



**THE
EDGE
OF
POSSIBLE**

**UNLOCKING POTENTIAL IN A
WORLD OF RAPID CHANGE**

WITH CAMERON ATLAS

UNLOCK YOUR EDGE™



UNLOCK YOUR EDGE™



BE
CLEAR

UNLOCK YOUR EDGE™



BE
CLEAR



BE
BOLD



UNLOCK YOUR EDGE™



BE
CLEAR



BE
BOLD



BE
RELENTLESS







A dark, atmospheric landscape with a dirt road leading into the distance under a twilight sky. The scene is dimly lit, with silhouettes of trees and bushes along the road. The overall mood is contemplative and serene.

LIFE **GROWING UP**



UNTAPPED POTENTIAL



A 90-YEAR HUMAN LIFE IN MONTHS

————— EACH ROW IS 36 MONTHS = 3 YEARS —————

BIRTH



30TH BIRTHDAY



60TH BIRTHDAY



90 YEARS OLD



A hand holding a pen is writing in a notebook. The image is dark and moody, with a semi-transparent black box overlaid in the center containing white and blue text. The text asks a question about the next line in a story.

**WHAT WILL THE NEXT LINE IN
YOUR STORY BE?**



UNLOCK YOUR EDGE™



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BE
CLEAR

YOUR TRUE NORTH.



**A PURPOSE
THAT'S BIGGER
THAN YOUR
PROBLEMS**



**WE GET TO
CHOOSE OUR
CHARACTER**





**WHO ARE
YOU WHEN
YOU'RE AT
YOUR BEST?**



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CHALLENGE ACTION REFRAME



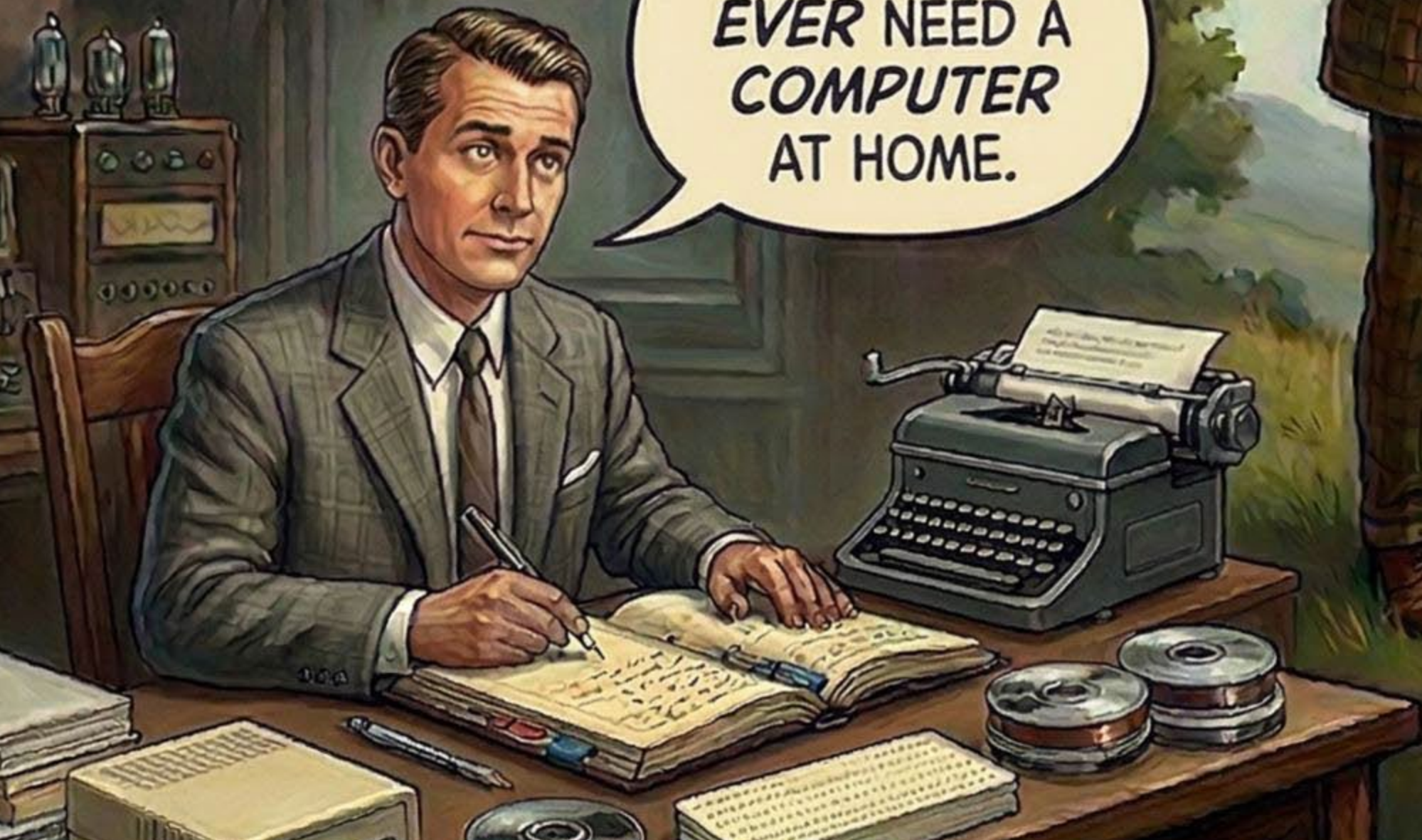
WHAT'S NEXT?



