

Champions

I have worked with a lot of sports teams, I've worked with a lot of athletes and their parents. If you're going to have fun today, you're going to have to ask yourself questions and you're going to have to challenge things that I tell you.

There's bad and good news here. The bad news is that this is going to be hard for some of you. I'm going to challenge some ways that you're doing things, and I'm going to challenge some ways you think about things. The good news is it's not as hard as you think to become a champion. People tend to make things harder for themselves in how they create reality. When we are looking at the psychology of a champion and extraordinary behavior, gold medals just seem so out of range for many people. They work hard and they do the best they can, they're above average on a bad day. But to actually think and say the words, "I'm a champion, I'm a gold medalist, I'm an incredible athlete," how do you do that?

We are going to get into that and what you are going to discover is that it's not hard to think like a champion. When you change how you think, the whole game changes. Most of what takes place for you is driven by how you think. In the past, when you look at how you perform better, most people believe (whether you're an adult and you're looking at your business model or a job you had or you're a kid that's on a sports team and you're looking at grades) they did pretty good this year and they made some progress and to do better next year is probably harder work or maybe a little more intense. Or, maybe because you're a little smarter and other people got smarter too so you are kind of back in the main stream of competing against others.

Joe Dispenza is an author that I really like and he talks about how people create their day. When you wake up with the same alarm that you always wake up to, you hit the snooze a few times or do whatever your snooze routine is, you get up and generally do a toilet routine. You go downstairs and get a cup of coffee, you've got your same pajamas or bathrobe that you always wear, you put your comfortable slippers that you always have on, you have three common breakfast foods that you're eating, you have a morning routine and have the same conversations with people that you spend your morning with, or maybe you go to the gym and you have from 6-7 or 7-8 to do your gym routine, you drive to work the same way. On

Mondays generally traffic is heavy and Thursdays Fridays maybe not so heavy depending on your traffic routine, then you look at your emails or if you're in school you sit with your teacher and every day is math class and that's your first class. You go through these routines and then you expect your life to be different. You expect to go from who you are today to wanting to be a champion or really wanting to change your game and be someone different or having something different than you have had before. You can't really get there by doing the same things that you have done.

If you have the same thoughts about well

what does it take to be successful at work

what does it take to successful in school today

what does it take to be successful on my team today

Then you practice hard and do the best you can and when you incrementally improve and everyone else incrementally improves, you kind of have a problem. Because it's a little bit harder to say oh well I know who I am. Most people don't declare themselves as champions, there's a lot of societal pressures about bragging or having too much pride. So you will say you're pretty good or diminish your success. You will say things like "Last week I won the Nobel Peace prize, it was okay, I was kind of lucky." Or, "I was salesman of the year but I was kind of lucky."

Joe Sakic was a great hockey player for the Colorado Avalanche, he's a great guy and a really interesting metaphor for champions. For most people, their view of Joe Sakic is what they see on TV and interviews. When you see Joe, he's this really humble guy and he says things like "Yeah I was really lucky, the puck just fell on my stick and I just happened to shoot it and the goalie just happened to miss it and I won the Stanley Cup." Do you think that's how it happens? Do you think that's what he says in the locker room?

I know the Avalanche locker room from a good friend of mine who was the strength coach for them for a long time, I know the locker room and I've been in other locker rooms, I know what champions do in the locker room. They don't act like that. You might have heard some of the stories from game 6 of the 2001

Stanley Cup playoffs, they were down to New Jersey 2-1 at the end of second period. If you know the stats or if you're a hockey fan, you know what generally happens to teams when they're down going into the third period. The odds of winning the game are staggering. This was a do or die moment, they have one period left and New Jersey has the Stanley Cup all shined up, they have all their hats out and ready to go, they have their newspapers printed. They have twenty minutes to play and Ray Bourque (NHL Hall of Fame defenseman) stands up in the locker room and says, "Within two minutes, I want the puck, I'm going to score a goal." And what happened within two minutes? He tied the game and they went on to win that game and the Stanley Cup. He didn't say, "If the puck is lucky enough to get on my stick and the defense just happens to fall down and I just shoot towards the goal..."

Being a champion in your life is a psychology, it's a way of thinking.

What creates the psychology of being a champion?

A positive attitude? Thinking positive thoughts? The challenge with that is, thinking positive thoughts when the skies are blue and sea is calm is pretty easy. Do you think you win championships in blue skies and calm seas? Or do you win championships when it's black and foreboding? The problem with having this as a characteristic for most people is that they will track their success according to the conditions. Virtually no races are just straightaways, and all the cars have the same size engine and run on the same gas because of regulation and law, so races are won in the turns. That's where you have to have a lot of courage because it's skidding as you are trying to turn, and that's when you will be able to pass someone. Having a positive mental attitude, most people get that, and they can do that when it's easy. But what do they do when it's hard? What goes into making the psychology of a champion do hard work?

