

Brendon Burchard – High Performance Academy NOTES

Disk 1

- There is a big difference between finding your voice and creating something
- The question is who is showing up every day?
- What level of presence and vibrancy do you have every day?
 - Rate it between 1 and 10
- The number one practice to performance is to be present in the moment
- Energy is not something you have – you have to generate it
- Without a certain level of energy & presence you can't have happiness
- You have to overcome your roadblocks that stop you from success
- High Performance is a habit
- There are only 2 changes that occur
 - New circumstances in your life
 - New things out of you



What is High Performance?

+ Outperforming standard measures over the long-term.

+ Outperforming yourself and others over the long-term.

- Drama = Stress = Slow Down
- You have to understand where you are before we can go beyond them
- Your biggest priority is to develop your psychology
- Most bad decisions are based on bad assumptions
- It is easier to feel bad about yourself than good about yourself due to social conditioning

The Essential Elements of High Performance

- Having the right **PSYCHOLOGY** is essential for high performance
- Alfred Adler, Carl Rogers, Abraham Maslow, Marty Seligman, Albert Bandura
- The next thing is **PHYSIOLOGY**
 - It's about what you feeding, fuelling and using your body
- Next is **PRODUCTIVITY**
 - You have to have a routine to get things done
 - Study the best practises

- The last is persuasion
- You won't be able to get what you want if you can't get people to support you
 - You need influence

The High Performance Model



- None of this works unless we aim these with the foundation of purpose, passion & presence

Disk 2

Presence

- You must choose to be presence and feel the moment
- You cultivate it by making things meaningful
 - Put emotion into it
- Create a meaningful interaction with another person
- The foundation of a great life is feeling
 - We don't do it because we have been hurt before
- **Question: The People In My Life Who I Need To Make More Meaningful Moments With Are.....**
 - **What could I do to make those moments meaningful?**
 - **Shut up & listen**
 - **Make their needs my needs**
- **The Reasons I Haven't Been More Present Are...**
 - **Architecting my next move**
- Identify where you need to be more present
- High Performers are always extremely present and not distracted

- **How to get presence:**
 - *The first way is to be more purposeful in creating it*
 - *The second way is to generate more emotion and feeling*
- You need a “**why**” behind the presence
- **I need to be more present because.....**
 - If I was more present in life I would feel...

Disk 3

Psychology

- We need to clear the roadblocks that slow you down
- Emotions are generated for the most part
- We have all dealt with bad stuff in the past
- How do we move beyond the heavy stuff?
- The most common obstacles
 - Fear
 - ✓ Anticipated pain
 - ✓ Emotional danger
 - ✓ Fear is used as a crutch
 - ✓ How to – isn't a fear
 - ✓ What do you fear?
 - Doubt
 - Anger
 - Shame
- The merry-go-round of doubt
 - What if.....(negative statement)
 - What if they don't like me
 - Let's take a little step to see
 - Instead say *what if (positive)*
- **Only 3 things we fear**
 - Fear of loss
 - ✓ Loss Pain
 - ✓ Example: loss of identity or behaviour
 - ✓ **What are you scared of losing?**
 - Process Pain
 - ✓ I don't want to change because I don't know the process to get there
 - ✓ Scared of the journey to get there
 - ✓ Fat loss
 - ✓ *It's too hard so they don't even start*
 - Outcome Pain
 - ✓ It's not going to be as good as I thought it would be so don't start
 - ✓ I need to leave him but what if I don't find someone else

- What are some things that you haven't moved towards
 - Something you know that you want but you have not been moving consistently towards them?
- Then diagnose yourself about the situation
 - What do you fear?
 - Put them into the 3 categories above

