

# The Power of Speaking

It's not enough to think it.

Sometimes, you have to speak things into existence.

If you think, "I'm building a world-class X", it has some power. It requires confidence, clarity, and belief to entertain a thought like that rather than just, "I'm building an X". But speaking it out loud? That requires another level of confidence, clarity, and belief. You really have to own it and become it.

What it takes to summon the courage to speak bold goals or proclaim bold truths about yourself and the world actually begins the process of transforming you and the world into what you speak.