

NOTE: This version is subject to change.

Planning the Impossible

Where Ambition
Meets Structure

2026
ANNUAL
CONFERENCE

Make the impossible inevitable
with **Transactional Intelligence™**
—Design a future so bold that it
demands a whole new U.

Santa Barbara, California



Welcome to the 2026 Global Conference

Planning the Impossible

Welcome to Santa Barbara—and to the year that reshapes your future.

At Influential U, we teach that the future isn't imagined; we transact for it. **The difference between an impossible dream and an inevitable outcome is Transactional Intelligence™.**

What you'll experience is not mere inspiration—it's structure. You'll learn to plan, solve, and execute with the precision that transforms lofty ambition into measurable fulfillment.

This conference is designed for those who dare to plan the impossible. Here, you'll define your Impossible Aim, uncover the Crux that stands in your way, and build the cooperative systems that make fulfillment inevitable.

Over three focused days, you will:

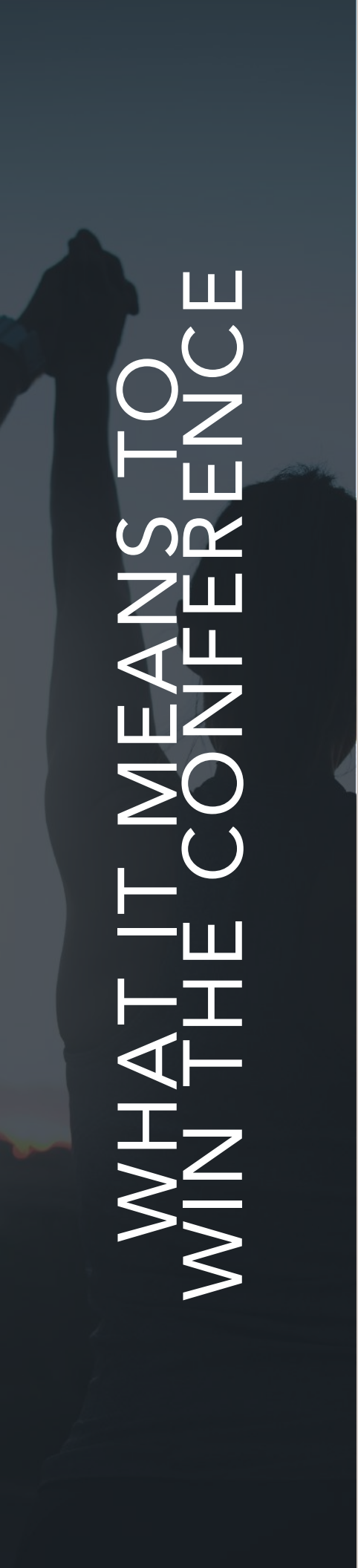
- **Plan the Impossible** — Define a measurable, lofty aim and a six-month Impossible Deadline that reorganizes your year.
- **Solve the Crux** — Identify and resolve the single constraint that unlocks everything else.
- **Execute with Precision** — Build the accountability, practice, and cooperation that transform intention into fulfillment.

You are surrounded by extraordinary minds—colleagues, partners, and fellow Ambitious Adults—each committed to expanding what's possible through the discipline of Transactional Intelligence™. Together, we will design futures so bold they demand new selves—and new structures to sustain them.

So take aim. Move with bold precision.

Design a future so bold that it demands a whole new U.

John Patterson & Kirkland Tibbels
Co-Founders, Influential U

A dark vertical band on the left side of the page features silhouettes of people, likely at a conference, with the text 'WHAT IT MEANS TO WIN THE CONFERENCE' written vertically in white.

WHAT IT MEANS TO
WIN THE CONFERENCE

SHARED OUTCOME

You win when your Impossible Aim becomes real enough to measure.

You win when you've defined your Crux, constructed your structure, and begun the execution that will culminate at Summit 2026.

Winning isn't inspiration—it's execution, structure, and cooperation in motion.

By the close of the conference, every participant will have:

- A defined Impossible Aim and a six-month Impossible Deadline
- A clearly identified Crux and a practical strategy to solve it
- A Transaction Roadmap detailing the pathway to fulfillment
- Their aim is visible on the Impossible Aim Dashboard—tracked monthly through Thrive and celebrated at the Summit

Founder's Studies

Monday – Competence

Founder's Studies began in 2013 as an intimate gathering around a conference table. It has since become a cornerstone of our Annual Conference—two powerful days that prepare you to plan, solve, and execute at a new level of precision.

Led by **John Patterson** and **Kirkland Tibbels**, these sessions explore the philosophies and practices that form the backbone of **Transactional Intelligence™**. You'll test, practice, and develop your competence through live exercises designed to turn knowledge into capability. Founder's Studies sets the tone for the week ahead—intense, interactive, and deeply practical.