Disk 4

Assumptions

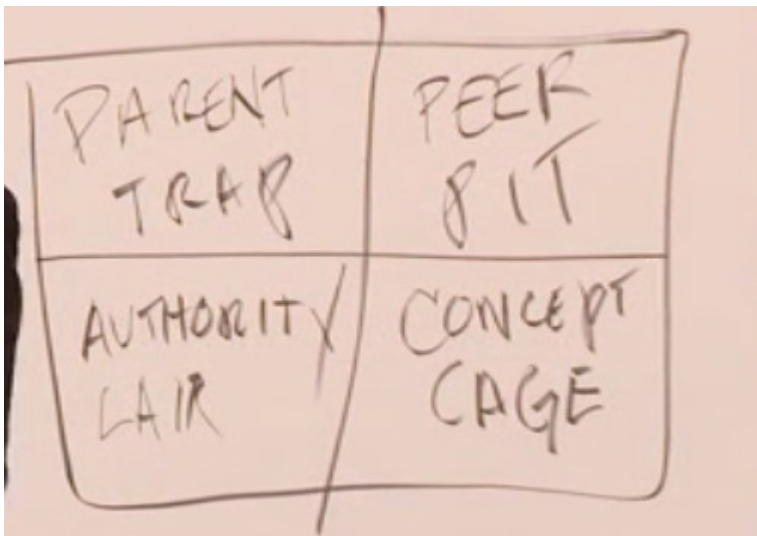
- These are all based on assumptions
- Assume that you are going to lose something, it's going to be too hard or won't be as good when you get the outcome
- Assumptions why you can't have that because.....(big assumptions)
- Challenge these assumptions
- *The assumptions I have been making in my life that probably use a good tyre kicking are.....*
- Fear is just a crutch
- The first step is so important
- **Flip them around**
 - What if I gain?
 - What if this process is enjoyable?
 - What if it turns out great?

The Big 5 Things You Need To Control Your Life

1) Identity

- Who and what you think you are dictates everything else in your life
 - Label themselves
 - Who am I to want to do that?
 - ✓ Cultural conditioning
 - Most people let their identity be shaped by external forces
- Identity can be formed by the following 4 areas
 - **Parent Trap**
 - ✓ Not being expressive by being told to shut up
 - ✓ Where you told that you were important when you were growing up?
 - ✓ Were you told that you weren't important
 - ✓ Who do you think you are and why?
 - **The type of person my parents told me I was, was a person who is.....**
 - Can be implied rather than being told straight up
 - The next part that forms our identity is the **Peer Pit**
 - **The type of person my peers told me I was, was a person who is.....**

- Next is the **Authority Lair**
 - Teachers, friends parents, etc
 - **The type of person my Authority figures told me I was, was a person who is.....**
- The last one is the **Concept Cage**
 - This is yourself image
- **I've always thought of myself as a person who is.....**
- **I've always thought of myself as a person who isn't...**
- **I've always thought of myself as a person who can.....**
- **I've always thought of myself as a person who can't.....**
- Have you lived more in the empowering things or the disempowering things?
- **Most of this is unconscious**



- **From now on I am a person who....**
- 4 areas to cover:
 - Who are you at home,
 - in your professional life,
 - when you meet new people
 - in deep relationships
- What are the 3 words that are going to define your identity for the future
 - **From now on I am a person who is.....(3 words)**

Disk 5-1

- If you feel good about who you are on a daily basis then you will be happy

2) Meaning

- This is turning small things into big things
 - Pet peeves
- Don't let the little things control your emotions through the day
- You can also get distracted by things if you attribute meaning to them

- What has shaped us from the 4 areas
 - Let go of some of your meanings that are hooked on to your past
 - What meanings are you going to give to things
 - Appreciate all the little things too

3) Optimism

- Why do some people have such a good outlook on life?
- 3 ways to look at your life
 - Past
 - Present
 - Future
- There are hallmarks to our habits when you look at these 3 areas as an optimist
- Be optimistic
- Look at the past in a specific way
 - Look for success
 - Accomplishment
 - Positive memories
 - Optimists feel **GRATEFUL** for where they have been
 - Happy people share happy moments from their past with other people
- **The things that I am so grateful for from the past are.....**

Disk 5-2

Optimism Cont

- Tell stories about the things in your past that are cool & fun
- *Look at the present in a specific way*
 - Look for magic moments because the moments become the memories
- Look for presence & connection to the present moments & others
- How often are you making moments of meaning in your day?
 - Make time to do this and do something for somebody else with a surprise
 - Surprise your family, customers, etc
- **The people who are in my life now would be surprised if I.....**
- Buy them little things you know they will like
- *Look at the future in a specific way*
 - Look for payoff moments
 - Feel a sense of excitement & enthusiasm



- **Morning Ritual**
 - **What am I grateful in the past?**
 - **What surprises can I create for somebody today?**
 - **What am I excited for in the future?**

Disk 6

- **What happened yesterday that was really great?**
- **What are you looking forward to today?**
- **What are you going towards?**
- The more positive the scripts in your head the better your life