Now the problem with that one is everybody is doing hard work. Does that mean you have to work harder? How do you work harder? Or, do you have to work smarter? Are you working smarter than your competition? Or do you think that when we measure champions and non-champions, the difference between hard work is 9.9 and a 10? Do we always see champions at a 10 and the silver medalists

at a 9.9? Do you think they are silver medalists because they're a 9.9 and not a 10? You won't see the 9.9's until you're below the Olympic trials because even people who made it all the way to the Olympic trials are giving a level 10 effort, they've spent years doing it at a 10.

Do you think because this is study we've got a lot of research on this we know the answer to this one but I'm asking you guys because we aren't talking about Lindsey Vonn or Michael Jordan what's their number it's always a 10 they do everything at a 10 they goof off at a 10 they laugh at a 10 they get angry at a 10 they do everything at a 10 and by the way 4 year olds do everything at a 10 because they don't know any other number than a 10.

When you go to 1st grade and you get told to sit down, shut up, look like the other kids, and color within the lines, we start learning that we can make judgment calls on how much effort we put into something. Here's the interesting thing, we know that there are people who are under talented or are underdogs that don't have the greatness and we root for them, we love it when they win. And then we see some really talented people that are very effortless at what they do, they have all the talent, and they should have won but they didn't. And then sometimes we see the talented ones like Michael Jordan who are extremely talented and work really hard and sometimes they win. Obviously if you have talent and you don't work hard, you're probably not reading this book, but that quadrant exists too.

One more thing that makes the champion psychology is drive and determination. This is a really interesting one, what do you think creates drive and determination? When you're passionate about what you do! How talented you are or whether you get the gold medal or not has less importance to a champion than the fact that they live in their passion or they love doing what they do.

There is a phenomenal book called *Outliers* by Malcolm Gladwell, it talks about what creates success. Most people think success is a function of some of the things I have mentioned already like talent and hard work. It's called *Outliers* because the outliers are the ones that lay on the very extreme end of bell curve of life, they are the ones doing things out of the norm. So he looked at professional athletes, musicians like The Beatles, Bill Gates, he looked at these really extreme examples of success. Success is very rarely created by what people believe it is. For instance,

he did a multiple decade study on maestros (meaning they have been in a solo performance at a significant concert venue) that went to Julliard, one of the most prestigious music schools in our country. He divided them into three groups. The first group was the ones who made their living as professional musicians, the second group are first chairs in orchestras, and the third group is generally what the rest of the grads become, teachers. Most people would believe that maestros are more talented or they have some God given gift, the first chairs are really good but they aren't Mozart and don't have that maestro capability, and then school teachers might have passion but they are not as talented as the others. That's how it works right?

There is the only thing that separates the three groups. The time they put into practicing their music. There were no maestros who played less than 40,000 hours and there were no school teachers who played more than 10,000 hours. To become a maestro, all you had to do was play your instrument non-stop. And that is easy to do if you have passion.

Passion is a very powerful point that contributes to success, but it has to be passion and love for what you are doing. Not passion to have a gold medal.

Commitment

You have to be committed to whatever it is you're trying to achieve, you have to be focused. There are three verbs that lie in the arena of commitment and they are very confusing verbs. There is a difference between deciding to do something, committing to do something, and then actually integrating that choice into your life. If you have 5 frogs on a log and all 5 decide to jump off, how many frogs do you have on the log? 5, because they only *decided*, they didn't actually jump. If there were 5 frogs committed to jump, there are still 5 left but they are really ready to jump now. This is the big problem with men and women when they have decided to get married, the man asks the woman to get married but that's not a commitment, that's a decision. A commitment is when you book the hall, buy the dress, and all the way up until the point you say yes because you can be standing at the altar and get left there. And that's not marriage at that point, you have to integrate it into your life. So for the psychology of champions this is actually a very interesting body of work I might throw it into the bonus hour.