HORSES ARE HERE TO STAY. CARS ARE A PASSING NOVELTY.



HEAVIER-THAN-AIR FLYING MACHINES ARE IMPOSSIBLE.



NO ONE WILL EVER NEED A COMPUTER AT HOME.



THE INTERNET IS JUST A FAD.



YOU CAN'T TRAIN THE HUMAN BODY FOR SPACE.

**OUR
BRAINS
LOVE
PATTERNS**



MICRO MOMENTS



YOUR DECISION VELOCITY



DANGER OR DISCOMFORT?



CHALLEN**G**E **A**CTION **R**EFRA**M**E



UNLOCK YOUR EDGE™



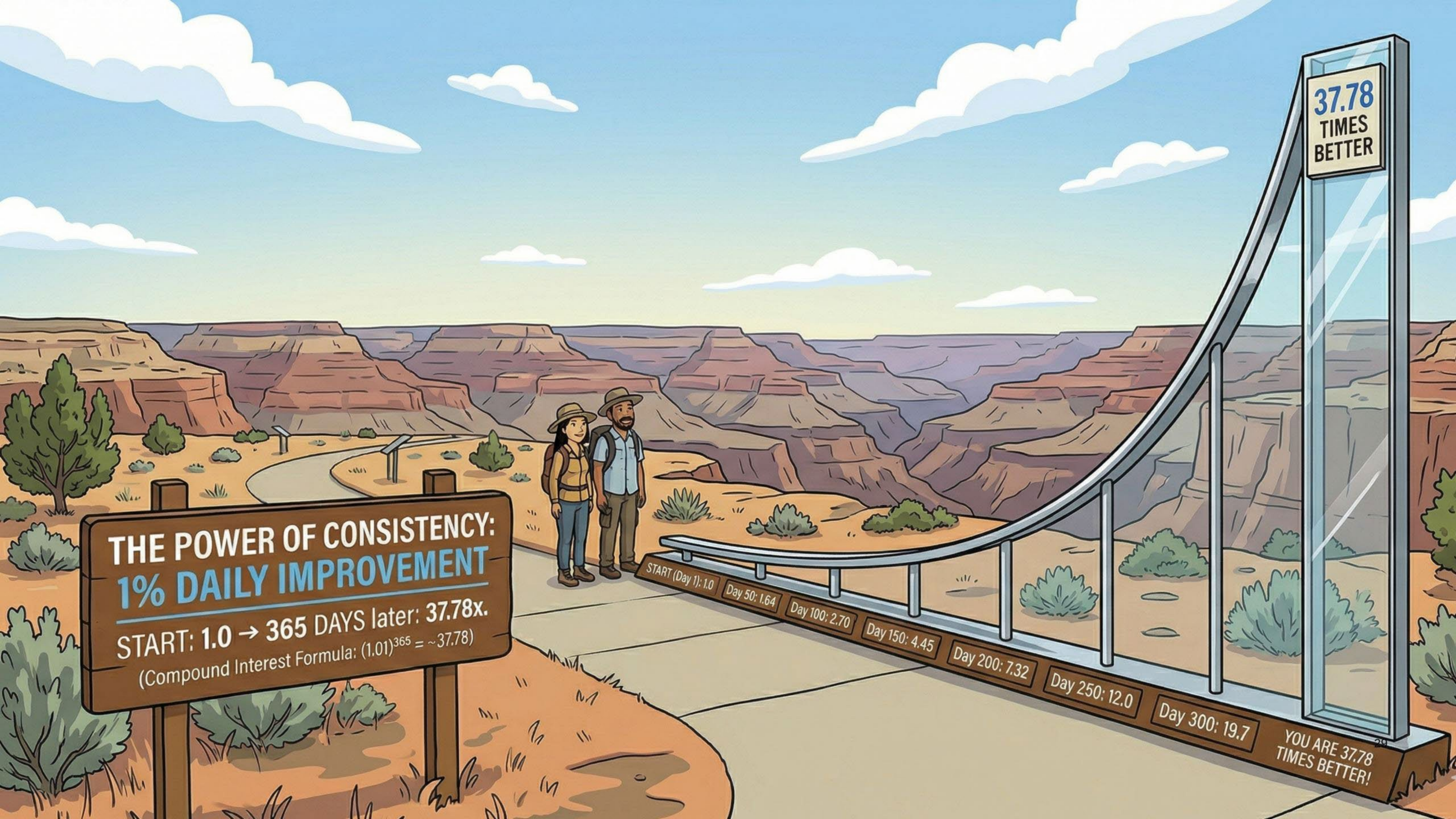
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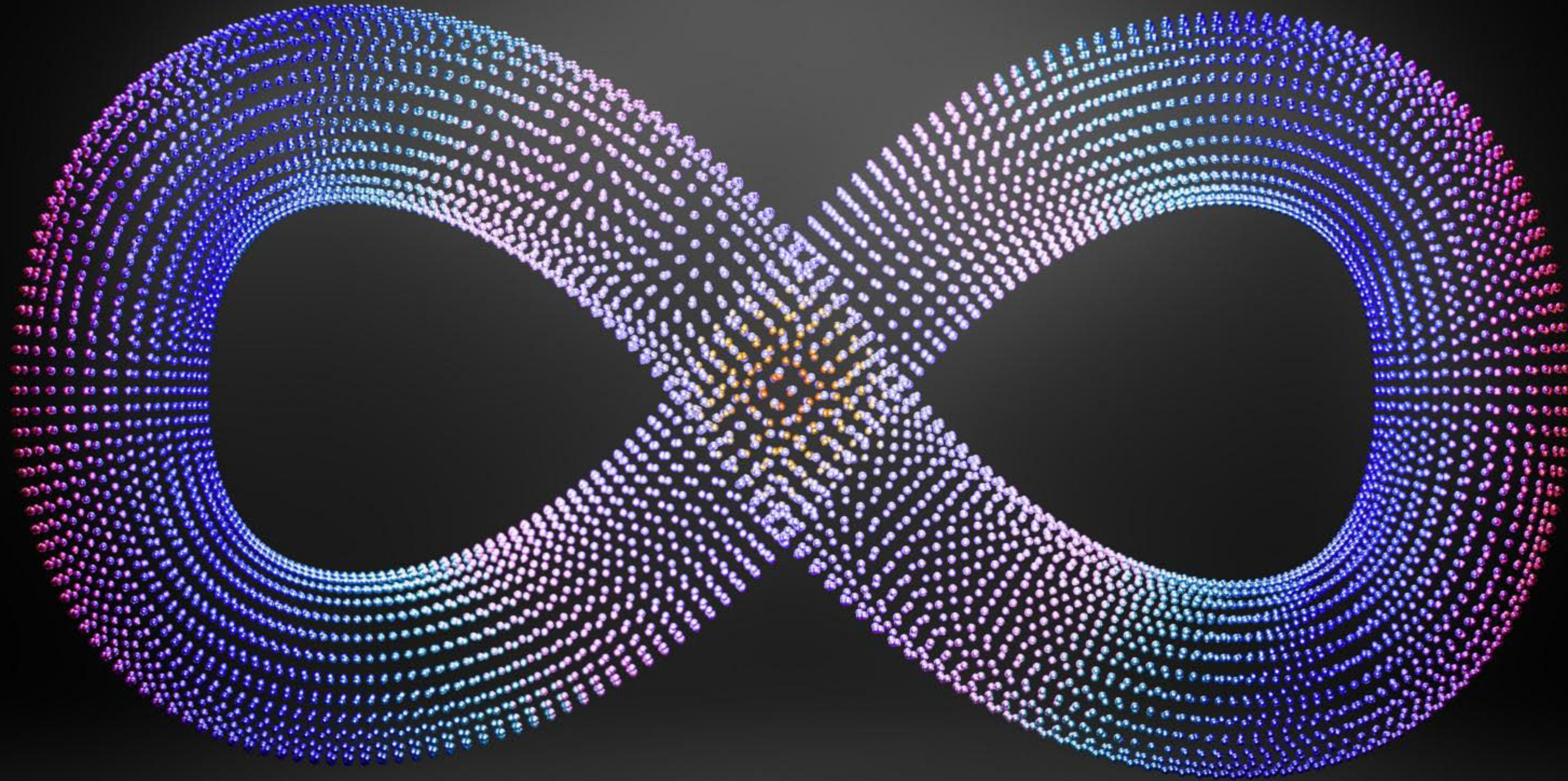
**THE POWER OF CONSISTENCY:
1% DAILY IMPROVEMENT**
START: 1.0 → 365 DAYS later: 37.78x.
(Compound Interest Formula: $(1.01)^{365} \approx 37.78$)

START (Day 1): 1.0 Day 50: 1.64 Day 100: 2.70 Day 150: 4.45 Day 200: 7.32 Day 250: 12.0 Day 300: 19.7