MONDAY, JANUARY 20

Competence as Structure — Knowing Requires Doing

Outcome: Participants leave Day 1 with an understanding of how to develop competence through inquiry, study, and practice.

1:30 PM – 3:00 PM

Session 1: The Architecture of Competence — Building the Practice of Transactional Intelligence™

Competence begins when knowing turns into doing. This session explores how Ambitious Adults build repeatable, observable skills in the way they transact. You'll test the difference between theoretical understanding and structural application.

3:30 PM – 4:30 PM

Session 2: Testing and Developing — The Discipline of Practice

Ambitious professionals don't rely on talent; they rely on practice. In this session, you'll experience how small, repeatable experiments create exponential growth in capability. Learn how testing, measuring, and refining are the core disciplines of Transactional Intelligence™.

Tuesday – The Bottleneck

TUESDAY, JANUARY 21

The Crux and the Loops That Hold Us Back

Outcome: Participants leave Day 2 with a clear understanding of the Crux distinction, personal awareness of their constraint loop, and new practices to prevent breakdowns in execution during the conference and beyond.

1:30 PM – 3:00 PM

Session 3: Previewing the Crux — Solving the One Thing That Changes Everything

Before you can plan the impossible, you must locate the constraint that makes it seem impossible. This session introduces The Crux—the single, structural bottleneck that, if solved, changes everything. Through inquiry and guided discussion, you'll preview this powerful distinction that becomes central to the main conference.

3:30 PM – 4:30 PM

Session 4: The Personality Loops — How Constraint Destroys Great Plans

Each Personality has a predictable loop that collapses great plans. In this session, you'll identify how your loop of constraint sabotages execution—and learn to design counter-practices that restore motion and cooperation.

Founder's Studies Outcomes

By the end of Tuesday, participants will have:

- ✓ A working foundation in Transactional Intelligence—knowing through doing.
- ✓ A defined personal practice to strengthen execution and precision.
- ✓ A functional understanding of The Crux as a constraint-solving distinction.
- ✓ Awareness of their Personality Loop of Constraint and strategies to overcome it.

BUILD WHAT'S
WORTH BECOMING



WEDNESDAY: THE AIM

Wednesday, 21 January 2026

08:00am - 08:30am	Buffet breakfast Newcomers Orientation
09:00am - 10:30am	The Impossible Aim — Designing a Future So Bold It Demands a New Self
11:00am - 12:00pm	The Impossible Deadline — Anchoring Ambition to Time
12:00pm - 01:30pm	Lunch Break
01:30pm - 03:00pm	The Strategy of Becoming — Building the Self That Can Fulfill the Aim
03:30pm - 05:00pm	The Map of How — Seeing the Path That Makes the Impossible Inevitable
05:30pm - 09:00pm	Informal Connections — Transacting for Cooperation

Outcome: Each participant leaves Day 3 with a fully articulated Impossible Aim, a new strategic identity, and a concrete six-month deadline.

Descriptions

Morning: The Impossible Aim — Designing a Future So Bold It Demands a New Self

We begin where transactions begins—with the aim. Define a measurable, impossible outcome—so audacious it reorganizes your year, your strategy, and your sense of self. This is not an aspiration; it's a transaction waiting to be fulfilled.

Late Morning: The Impossible Deadline — Anchoring Ambition to Time

Set the clock. Define your six-month Impossible Deadline—an exact commitment that compresses time and exposes what truly matters. This constraint transforms ambition into action.

Afternoon: The Strategy of Becoming — Building the Self That Can Fulfill the Aim

Ambitious aims demand more than effort—they demand evolution. Construct the new strategies, roles, and habits required to execute at the level your aim insists upon.

Late Afternoon: The Map of How — Seeing the Path That Makes the Impossible Inevitable

It's psychologically essential that you begin to see how the impossible becomes inevitable. Map the sequence of transactions required. What must occur? Who must you become? What partners, exchanges, and commitments make the aim real?

Evening: Informal Social — Transacting for Cooperation

Network intentionally. Engage with peers and partners who will form your ecology of accountability through July.

You are welcome to include special guests, spouses, or colleagues for the following:

Wednesday Morning from 9am to 12pm

Thursday Group Photo 8:00-8:30am

Friday afternoon (final day) from 1:30 to 3:30pm

Where fees apply, these are to be paid by participants/guests

Guests are not permitted otherwise

Clarify your Impossible Aim

Purpose: To ensure each participant can articulate a bold, measurable outcome that demands a new self.

Workbook Questions:

1. What is your Impossible Aim—the measurable outcome so bold it rearranges your year?
2. Why does this aim matter now? What evidence shows it will require a “new you”?
3. What specific Condition(s) of Life does this aim improve or fulfill?
4. Who benefits when this aim is achieved?
5. What does satisfaction look like in measurable terms (numbers, milestones, time, satisfaction)?
6. What must you decline in order to make room for this aim?