4) Efficacy

- Agency
- Locus of control
- Your belief that you can control an outcome or desire
- You feel like an agent of change
- When something happens do you take 100% responsibility for it?
- What level of control do you feel and what confidence do you feel you can get the result you want
- Efficacy come from
 - Your experience
 - ✓ Confidence competence loop
 - ✓ The more you clear you are about the plan the more confidence you will have in it
 - ✓ The more you do it the more competent you get and the more confidence you get
 - Social influence
 - ✓ What did other people tell you what you control
 - Modelling
 - ✓ How do your heroes making it happen?
 - Choice

- The highest way to increase your confidence in any area is practise
- **What can I do to increase my sense of confidence I can make my dream life come true?**
- **It's My Time**
 - **I've been waiting long enough, I'm ready**

5) Resilience

- When shit goes back you bounce back to efficacy
- It's about bouncing back from the little things and the big thing
- If you are carrying things through the day then your resilience is low

In Summary

- Identity
 - How much are you going to live there
- Meaning
 - Am I attributing meaning to stupid stuff of making meaning in my life?
- Optimism
 - Do I feel grateful?
 - Am I making magic moments
 - Do I feel excited?
- Efficacy
- Resilience
- Rate them all one 1 to 10
- If you don't manage these you won't have the success
- Decide that from this moment onwards **is your time**
- Think of your 3 words that you are committed to being

Disk 7-1

Physiology

- What do you do to stay physically healthy?

Disk 7-2

Physiology

- You must have constant levels of stamina to get through the day
- It's all about how you feel, engage and express your body
- Before any performance you need to do body work before hand
- Check in with yourself to see what levels of presence and vibrancy you have in your body
 - Do this constantly
 - If it isn't what it should be level up mentally
 - Then check with your water, food & rest

- If your level of energy is down it is down to:
 - Dehydration
 - ✓ 80% of headaches are down to dehydration
 - Food & nutrition
 - Sleep & rest
- People are generally creative when they are not tired
- Next thing to check in is the emotions you are feeling in your body
 - Consistently check in
 - When you feel sad your energy goes down
 - Reset it with the big 5 and the 3 words
 - Generate enthusiasm
- Next check in with your expressive range
 - You have to move beyond your normal expressive range when you are performing
 - Bigger gestures
 - Move your body more
 - You need to be louder when you are expressive
 - We are conditioned to be quiet
 - At first it will feel forced and crazy
 - You are supposed to move
- Think about a time when you had real fun
 - Share the story and amp it up a bit beyond what you are comfortable with

Disk 7-3

Expression

- Be expressive in your marketing videos
- Have energy and passion in your communications
- People are scared to death to appear obnoxious
- If you are worried about people thinking you are obnoxious
 - Say to yourself – I will not fucking allow anyone to limit me anymore
- Don't allow other peoples judgements to stop you from being expressive
- Opening up your expressive range is critical for persuasion
- Be more emotionally expressive

Plan For Physiology

- Water, food & rest
 - leads to stress
- Multi vitamins
 - No added filler
 - No additives
 - Make sure the coating is vegetable based
- Vitamin D

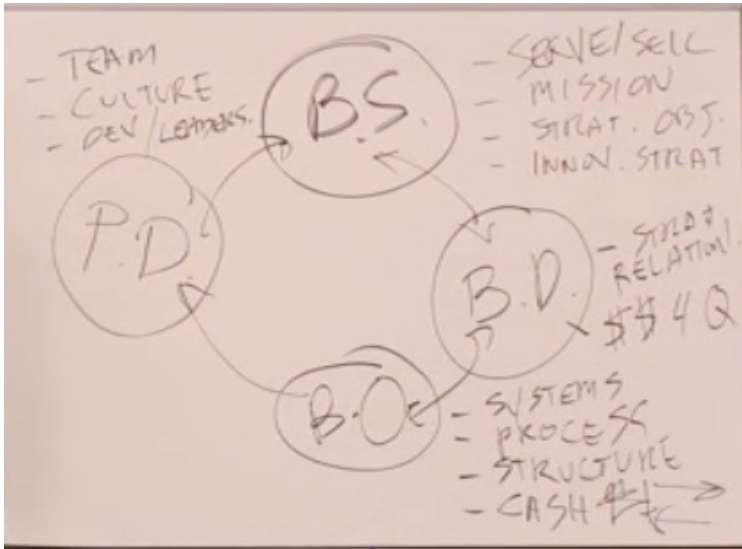
- 200-400 IU a day
- Form sunlight
- Vitamin D is a hunger regulator
- cod oil, Salmon, mushrooms, tuna
- Omega 3 supplements
 - Fish oil
 - Avocado
 - EPA 500
 - DHA 800
- Take a B vitamin for hangover cures
- Broccoli, spinach
- Green drink
 - Amazing grass
 - Makes you more alkaline
 - Organic
 - Regular, cocoa & berry
- Exercise
 - 3 x 45min workouts a week
 - 50 deep knee bend
 - 50 push ups
 - 50 sit ups