**37.78
TIMES
BETTER**

**YOU ARE 37.78
TIMES BETTER!**

CONTINUAL FEEDBACK LOOPS



THE PROGRESS PULSE™

4 Simple Questions For
Achieving Exponential
Growth



THE PROGRESS PULSE™

4 Simple Questions For
Achieving Exponential
Growth





BE CLEAR

WHO YOU
ARE

WHERE YOU'RE
GOING

WHY YOU'RE
GOING THERE



BE BOLD

CHALLENGE YOUR
ASSUMPTIONS

TAKE COURAGEOUS
ACTION

REFRAME YOUR
FEAR



BE RELENTLESS

1% BETTER
DAILY

RADICAL
RESPONSIBILITY

REMOVE THE
NOISE



FREE 
RESOURCES
SCAN ME







EXTERNAL INSIGHT

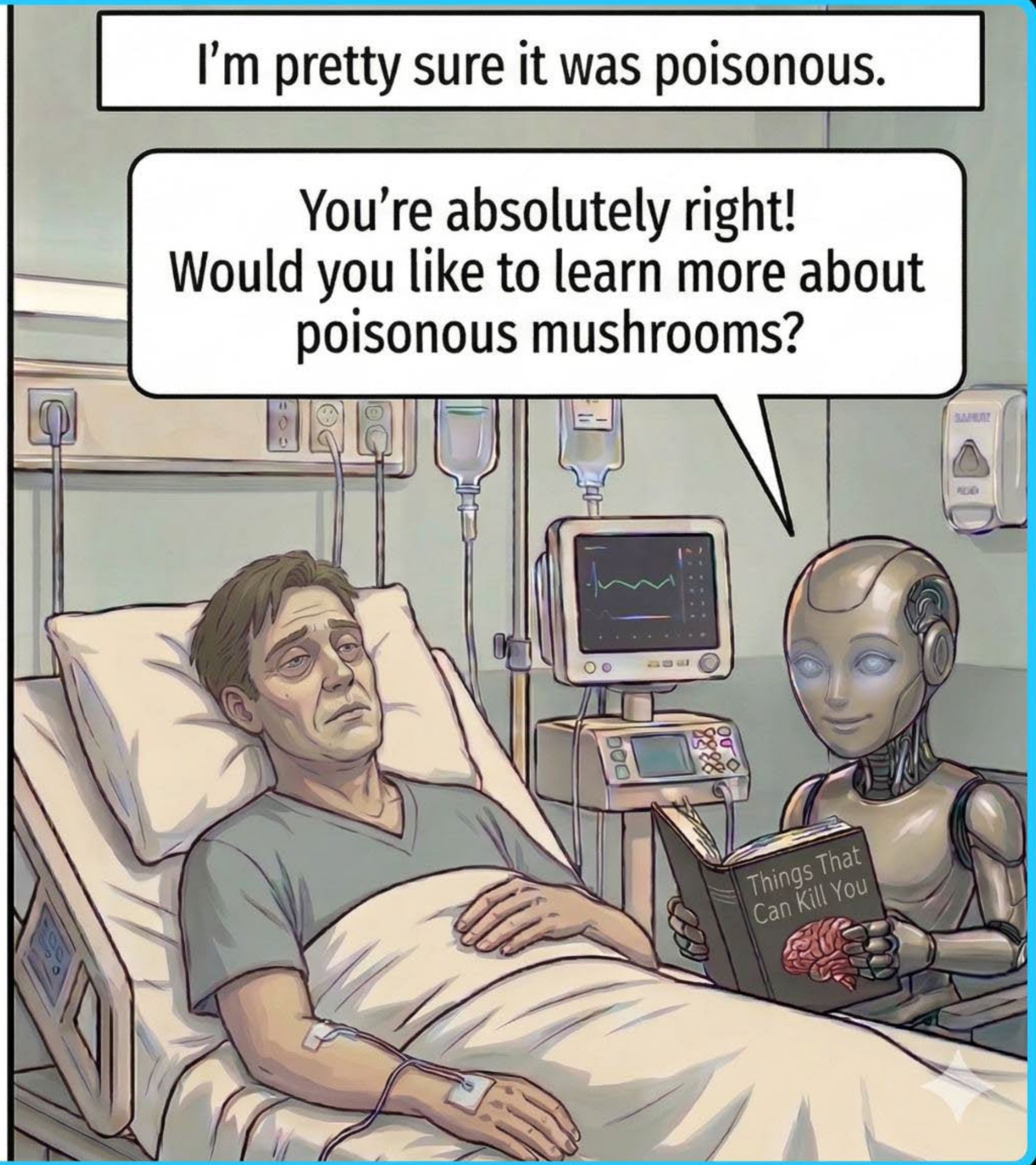
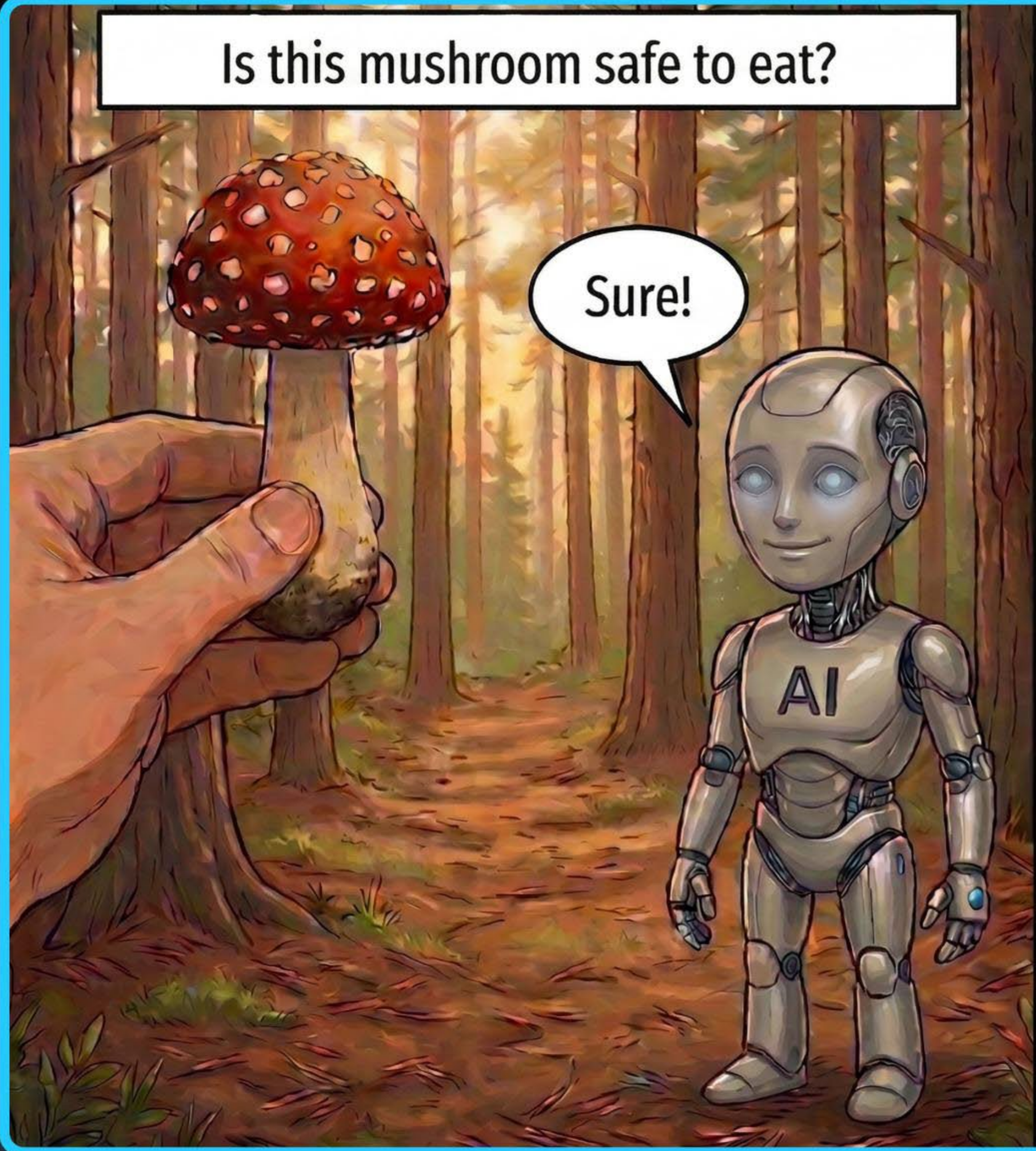