That Demands a New Self

1. What assumptions or explanations will no longer serve you if this aim is to become real?
2. What new thinking, skills, or distinctions must you master to fulfill this aim?
3. What habits, disciplines, or daily practices must change—immediately and measurably?
4. What must you stop doing that drains focus, time, or credibility?
5. Who must you involve, enroll, or cooperate with to make this aim inevitable?
6. What fears, self-concepts, or comfort zones must you confront or retire?
7. What structures, systems, or environments must you build or redesign to support the future you're creating?
8. When this aim is fulfilled, how will the "you" who accomplished it think and act differently from the "you" who began?



SOLVE THE ONE THING THAT
CHANGES EVERYTHING

THURSDAY: THE CRUX

Thursday, 22 January 2026

08:00am - 08:30am	Annual Group Photo Buffet breakfast
09:00am - 10:30am	The Crux — Finding the Core Constraint
11:00am - 12:00pm	Solving the Crux — Collaborative Strategy Labs
12:00pm - 01:30pm	Lunch Break
01:30pm - 03:00pm	Partner or Perish — Expanding Cooperation to Solve the Crux
03:30pm - 05:00pm	Executing the Crux — The Practice That Frees You
05:30pm - 09:00pm	VIP Founders' Dinner — Inside the Impossible

Outcome: Each participant leaves Day 4 with their Crux identified, mapped, and supported by a collaborative network ready to help solve it.

Descriptions

Morning: The Crux — Finding the Core Constraint

Every impossible aim hides a single bottleneck—the Crux. Identify the one problem that, if solved, unlocks your entire path forward. Stop optimizing side issues. Focus where leverage lives.

Midday: Solving the Crux — Collaborative Strategy Labs

Together, in small groups, you'll apply Transactional Intelligence™ to analyze, deconstruct, and resolve the real constraint. These live collaborations model the power of structured cooperation and accurate inquiry.

Afternoon: Partner or Perish — Expanding Cooperation to Solve the Crux

Executing your impossible aim requires partners who amplify performance. Map your Influence Ecology—who you need, how to transact for their cooperation, and what offers make them move.

Late Afternoon: Executing the Crux — The Practice That Frees You

Once you've identified the crux, you must rehearse the moves that overcome it. This session focuses on applied Transactional Practice: live drills, real offers, and actionable feedback. It's not conceptual—it's execution under real constraint.

Evening: VIP Founders' Dinner — Inside the Impossible

Join the founders for an intimate conversation about the Crux in business, leadership, and life—and the transactional structures that make the impossible possible.

Identify and Solve Your Crux

Find the One Thing That Changes Everything

“Stop optimizing side issues. Solve the one thing that changes everything.”

Every Impossible Aim hides a single constraint—your Crux—the core problem or bottleneck that, if solved, unlocks the entire path forward. The Crux is not the sum of many small problems; it’s the one leverage point that, once resolved, makes progress possible again.

Step 1 – Locate the Crux

1. What is consistently slowing or stopping progress toward my Impossible Aim?
2. Where does friction or failure most frequently occur?
3. What part of my structure (system, cooperation, or behavior) repeatedly breaks down?
4. What do I keep trying to optimize instead of addressing directly?

“The Crux of my Impossible Aim is...”

(Write one clear sentence identifying the single constraint or breakdown.)

Step 2 – Analyze the Structure of the Crux

1. What causes this constraint to persist—lack of skill, clarity, cooperation, or structure?
2. What beliefs or habits keep it in place?
3. What is the cost—time, money, credibility, opportunity—of not solving it?
4. What would change immediately if it were resolved?

“If I solve this Crux, I will unlock...”

Step 3 – Design the Solution

1. What transaction or structure would remove or reduce this constraint?
2. What measurable evidence will prove it’s being solved?
3. What new practice, decision, or cooperation must begin now?

“The first step I will take to solve this Crux is...”

Turning the Solution Into Structure

“Together is how the impossible becomes inevitable.”

Solving the Crux requires cooperation and deliberate practice. You can’t develop new capacity in isolation—you must transact, align, and practice inside your ecology.

Step 1 – Build Cooperative Structure

1. Who must I involve or enroll to help solve this Crux?
2. What do they need to see, hear, or believe to join me?
3. What specific offers, requests, or commitments will build that cooperation?
4. How will we measure progress together?

“To solve this Crux, I will collaborate with...”

Step 2 – Practice the Right Thing

Practice builds competence, and competence resolves constraint. The aim is not repetition—it’s refinement.

1. What single practice will most directly build the skill or structure needed to solve this Crux?
2. How will I measure progress in that practice over the next 30 days?
3. What feedback mechanism or accountability will keep me on track?
4. What small success will signal that the Crux is shifting?