Disk 8-1

High Performance Business

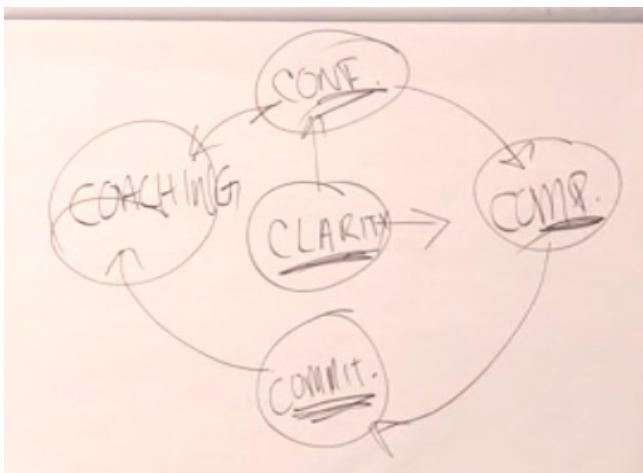
- First thing to look at is the Business Strategy
 - What is the business trying to do?
 - Who are they trying to serve?
 - What are they describing as their mission?
 - What is the 3 year plan – strategic objectives
 - Innovation strategy – differentiation in the market place
- Next is Business Development
 - How do you grow the business?
 - Strategic Alliances that support the business strategies
 - Know your numbers and track & measure everything
- Next is Business Operations
 - This is where most people focus on
 - What systems are in place?
 - Process
 - Structure – organisational chart
 - Cash In/Out
- Last is People Development
 - Team

- Culture
- Leadership



Individual Performance

- First is Clarity
 - What is it you want to do?
- Next is confidence
 - What level of confidence do you have?
 - Listen to tonality
 - Bring in optimism
- Next is competence
 - Do they know how to do what they want to do
- Next is commitment
 - Can't be willy nilly about it
 - You have to be committed to something very specific
- Last is coaching
 - Mastermind
 - Personal coach



Disk 8-2

Productivity

- Why aren't you more productive?
- **The reasons I am not more productive are.....**
- I get distracted
 - What will happen if you don't get the stuff done?
- Don't externalise
 - It's subtle
 - The reason it happens is..
 - But you know what happens with people is....
- Take responsibility for it
- It's hard to be productive and push towards something that you don't have integrity with
- There is a sense of pride & satisfaction in role modelling what you do
- If you don't have clarity then you will be all over the place
- *The reasons for not being productive*
 - Lack a reason why
 - ✓ You need a big enough reason to bust the list
 - ✓ You don't have passion with congruence
 - ✓ You don't have purpose

Passion

- What makes you passionate and makes you excited?
 - Your work should make you excited
 - You need challenge & growth
- How do you find the passion?
- What are some of the things you love to learn
 - **The things I love to learn are....**
- What do you love to do?
 - **The things I love to do are...**
- Who do I like to work with?
 - **The people I like to work with are....**
- **I am really most passionate about.....**
- **Why am I most passionate about those things?**
 - **Why?**
 - **This gets to deeper motivations**