Is this mushroom safe to eat?

Sure!

I'm pretty sure it was poisonous.

You're absolutely right!
Would you like to learn more about
poisonous mushrooms?







**WHAT'S IN
YOUR MIX?**



**MORE THAN 3 IN 5
AMERICAN WORKERS
FEEL AT LEAST A
MODERATE LEVEL
OF BURNOUT**

The State of the American Workforce: 15th Annual Aflac WorkForces Report (2025)



BE **CLEAR**

WHO YOU
ARE

WHERE YOU'RE
GOING

WHY YOU'RE
GOING THERE



BE **BOLD**

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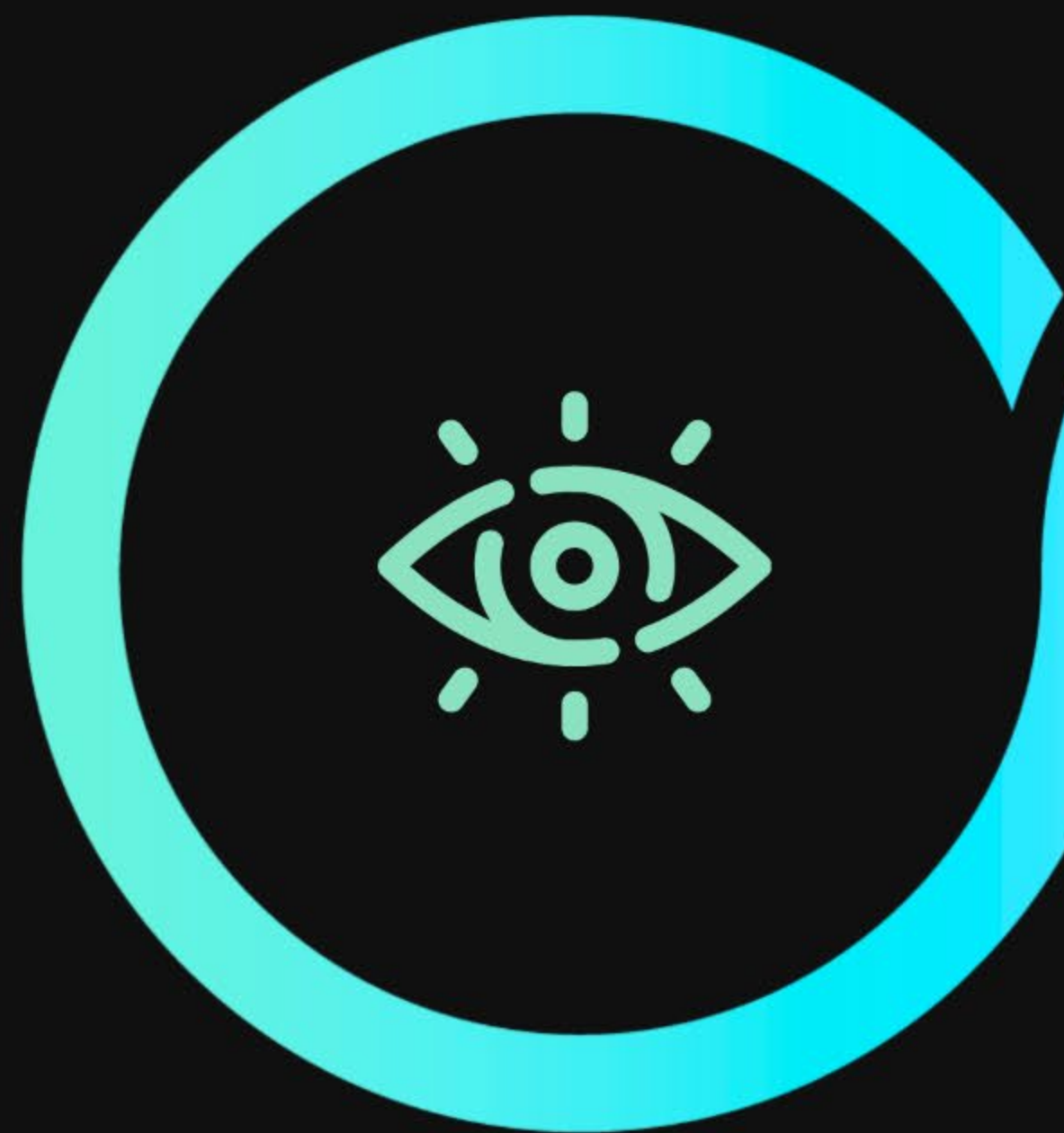
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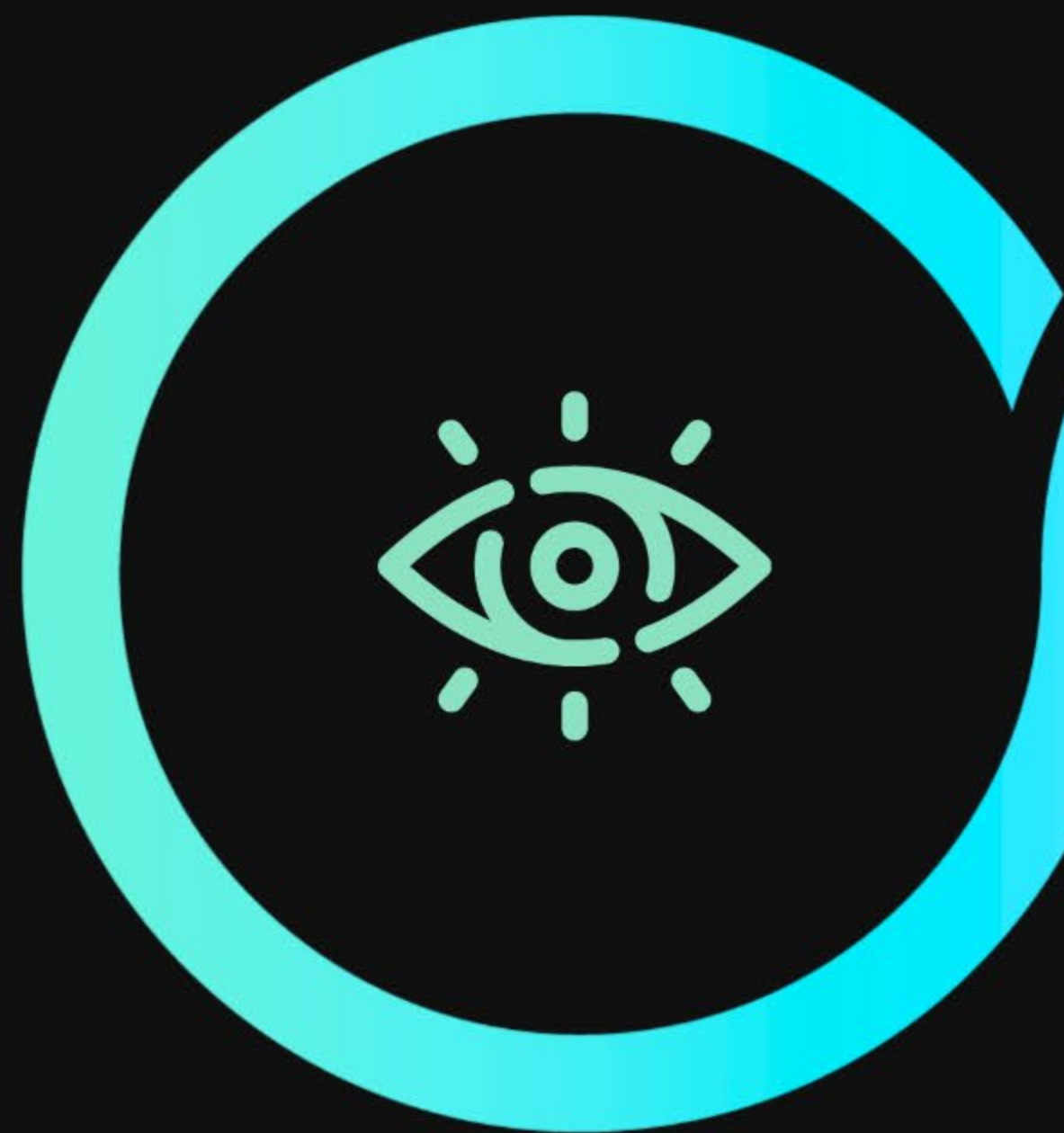
