your perspective to one who does not see yourself as the center of the universe, but rather as one removed from the universe; that will give you the ability to identify your purpose. The diagram of the Third Circle indicates the vision being outside of the Circle and no longer inside it, to showcase this entire view of the world at once from a much broader perspective.

**The Vision:** Envision a better world or see past your own emotions.

Some traits of the Second Circle's Visionary exist in many of you, but your inability to not make every situation or problem about you prevents you from finding your purpose.

When you reach the Visionary stage in the Third Circle, you are keenly aware of your surroundings and are very analytical of the information presented to you. You see what you are not shown or told, rather than what is presented. A great example of this is looking into a cell phone's screen; many of you see the image itself and while other people see their own reflection. It is not because you have better eyesight, but rather because you seek alternative answers all around you, and, therefore, can see farther than most. You envision a better world, a better future for people, and you can actually picture what that looks like. This vision enables you to apply importance to your project, no matter how big or small it may seem to others at times.

Because you see farther, you do not fear bringing that vision to life or the work ahead of you. A world without that vision is no longer possible once you have seen it. Realizing that image becomes your obsession. Some of you here are often referred to as philosophers. The graph here illustrates the view from outside of the circle showcasing an entire projection of the world rather than multiple segments at different times. The Vision grows stronger than your own being. The wheels start rolling and your desire to bring the vision to life becomes your priority, which leads to defining your purpose.

**The Purpose:** Choose which side of the equation you stand on.

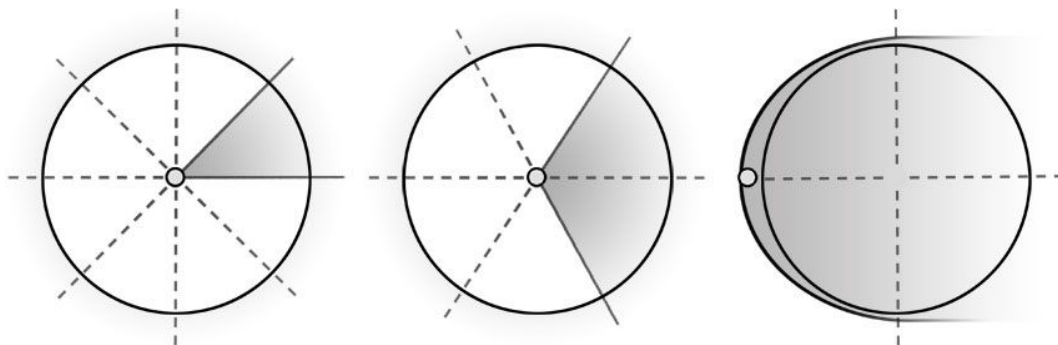
Almost a clash of good versus evil, you can choose what you want the world to look like. If you choose that the world remains unchanged about you, you ultimately choose to take the wrong side of life and become an amazing manipulator. You can start showing traits of this early on like we discussed in the Second Circle where you chose how you handled people who were followers or believers of you and your cause. But like any other human going through the

stages, you have the opportunity to change. Those who choose not to maximize opportunity don't progress past the Third Circle.

At this time in your life, whichever side you choose is the side you will remain with and is complementary to your vision. Purpose is created as a result of your belief in something greater than yourself, where you allow your mind and emotions to remove themselves from the equation. This is the stage in which money no longer matters and decisions are made for the common good of the vision, rather than your desires, needs, and wants.

The feeling of belonging to something greater sets in and can be very contagious. Those around you often feel this energy and passion, and jump on the bandwagon to share that same positive feeling.

The experiences from the first two circles all play into your purpose, and connecting the dots to life's concepts becomes an easier task for you. The grand scheme of life reveals itself to you, and your existence can only be validated when your vision comes to life. This means that your existence is null, and your feelings ignored until the bigger picture becomes reality. A high level of energy reveals itself, allowing no obstacles or problems, but rather serving up challenges that always have answers and are quickly overcome. This is outlined by the dot outside the circle, which is a symbol that the world no longer revolves around you, but rather in front of you.