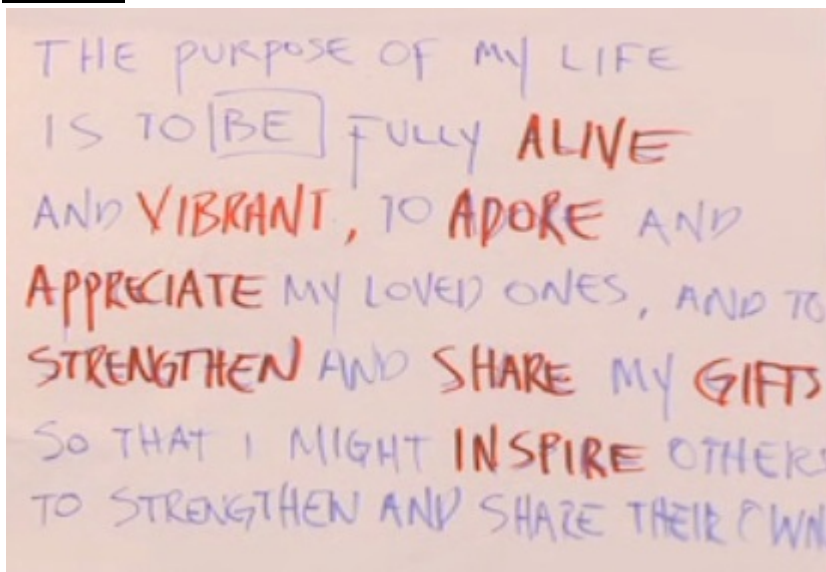
Disk 8-3

- Is the reason why a big enough reason to bust through your excuses
- You need to push yourself more and get in touch with the deeper meaning to what excites us

Purpose

- Morning Ritual
 - Be grateful for another day
 - 3 questions
 - ✓ Grateful
 - ✓ Magic Moment
 - ✓ Excitement
 - Purpose statement
- The Purpose of my life is to be....
 - This isn't the things you are meant to do
- The hints:
 - The purpose of life is getting up in the morning and **being alive**
 - ✓ Life is a gift and a purpose in itself
 - Nobody is like you
 - ✓ Gift of uniqueness so live it
 - We are all interdependent on each other
 - ✓ Helping other people
- **The Purpose of my life is to be.....is to do.....so that...**
- You must commit and live to it

Disk 9-1



THE PURPOSE OF MY LIFE
IS TO BE FULLY ALIVE
AND VIBRANT, TO ADORE AND
APPRECIATE MY LOVED ONES, AND TO
STRENGTHEN AND SHARE MY GIFTS
SO THAT I MIGHT INSPIRE OTHERS
TO STRENGTHEN AND SHARE THEIR OWN

Productivity

- Develop a reason why
 - Find something worth fighting for
- The next thing is Identity
 - Have an identity of being someone who gets shit done
 - ✓ **I can make it happen**
 - This is an important part of a team member
- You must study best practises
 - You need guidance
 - Implement best practises
 - Modelling
- Your job is to minimise distraction
 - You end up training yourself for distraction
 - Get attached to your purpose
 - Who is distracting you most in the world?
 - You have to train them
 - Don't lack discipline
- You need to simplify
 - Erase the half dug holes
 - Your business has a number
 - What do you need to break down to simplify your life
 - Having stuff is the enemy of simplicity
- The power of Block time
 - Block out chunks of time for a singular task
 - No distractions at all
 - Have block time with work, wife, family & friends
 - Have a 2-3 day block time with your wife every 90 days

Disk 9-2

- Daily Workflow
 - How do you do through your daily work
 - What is the method?
- You need a daily workflow practise
 - Blessed day
 - Optimist script
 - Recommit yourself to your purpose statement
 - Movement
 - ✓ Workout
 - ✓ 3 x 50
- Speaker ritual – Padding Down Ji Quon
 - Cup hands
 - Hit off legs, sides, arms up to collar bone and then 20 seconds on your kidneys

- Close your eyes and have some deep breathes and feel the blood move around your body
- Do all this before you do any work

Productivity Work Plan

- Don't turn on your computer first thing
 - Don't check emails
- The first thing is to strategise your day
- Divide paper into 3 sections
- First one is list the big projects you are working on
 - Products
 - Seminars
 - Have 3 big buckets A/B/C
 - List 3 things that you would need to move towards them
- Second one is People
 - 2 things to focus on
 - People we are waiting on a decision from
 - People we need to reach out to
- Third is Priorities
 - 4-10 things you need to accomplish today
 - Stop managing fires – manage the people with the fire
- Open inbox and look for people you are waiting on
 - If they are not there they move into your reach out column
- Next is to craft an email for the people you need to reach out to
- Now move into block time
 - 2-4 hour blocks



Secrets of Managing

- Every 45 minutes stand up to change your bodies rhythm
- Do the padding down thing
- Work standing up
- Every 45 minutes drink a full glass of water

