

# WHO NOT HOW

## The Formula to Achieve Bigger Goals Through Accelerating Teamwork

### DAN SULLIVAN with BENJAMIN HARDY

**DAN SULLIVAN** is a speaker, consultant, strategic planner, and coach. He is a co-founder of Strategic Coach, an entrepreneurial coaching program. He is the author of more than 50 publications including *The Great Crossover*, *How the Best Get Better*, and *Creative Destruction*. Dan Sullivan is a graduate of St. Johns College.

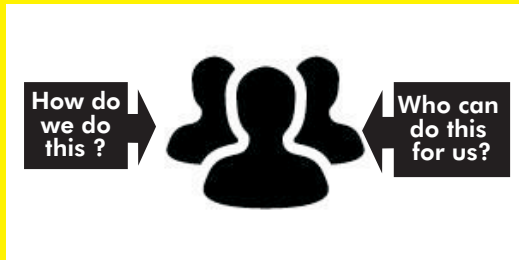
**BENJAMIN HARDY** is an organizational psychologist. He is the author of the bestsellers *Willpower Doesn't Work* and *Personality Isn't Permanent*. His blogs are read by more than 100 million people and have been featured on CNBC, Forbes, Fortune, Big Think, and elsewhere. From 2015 - 2018, Dr. Hardy was the #1 writer on Medium.. Dr. Hardy is the founder of Slipstream Time Hacking, a business consulting and training company. He is a graduate of Clemson University and Brigham Young University.

The website for this book is at: [www.whonothow.com](http://www.whonothow.com).

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**MAIN IDEA**

Entrepreneurs ask the wrong question all the time. In thinking about a new project, they will ask: "How do we do this?" Instead, they should be asking, "Who can we get to do this for us?" If you think that way, all kinds of interesting ideas and collaborations become feasible.

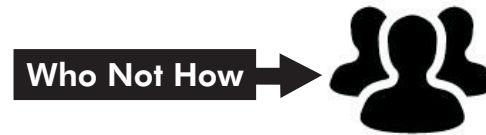


To really succeed and reach a higher level of performance, you have to shift from a How-mentality to a Who-mentality. By focusing on who you work with rather than trying to do everything yourself, you'll find your levels of achievement will rise at the same time as you get dramatically more freedom. It's a win-win situation.

When you're thinking about a new project, or how to take your current project to the next level, think "Who Not How". Just this simple change of mindset can and will be a game changer.

*"Creating 10X or 100X results in your life and business may initially sound ridiculous, but it is fundamental to applying Who Not How. You need bigger goals. You need a bigger vision. As Dan says, "The only way to make your present better is by making your future bigger." Going 10X bigger in your vision, whether that be income or revenue or some other metric, forces you to get Whos involved, because the task at hand literally becomes impossible to do on your own. Those are the types of goals we encourage you to start envisioning. Every time you apply Who Not How by imagining a new goal and getting Whos to work toward it, you will improve your time, increase your income, expand your relationships, and deepen your purpose. Who Not How is the answer."*

– Benjamin Hardy



**Benefit #1 – Who Not How → More time** . . . . . Pages 2 - 3

When you're no longer trying to figure out how to cram more tasks in to your day, you'll have more time to spend on what you're good at, and less time to spend on what you're marginal on. Who Not How can give you more time.

**Benefit #2 – Who Not How → More money** . . . . . Pages 4 - 5

When you start enlisting other "Whos" to work towards your goals, you'll be less distracted, and spend less time on nonproductive activities. The end result is you'll have more to apply to what you're good at, and which makes you money.

**Benefit #3 – Who Not How → Better relationships** . . . . . Pages 5 - 7

Once you start delegating, collaborating, and using more strategic partners, you'll often find mentors to work with who will help you get to the next level. You'll feel more confident because you'll know that you're working with more capable people. World-class collaborators can take you, your products, and your services to places you could never previously imagine.

**Benefit #4 – Who Not How → Greater sense of purpose** . . . . . Pages 7 - 8

When you're no longer bogged down doing stuff you're not that good at, you can apply more time, energy, and resources to making an impact as you see fit. You can imagine new goals and make them happen, because you'll have more confidence and bigger vision. You can pursue your dreams, not spin your wheels.