



CATAPULT

PROFESSIONAL LEADERSHIP DEVELOPMENT

BY BENJAMIN MOONEY





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Spiritual Freedom. Physical Freedom. Financial Freedom.

Forget everything you've ever heard about "Freedom".

Spiritual Freedom is Mindset.

Physical Freedom is Fitness.

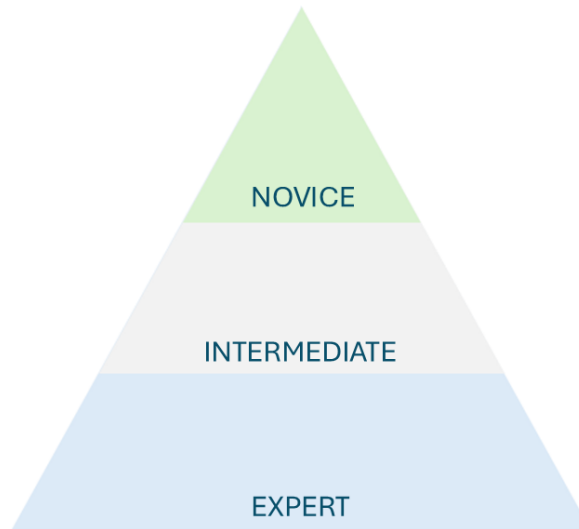
Financial Freedom is Wealth.

"Catapult Yourself!"

-Ben Mooney, RSPS

WELCOME

CATAPULT



Welcome to Catapult

It is time to *Catapult Yourself!* Historically a catapult is a ballistic device used to launch an object a great distance without the aid of propellants. A catapult uses the sudden release of stored potential energy to propel its payload. Most convert tension or torsion energy that was manually built up within the device before instantaneously releasing the springs, bows, twisted rope, elastic, or any number of other materials or mechanisms.

Here, Catapult converts your inner tension into the trajectory of resolve and success by use of your stored potential skills, tools, strengths, weaknesses, and other talents. Catapult educates, enlightens, and employs strategies that enable you to succeed at your desired faith, fitness, and financial goals simultaneously as very much demanded at this day in age. In today's society it is very evident, and the general public understands that your mental focus and health drives your physical body to achieve great things. Your physical body is required to be fit to perform and achieve your desired goal or purpose.

Catapult was specifically designed for entrepreneurial development and the upper echelons of public leadership, like the political realm. Catapult prepares you to perform at these highest levels so that you may better succeed at the highest levels.

Guiding you through all components of Motivation, Fitness, and Entrepreneurial success needed while illustrating all the ways to develop, seek, and track your results makes Catapult one of the BEST results driven, solutions in existence. No matter what your goals are in life or what success looks like to you, Catapult aligns your perception, talents, resources and the very best strategies to achieving your ultimate goals!

EMPOWERMENT

Catapult is the definition of Life Empowerment. Empowerment is the degree of autonomy and self-determination in an individual. Empowerment on a personal level, is our ability of our self-governing independence, the power to control or rule ourselves. Empowerment is the dominion that an

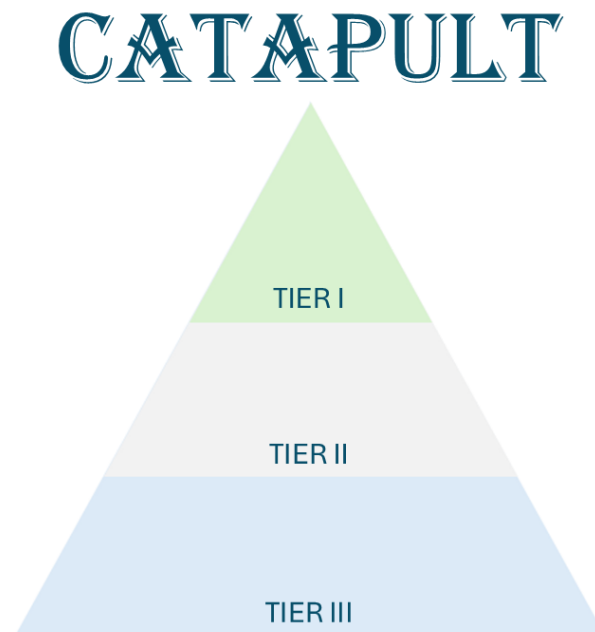
individual can learn and act with intentionality by learning how to be self-reliant. This enables us to represent our interests in a responsible and self-determined way, acting on our own authority. It is the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.

Empowerment as action refers both to the process of self-empowerment and to effective support of other people. This enables them to overcome their sense of powerlessness and lack of influence, to change their mindset and recognize their resources to better fulfill their purpose and life.

How Does Catapult Work?