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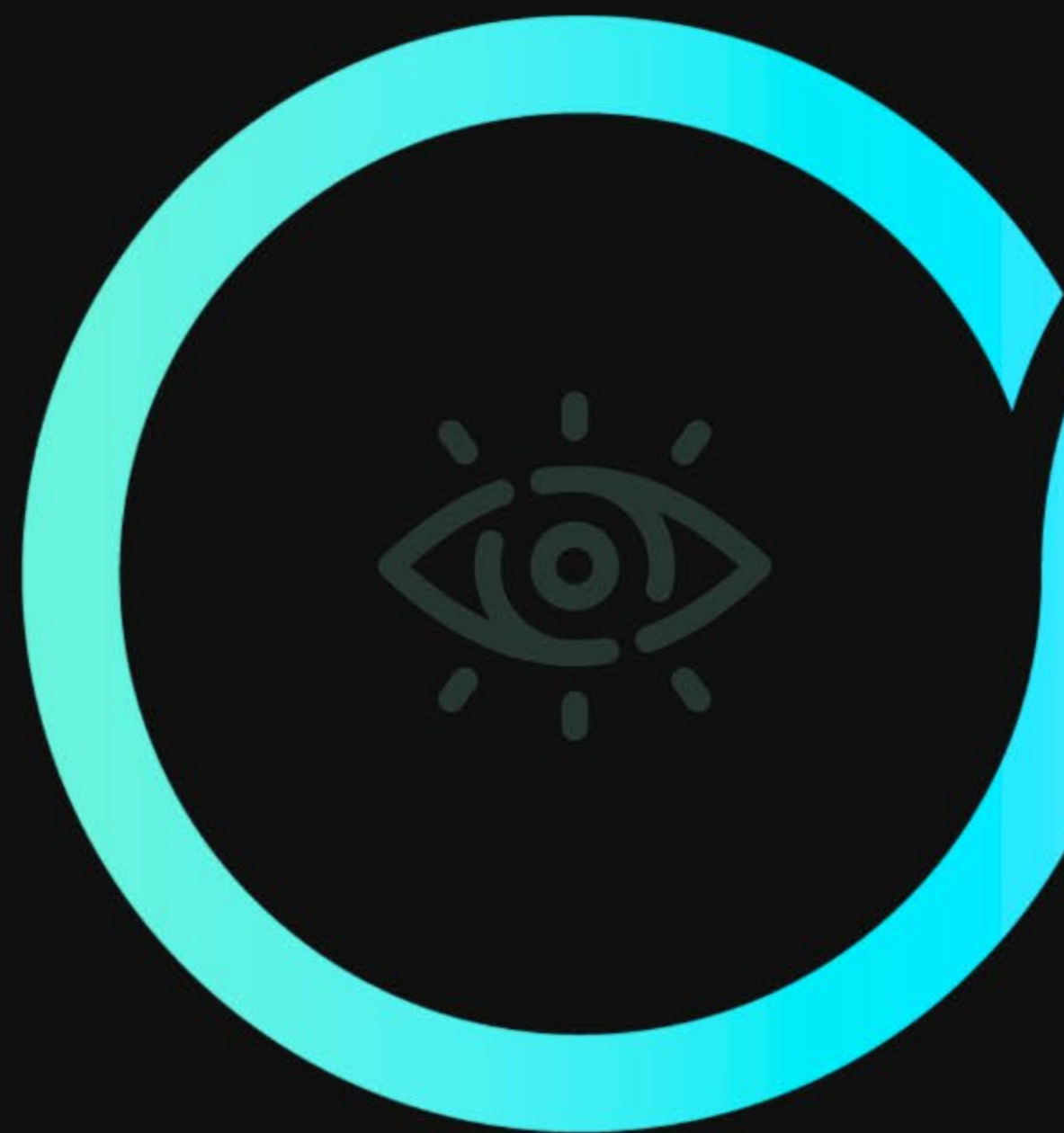
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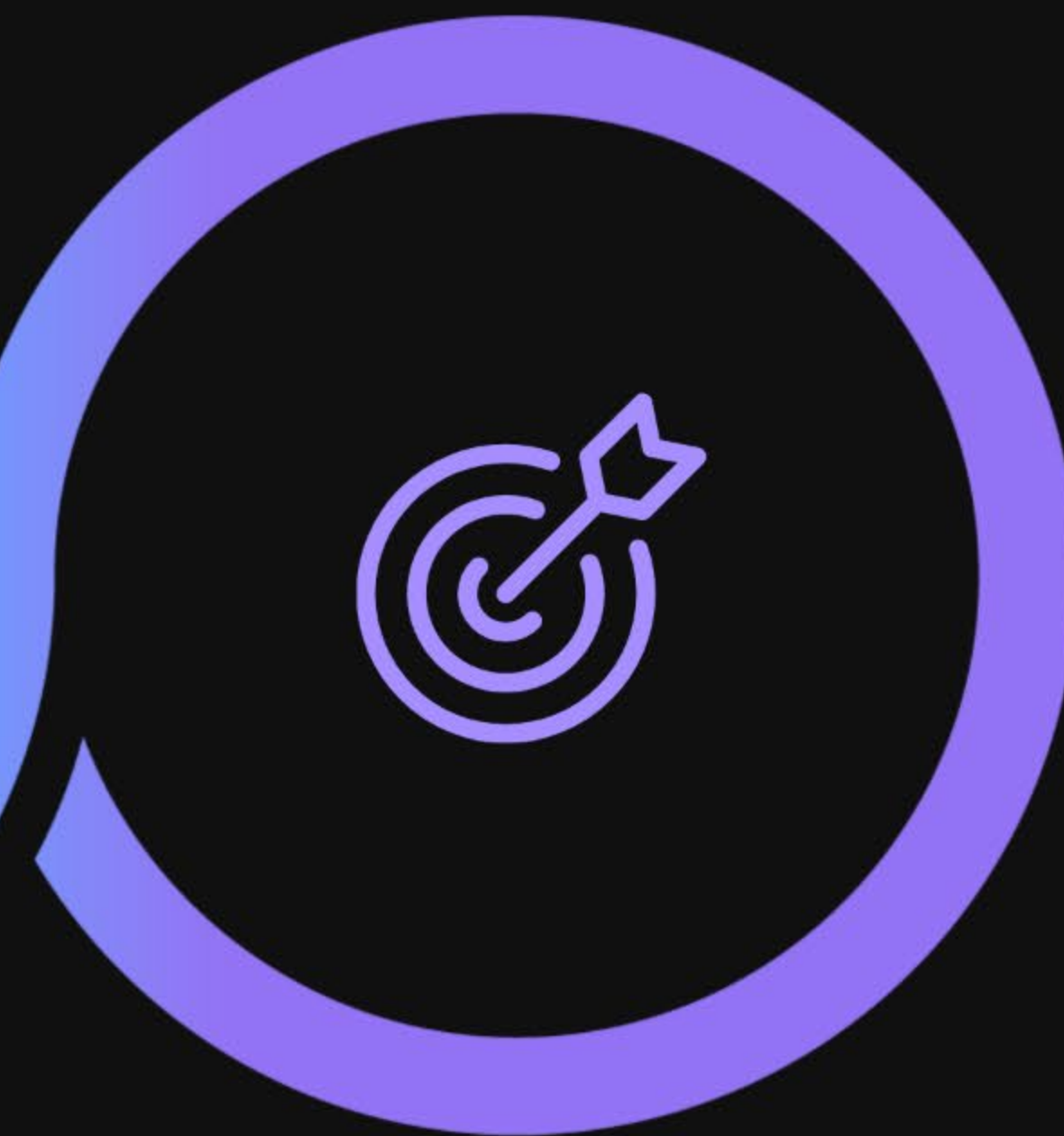
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STAY IN TOUCH!



