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

![Square Diagram]

- 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 practice.

What can I do to increase my sense of confidence so 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 beforehand
- 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
**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