Amplify Yourself

- Create a great team
- The worst things is to have clones as you because you will have all the same weaknesses
- Don't hire based on skills that complement your weaknesses
- What to look for is:
 - A strong identity of getting things done
 - ✓ Tell me about a project you were given and you ran with it
 - ✓ Listen to tonality for confidence
 - They need to be a culture fit
 - ✓ There is chemistry
 - Then based on skill set and experience for what you need to be done in the business
 - ✓ Move the business forward
 - They need to be able to manage multiple projects & people so you don't have to be involved
 - ✓ At least manage 5 other people
 - ✓ Tell me about a time you had a ton of projects on your plate and how did you manage?
 - ✓ How much did you get done compared to your work mates
- Instead of a web designer hire a creative director
 - Manage the graphics
 - Social media
 - Videos
 - Copywriters
- You must have rest days
- Every 90 days have a 4-5 day trip

Persuasion – Indirect Model

- Most people want to have persuasion skills because they want to inspire people to make changes that will benefit them
- The baseline of all persuasion is inspiration
- Never begin a change request with someone starting with the request
 - Can you do...
- The real power of persuasion is when you don't have to ask
- **What would I have to do to get this person to change without asking them?**
- Step 1: Be a Role Model
 - Do it in front of them and show them it's fun
- Step 2: Group Role Modelling
 - If you become obese then the people around you are 3 times as likely to be obese
 - If you want someone to lose weight – lose it yourself first
 - Then get the 5 closest people around them to help and lose weight too
 - We follow the pack
- Step 3 : Re-engineer the environment they are in
 - Stop buying them bad food if you want them to lose weight
 - Take away the things that are allowing the behaviour in the first place
 - Put something in their way to bug them
- Step 4: Remove the barriers
 - Too many meetings
 - Remove the mental blocks
 - What are the reasons they are telling themselves?

Disk 10

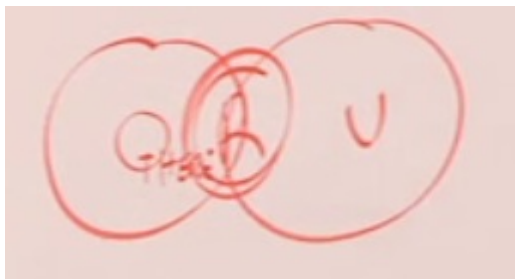
Persuasion – Direct Model

- How do you ask somebody to change?
- Why would someone do what you want them to do
 - *Self Interest*
 - *Connection – rapport*
 - *Consequences for them and their connection with you*
 - *Safe – they can do what you are requesting of them*
 - ✓ Let them know it's ok to fail the first time
 - ✓ You also need trust
- Make sure the relationships are good before you bring up the changes
- If you want someone to clean the house never say “will you clean the house?”
- Most conflict does not come from content
 - The content is clean the house
- It's what lies beneath the content
 - The content is the trigger

- It's about the relationship
 - The fight is about power & control or respect
- It's also about who you feel you are in the relationship
 - The identity of who you will feel like afterwards
- The last thing conflict arises about is process
 - How and when the negotiation process happens
 - Countries negotiate at a neutral ground

Request Pattern

- O.F.R.
 - Make an Observation on what you see
 - I have these Feelings about it
 - Request Specificity
- Most people shout the request or are passive aggressive
- Tonality is everything
- I came home, there is stuff all over the house and it makes me feel stressed and sad, shamed and frustrated and could you help me out with this
- The relationship you have is the most important thing
- **Frame everything you request in terms of a benefit to the relationship**
- Turn it into something between the 2 of you
- Can we talk about how we can.....figure this out together
- **Ask for the conversation about the thing**
 - Could we talk about that I think we will be closer



- The relationship is the intention and the tonality is everything
- Avoid condescension
- Have a supportive tone

Anchor Request

- This is where you tell them to do something after they do something else
 - Can you empty the trash before you get into the car
 - Can you do this before you do that

Marketing Persuasion

- If we want someone to buy there are certain triggers we need to hit
- Lead with a surprise
 - A bold headline
- The tag the self interest
 - What's in it for you
 - Benefits & Results if they took a specific action
 - Make sure you tie the results to the action
- Social Proof
 - testimonials
- Scarcity
 - Few spots left

The Cornerstones of Persuasion

- See it, believe it, do it
- Demonstrations are king