Catapult simultaneously engages three primary aspects of success while addressing these habits from the inside-out. These three facets of your life are your faith-virtues, your health and fitness for your purpose, as well as the longevity of your financial freedom or professional success.

Catapult is devised into three tiers. Tier I delivers the fundamental principles of faith motivation, optimal health, and novice entrepreneurial application. Tier II delivers imperative values, imperative health methods, and entrepreneurial gamesmanship practices. Tier III delivers professional etiquette, advanced health-fitness practices, and executive level entrepreneurial strategy that will skyrocket your legacy!



The underlining purpose of Catapult is to set you straight on the facts about motivation, inspiration, self-performance, and prosperity. Catapult will not mention, discuss, or debate any of the prolific myths you may have heard. Forget about the “well what about...” If it is not in these bindings, it is irrelevant at this point. Catapult will help you to establish the basics and ensure that you achieve tangible SUCCESS!

INTRODUCTION

What Does CATAPULT Accomplish?

Motivation









Catapult exudes motivation! Motivation is the internal state that propels you to engage in a goal-directed behavior. It is often understood as a force that explains why people initiate, continue, or terminate a certain behavior at a particular time. Motivation sparks drive in one’s will. It is an incredible and complex phenomenon.

Motivational experiences are characterized by their direction, intensity, and persistence. The direction of a motivational state is shaped by the goal it aims to achieve. Intensity is the strength of the state of one’s will. It often determines whether that state of will is translated into action and if so, how much effort is employed. Persistence refers to how long an individual is willing to engage in an activity. Persistence may secondarily, without recognition, be the developing factor of your greater discipline.

Motivation is often divided into two phases: in the first phase, the individual establishes a goal, while in the second phase, they attempt to reach this goal.

MOTIVATION	
Phase 1	Phase 2
Establish Goal	Efforts to Reach Goal

If you have heard of the “Four Phases of a Goal”, this is very easy to illustrate.

The Four Phases of a Goal			
Phase 1	Phase 2	Phase 3	Phase 4
 	 	 	 
Goal Observed	Reality of Effort Required	Effort to Learn & Work	Effort Achieved

Health

Catapult achieves your improved health outcomes that include increased ability to focus, increased balance, increased neuromuscular facilitation and self-control. These results are simultaneous to increasing lean mass and reducing body fat (or lipid tissue loss). Catapult is so successful because it allows you to employ the ultimate best evidence-based solutions that have effective ratings of 'A' or 'B' with the United States Preventive Services Task Force.

All is absolutely possible! Gain strides in your cardio capacity, increase extensibility in your flexibility, improve lean-tone muscles, and Catapult your strength!

Wealth & Prosperity

Catapult begins here with the understanding of wealth versus prosperity. What Is Wealth? By definition wealth is the total value of all assets owned by a person, community, company, or country. It's measured by taking the market value of all physical and intangible assets owned, then subtracting all debts. It can be seen in either absolute or relative terms.

There are four types of wealth. They include social wealth such as support, Catapult establishes through *Principles, Values, and Etiquette*. There is wealth of your health, succeeded where Catapult provides *Optimal Health, Wellness, and Performance* strategies. Financial wealth is extremely predominant in Catapult and serves as a great portion of the content delivered. Catapults *B.O.M. (Business Organizational Management)* applications create capabilities of wealth legacy.

Most substantial of all wealth is one's time wealth. Your ultimate freedom. Yes, this requires terms of physical and mental well-being but more, so it is practical. Time wealth is the difference between being able to make it to your children's activities practice and games in the evening. It is being able to do date night on Friday night because you don't have to work Saturday morning. Greater than that, your time wealth is your ability to solely control your future time for the unforeseeable future. The ability to live free and truly develop your purpose.

Prosperity includes flourishing, thriving good fortune and often times successful social status. Prosperity often produces irrevocable wealth. Amongst other factors, prosperity may achieve abundant wealth in all degrees, such as health and happiness. Many distinct notions of prosperity, such as economic prosperity, health, and happiness, are correlated effects of each other. Economic prosperity and health are well-established to have an undeniable positive correlation. In this series the extent to which health affects your economic prosperity is self-determined. Motivation, training, education, and persistence delivered within Catapult relinquish ALL boundaries staggering your success, clearing your path to what you greatly wish to accomplish.

Simply Change Your Mind

Predicated on the theory "to change yourself, you must first change your mind," Catapult will educate your mind, changing it on a permanent basis therefore changing you permanently. Working to increase efficiency and utilization, your results reflect exactly what you commit to. The Catapult program works to grow your ability and performance needed to pursue extensive long-term, permanent results. Whether the objective is inspiration, physical fitness, increased prosperity, or all of the above, Catapult is your solution!

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