“The practice that frees me from this Crux is...”

“I will track this practice weekly through Thrive until it becomes habit.”



FROM AIM TO ACTION
EXECUTING THE IMPOSSIBLE

FRIDAY: EXECUTION

Friday, 23 January 2026

08:00am - 08:30am	Buffet breakfast
09:00am - 10:30am	Execute Under Pressure — The Practice That Frees You
11:00am - 12:00pm	Accountability Architecture — Designing Your Transaction Map
12:00pm - 01:30pm	Lunch Break
01:30pm - 03:30pm	The Dashboard — Making the Impossible Visible
05:00pm - 06:00pm	Cocktail Reception—Toast the Impossible
06:00pm - 10:00pm	Annual Dinner—Awards & Certifications, Dancing

Outcome: Every participant leaves with a public aim, a six-month execution map, and the accountability of a global community tracking real results through July.

Descriptions

Morning: Execute Under Pressure — The Practice That Frees You

Execution is not personality—it's preparation. Build the repeatable habits, cadences, and feedback structures that free you to act decisively under pressure.

Midday: Accountability Architecture — Designing Your Transaction Map

Construct your fulfillment plan: who's accountable, what milestones prove progress, and what measures demonstrate success. This is your Transactional Intelligence™ in motion.

Afternoon: The Dashboard — Making the Impossible Visible

Together, we'll post the collective Impossible Aim Dashboard, showcasing every participant's aim and six-month target. This living structure will be tracked monthly in Thrive Sessions and culminate at Summit 2026, where we'll measure fulfillment and celebrate results.

Evening: Awards, Celebration, and Annual Dinner

A night of fulfillment, music, and shared achievement—honoring those who turned impossible structure into reality.

Establish Accountability

Design the Structures That Keep You in Motion

"Accountability is not pressure—it's structure made visible."

Your Impossible Aim will not move forward without visible, reliable structures of accountability. Accountability is not about punishment or guilt; it's the architecture that keeps your commitments alive in motion.

Step 1 – Define Your Accountability Structures

1. Who will hold you accountable for measurable progress on your Impossible Aim?
2. How will you report your progress, results, or breakdowns?
3. What measures will show evidence of movement or stagnation?
4. What specific milestones or dates will mark visible proof of progress?

"The people and systems that hold me accountable are..."

Step 2 – Make Accountability Public

Accountability gains power when made visible. The public declaration of your aim and progress is both a promise and a structure—it invites cooperation, support, and scrutiny that sharpens performance.

1. Where and how will you make your aim public (Dashboard, Thrive sessions, group forums, etc.)?
2. What will you share monthly to evidence progress?
3. How will you respond when off track—what's your correction structure?
4. What kind of recognition or celebration will mark milestones reached?

"I will make my accountability public by..."

Outcome:

Participants leave with a defined accountability framework and a plan to make progress visible and measurable by July.

Build Cooperative Momentum

Design the Ecology That Moves You Forward

"Together is how the impossible becomes inevitable."

No Impossible Aim is fulfilled alone. Cooperation transforms accountability into momentum. This section helps you design the ecology—people, roles, and reciprocal exchanges—that will amplify your capacity to perform.

Step 1 – Map Your Ecology of Cooperation

1. Who are the essential partners, allies, or collaborators for this aim?
2. What does each person need to see, hear, or receive to engage fully?
3. What specific offers or requests will initiate their cooperation?
4. What exchanges of value make the partnership sustainable for both sides?

"My cooperative ecology includes..."

Step 2 – Design Your Rhythms of Cooperation

Cooperation requires rhythm—regular exchanges that keep aims alive. Design when and how your cooperation happens.

1. What are your recurring structures of communication (meetings, reports, check-ins)?
2. What agreements must be established to maintain clarity and trust?
3. How will you ensure reciprocal benefit among participants?
4. What happens when cooperation breaks down—how will you repair it?

"The rhythm that sustains our cooperation is..."

Outcome:

Participants leave with a concrete cooperation map and rhythm of engagement—ready to sustain momentum, accountability, and measurable progress through July.

Annual Gala Dinner

Friday Evening – Celebration

Join us for an unforgettable evening where achievement meets elegance and the impossible becomes inevitable. Begin with a sophisticated cocktail reception before gathering for dinner, conversation, and recognition. Celebrate excellence in Transactional Intelligence™ as we honor those who turned ambition into structure and structure into results. Then, as the awards conclude, the night transforms—music, movement, and the joy of shared accomplishment fill the room.

More than a dinner, this is the culmination of the week—where ambition is realized, cooperation fulfilled, and the impossible celebrated.



Friday, Jan 23, 5-930 PM

**Premium and VIP
Tier Inclusion**