

Cosimo Journey Workbook

Designing and Articulating
Who You Want to Become



M BECOMING
YOUR FUTURE
SELF (COSIMO)

Introduction

/ by Dr. Philip Zimmermann



Friends,

By now I believe you are fascinated by discovering how Cosimo de' Medici had his house in order and created a lasting legacy. Now it's time to envision and articulate how you want to get your house in order and what your future version of yourself will look like. Michelangelo, when he talked about the great statue of David, said:

“I created a vision of David in my mind and simply carved away everything that was not David.”

In the same manner, we want to create a vision of who we want to become when it comes to our personal development, our relationships, our influence, and what we envision our business to look like. The finished result will be to have a one-page matrix of our future self (Cosimo).

Now, don't worry that you have to get it “right” the first time. We want to set the direction, and it's totally normal that in a year from now, you might adapt one or two things on where you see yourself.

Important is that you go through the process and take the time to do the exercises.

To your future self (Cosimo),
Dr. Philip Zimmermann



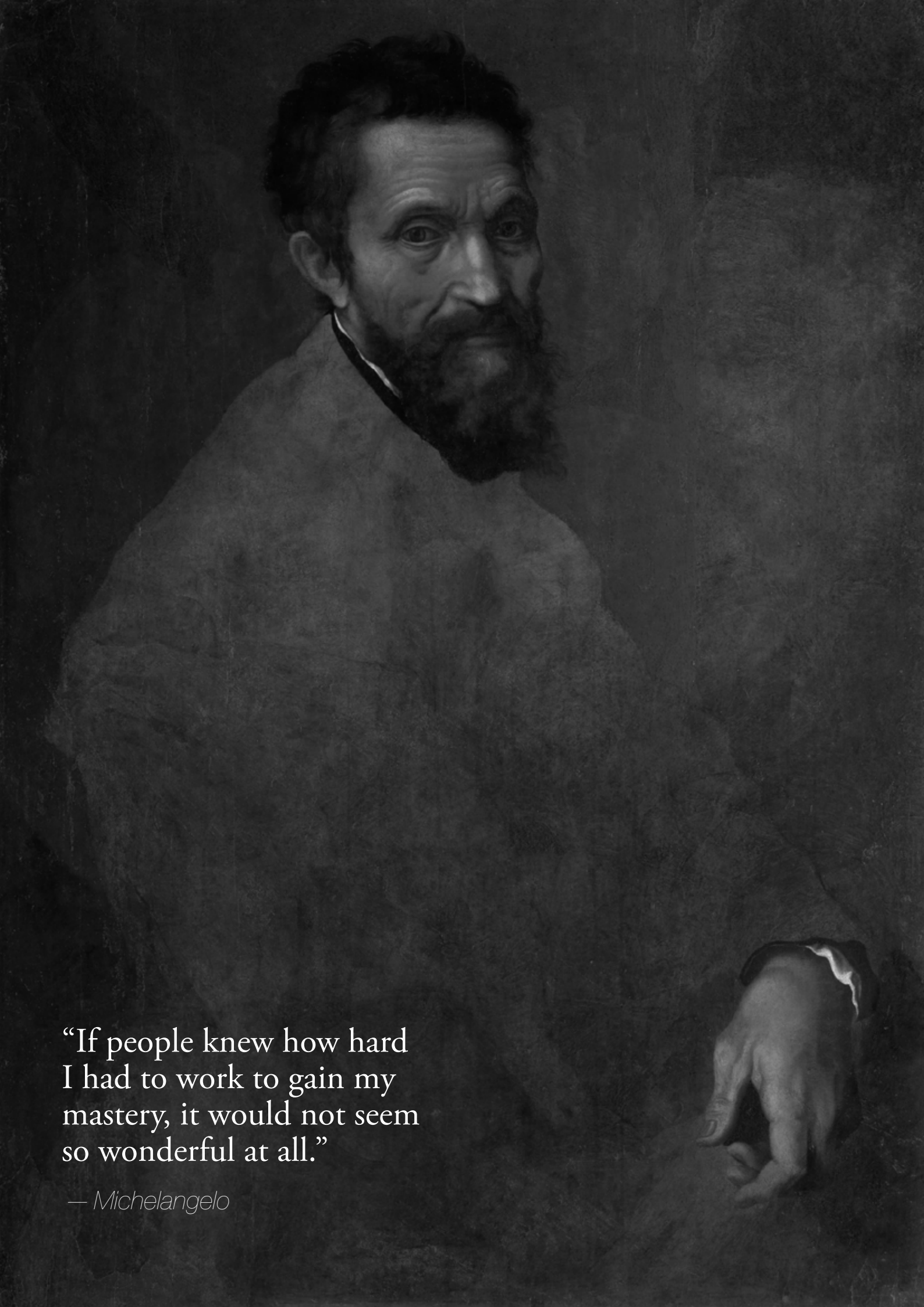
Before you get started please watch this short but important introduction video by Dr. Philip Zimmermann.