Decision-making becomes easier. The project at hand or those involved become more important than you. You are now feeling fulfillment—the driving force that you must support others and help them achieve in order to reach the goal. Here, a new level of leader is born within you and the Rebirth occurs.

**The Rebirth:** Your mind frees itself of the unknown and instead focuses on the now established vision.

Your rebirth occurs when your vision is recognized by all, and not just those around you. With this recognized level of achievement comes immense boost of confidence and. Your mind seeks new ways to advance society.

Ultimately, it will never soar as high as much as the first time, simply because your existence was never acknowledged to begin with when you were going through the three circles. As a result you created the need to work harder than ever before, you had never felt a feeling of purpose and as a result pushed to find it. Many of you in The Rebirth stage become speakers, teachers, and public servants who bring their knowledge and self-awareness to good use. The mind is free, the vision established, and the purpose defined and recognized. ***The game of life has been mastered.***

The Rebirth can be a tricky stage, however, you might feel you have reached this point by skipping other steps. Politicians, professional athletes, and movie stars are perfect examples as their existence is recognized, but only for a short duration. Only those individuals who become legendary will end up establishing their purpose as entertainers, icons, role models, etc.

When money is introduced early on—such as when a large inheritance is left behind for a child—the same theory applies, but the order of the Third Circle's stages will shift as the Achiever stage was never reached but rather created with experiences. This shift makes it difficult for anyone to realize the importance of removing themselves from the equation.

Other misinterpretations of the Third Circle are those visionaries who see the world from the correct lens, but remain self-centered. These people choose to ignore others when they can help change other people's lives and progress. Instead of becoming innovators or game changers, these people become powerful manipulators and con artists who alter perception to their advantage. Be advised that there is no alternate route to Rebirth. Selflessness and the Vision must take place in the right order and for the right reasons in order to create the true sense of your purpose.

The Third Circle Theory can be applied to just about any level of thinking, from leadership, management to faith and, more importantly, to entrepreneurship. The Circles hold the key to finding your purpose in today's complex society.

The Third Circle Theory allows you to see why powerful people like Steve Jobs don't just make computers, but rather rewrite history. Any one of you can advance from one Circle to another and eventually reach a new level of thinking where purpose and existence are validated. But it is often your desire to skip ahead and grab all the answers without the hard work and experiences that keeps you grounded in the first Circle. Think of the people you know who talk about businesses and ideas, but never act on them. They are all Dreamers, and because they feel entitled, they never do the work to achieve real progress. How many people give up on their businesses because they didn't make enough money? That is a self-centered approach to the idea of success - they never achieve innovation and affect real change in an industry.

By applying the **Third Circle Theory**, you have the power to understand why you do what you do and why you can or cannot progress. It also explains why you see what you see and what you must observe to allow your mind to expand. If understood and applied to any phase of life, this theory can help you take the journey to finding your purpose.

Now that you understand why it's important and what it is, take it one step further. Look at how the Third Circle Theory works and how you can use it to advance yourself through the circles and find your purpose.

## **Progression of The Mind**

Now that you understand what the three Circles mean, you are ready to explore the cycles within each Circle. In doing so, you will learn how to transition from one to the next, while understanding why people progress slower or faster than others.

As I said earlier, the Circles are driven and navigated by what you observe which impacts how you think. Therefore, your awareness of the information you are receiving is the first step to understanding the Circles. Awareness is the single most important and often neglected aspect of your life. You take so many things around you for granted by not investigating the information. Take this book, for example. The fact that you are aware of the information you've read here now enables you to look for the signs that validate it. In other words, you now subconsciously are looking for your purpose, which means that even if you put this book down right now, you already know that finding your purpose is based on what you see and the environments around you. Whether or not you believe this information at this moment changes nothing at all, because you are **aware** of this possibility.

Your mind is open to accept further information that clarifies beliefs to be true or false. Prior to reading about the Third Circle Theory, you may not have been open to these possibilities. Investigating this information is what enables you to move through Circles faster than others. When you are able to accept alternate realities faster, you work towards your own truth immediately, rather than waiting for clarification. Once again, your ability to act rather than not do anything is the key to succeeding.