

Be you
EVERYONE ELSE IS TAKEN.



I am big enough to admit I'm often inspired by myself.

-Leslie Knope

What's Your Archetype?

Where you are right now, but (probably) not the destination (unless you're already a big f*cking deal).



Question
Uncover
identify
refame
know
Show



Show Goliath Who's Boss.

What society sees as disadvantages are the exact things making you unstoppable.

You are here because of who you are — because of what you've lived, what you learned the hard way, and what you built when you had no choice.

It's time to flip the script.

YOUR BIG HAIRY AUDACIOUS GOAL

Big Deal Energy is the confidence of knowing exactly who you are, owning your quirks, and communicating being unapologetically you. Your BHAG is the destination; everything else—your vibe, your network, how you show up—is how you get there.