The Villa

The House of Personal Development

The first category we want to look at is personal development where we will focus on your self care, education, health, spirituality, and mindset.



“If people knew how hard
I had to work to gain my
mastery, it would not seem
so wonderful at all.”

— *Michelangelo*





The Palazzo

The House of Relationship Development

The second category we want to look at is relationship development where we will focus on your marriage, family, friends, networking, and mentoring.



“Begin with the end in mind.”

— *Stephen Covey*





The Signoria

The House of Influence Development

The third category we want to look at is influence development where we will focus on your generosity, impact, investments, leadership, and productivity.



“For it is in giving that we receive.”

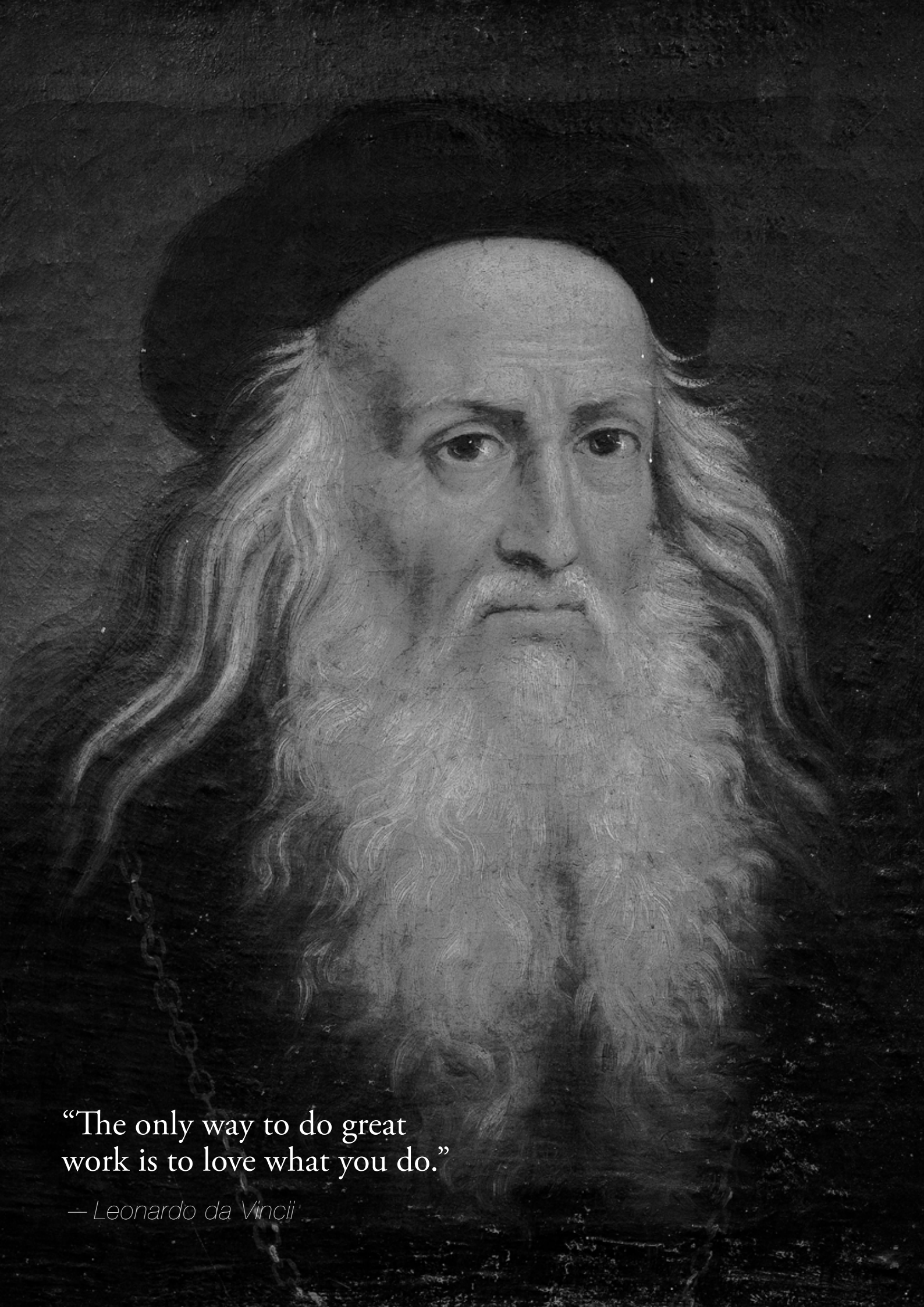
— *Francis of Assisi*



The Bank

The House of Business Development

The fourth category we want to look at is business development where we will focus on your sales, marketing, systems, product, and staff.



“The only way to do great
work is to love what you do.”

— *Leonardo da Vinci*



Your Future Self (Cosimo) Matrix

The final step is to summarize your future self (Cosimo) in one simple matrix. Go to medicilegacy.com/matrix and either download the PDF matrix or fill it out online. Write down one sentence, in each category, for what you want your future self (Cosimo) to look like.



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