

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

 Influential U

© Influential U

Your Name

Welcome to the 2026 Annual 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 merely 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. *The moon was never reached by inspiration alone—it took precise planning, flawless cooperation, and the courage to become someone new.*

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.

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

John Patterson & Kirkland Tibbels
Co-Founders, Influential U

A vertical banner on the left side of the page features a dark background with silhouettes of people. One person is standing with their arm raised, and another is seated in the foreground. The text 'WHAT IT MEANS TO WIN THE CONFERENCE' is written vertically in white, bold, sans-serif capital letters across the banner.

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 in July.

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 in July.

Founder's Studies

Monday – Competence

Founder's Studies began in 2013 as an intimate gathering around a conference table. It became a preview 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 underpin **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

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 their transactions. 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

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, which will become central to the 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.

5:00 PM – 6:30 PM

The Conference Welcome Social

Cash bar + Snacks

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BUILD WHAT'S
WORTH BECOMING



WEDNESDAY: THE AIM

Wednesday, 21 January 2026

08:00am - 09:00am	Buffet breakfast
09:00am - 10:30am	The Impossible Aim — Designing a Future So Bold It Demands a New U
11:00am - 12:00pm	The Impossible Deadline — Anchoring Ambition to Time
12:00pm - 01:30pm	Lunch Break VIP Founders Lunch
01:30pm - 04:00pm	The Map of How — Seeing the Path That Makes the Impossible Inevitable
04:30pm - 09:00pm	Trolley Excursion, Santa Barbara Mission and Lebanese dinner social

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

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Descriptions

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

We begin where transactions begin—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 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. Together, in small groups, you'll map out the sequence of required transactions. What must occur? Whom must you become? What partners, exchanges, and transactions make the aim real?

Informal Evening Social

We will go on a Tour of Santa Barbara. This will be the transportation to dinner. We will ride the [Santa Barbara Trolley](#) from the Beach to the Old Santa Barbara Mission, where we should witness a beautiful sunset. Then we travel to Zaytoon, a Lebanese restaurant serving fresh and high-quality dishes. Their hidden oasis is situated on a large outdoor garden patio in downtown Santa Barbara.

Zaytoon - 209 E Canon Perdido St., Santa Barbara, CA, 93101

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

Wednesday Morning from 9am to 12pm

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 U.

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 to make room for this aim?

The Map of How

From Inventory to Access

1. What resources would be required if this outcome were inevitable? (Time, capital, expertise, authority, access, credibility, relationships.)

The Path

2. In what sequence must these resources be accessed or assembled?

The Transactions

3. What exchanges, agreements, or commitments might make those resources available in your timeframe?

The Missing Resource

4. Which resource is not currently accessible—and what transaction might unlock it?

How You Must Transact

5. How must you transact for others to willingly contribute or share their resources?

Partners & Fair Exchange

6. Who has the resources you need—and what makes this exchange fair and worthwhile for them?

The Transaction

7. What transaction would shift this from unlikely to inevitable?

A vertical photograph of a person climbing a rock face, positioned on the left side of the page. The person is wearing a dark shirt and shorts, and is using ropes and gear. The rock face is light-colored and textured.

SOLVE THE ONE THING THAT
CHANGES EVERYTHING

THURSDAY: THE CRUX

Thursday, 22 January 2026

08:00am - 09:00am	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 today with their Crux identified, mapped, and supported by a collaborative network ready to help solve it.

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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 fundamental 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—whom 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 fundamental constraint.

Evening: VIP Founders' Dinner — Inside the Impossible

VIP Tier joins 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 minor 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 Activity 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

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

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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 in July 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 accountability structures. 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.

Host a Private Cohort

A Partner Opportunity

Influential U offers a **selective partner opportunity** for leaders who want to bring Transactional Intelligence™ (TQ) into their own ecosystem through a **private, co-branded TQ cohort**.

Together, we help you define the specific ecology and customer, co-design marketing assets, and **coach you every step of the way**.

Why be a TQ Partner with Influential U

- Strategic Positioning
- Revenue Share (10-25%)
- Ecosystem Leverage (co-host and co-lead)

How It Works

You bring:

- Access to an ecosystem (clients, members, teams, or associates)
- Credibility and trust
- The capacity to convene 25–50 committed professionals

We provide:

- Coaching, training, accountability, and management
- Faculty, curriculum, delivery, and certification
- Co-branded marketing assets
- Enrollment, screening, and platform infrastructure

You lead the ecosystem.

We run the operating system.



A strategic path to money in 2026

**Book 15-minutes
with John Patterson**



Graduates

Mechanics and Practice Program

Heather Dart
Michael Fend
Christopher Pries
Beverly Dransfeldt

MAP2 : PSTI Valedictorian

Michael
Thomas



TOP 5 MAP2 GRADUATES

Sarah Shepherd	100%
Michael Thomas	100%
Jeff Cady	100%
Karina Christensen	100%
Tied: Jasmine Platt, Ron Sprengeler, Tim Cook	96%

A Bright Future Has a Structure The TQ Exchange™



January is where you plan the impossible.
The TQ Exchange is where you make it inevitable.

For years, Influential U conferences explored new possibilities.

This one asks for a big commitment.

Participants name a bold aim, commit to an impossible deadline, and design their map to get there.

The TQ Exchange™ is the structure that carries that commitment forward—where aims meet partners, constraints, and real transactions.

Quarterly. In-person. Advancing the work your future depends on.

It's where insight becomes coordination—
and plans become action.

It's Transactional Intelligence™ in practice.

The TQ Exchange™

An invitation into a brighter future—with structure.



Enter the Exchange