You can't be afraid to fail here's the challenge I have of that now you're going to run into the other part of me which is I kind of challenge what people say it's not that these things are wrong because we are working at championship levels the precision by which we've used language and often times the difference between the 9.9 and the 10 and we know that the 9.9ers are not on the gold medal platform there on the middle platform or they're in the race they won the Olympic trial but the 9.9ers aren't even here all the people who are sitting at a 10 it's like well how did they make the gold medal is going to be because more talent we are going to destroy that notion today because this is about psychology and one of the things that we will argue until the cows come home is generally the person who wins the gold medal nine times out of ten there are some exceptions to this they won the gold medal because they thought about their performance better than the silver medalists did and so we have to really be precise in the application of the psychology so when I challenge something it's usually a long winded answer to say again she said commitment and there is a challenge with the sentence I know what you're saying and I agree with you to a point but in the psychological arena of greatness do you think that gold medalists are not afraid to fail they vision themselves succeeding that's very different than not afraid to fail and so to say the sentence what's the real sentence about fear when you are a champion do you have fear yes you do you're scared more than the silver medalist but what I would do in this world of psychology if we look at the term adrenaline and again this a great comment and question it was not content that I planned to cover today but all my tools and how I teach are standard metaphors and so when you see me go to metaphor three or four times and you hear me say well have I talked about the 800 ft cliff because that's where I teach adrenaline management and I'll make it quick this is a bit longer but because I want to get to the point because it will have value to you all today. There is a woman out in western Colorado that is climbing an 800 ft cliff and she is very near the top and she is free climbing it's a really hard cliff but she is a great climber she is near the top and she has done this cliff before she has to release the wire on the cliff it's one of those national geographic kind of movements now just before she does it freeze frame her look at her adrenaline look at her neural peptides which is how the hypothalamus communicates feelings to the body look at all of her physiology and freeze frame it and then over on this 8 ft step ladder on the other side is me I've done all this military stuff and I do a lot of crazy things I am terrified of heights I get on this 8 ft step ladder there's one string

of the Christmas lights that I have to take off the only way you can get it is to stand on the top step of the 8ft step ladder I'm about ready to pee my pants it's scares the crap out of me so right before I get to the last stretch of my tip toes at the top step of the ladder freeze frame it look at my adrenaline my neural peptides my physiology and hers what do you think the difference is there is none and here's what is different she's on the cliff saying what it means to her psychology is I've never been more excited alive I've never been more alive than I am in this moment I'm over on the step ladder thinking that I've never been closer to death I'm about to die the physiology is the same the psychology is different and this is softer you can change these meanings so it's not that you can't be afraid you're going to feel fear because you're going to be running adrenaline the higher the competition the bigger the gold medal the harder you train to get there you're going to be running adrenaline like crazy in the competitive moment you're penalty shot your moment whatever it is your big sale in your business model you're going to be running like crazy and so to say to yourself I can't be afraid not only must you be afraid what you need to do is manage adrenaline and failure in the moment of greatness is evidence that you're not a champion you think or evidence that you're even closer to your championship you're closer when I use Picabo Street a lot when her skis hit that mountain atvail if she was skiing today by law this is a law this isn't a principal it's a psychological law when her skis hit the snow who has fallen more than anybody on the mountain that day her so she's got to embrace failure because that's where the gold medal lies and she has to embrace adrenaline and this sentence has two huge problems with it and generally because it's a sentence that a lot of us use commonly because it's fear based and you can't be afraid or some parents will say well be afraid but don't let your fear define you keep dragging on that gives people some impetus to drive on but what happens for champions is you're more afraid and you fail more than people who have the silver medal so when you're looking at driving reality or driving your psychological models this sentence has two black marks against it but it's a very common one. I want you guys to get the unique differences that are not just psycho babble differences they are real differences to how champions think than people who are silver medalists or aren't even on the field of glory trying to win whether that's a business model a marital model or an actual field. I think you missed the point of my sentence which is you're going to fail you just have to accept that you're going to fail if you're going to succeed. If you had said this I wouldn't have said a word but this is why

this is really important the work that I teach because how we communicate to our children and how we have the self cop going on it makes all the difference in the world when a coach is sitting here yelling at you and a parent is sitting here drilling a kid in an adrenalized moment and saying you can't be afraid to fail you're going to hear a tool called don't spill the milk first of all this process psychologically isn't even processed by the mind it hears fear and fail and so later on we will do that to say you have to accept that's a powerful sentence and by the way which one do you think a child could process the second one so if this is what brought it out if this is what really made you. People when you do client work with me I write sentences down a lot and people say I can't even say anything without you writing it down I didn't mean to say that well number one you did mean to say that and secondly which sentence do you think you use on a blue sky sunny day and which sentence do you use on a stormy seas are high because you'll use one sentence over the other for those scenarios and people who use the sentence in the sunshine and they use the sentence in the dark and champions reverse it and I said there is going to be some disturbing news for people because it's like you can't tell me I can't use that sentence because I use that sentence all the time and it introduces a lot of value for me I really think it has importance to me but you have to change the form of the sentence and you have to change the form of the sentence when the storm is upon you you have to use this form in the middle of the storm because that will add value. Let's go really quick to what are the obstacles what do you think stops people from being a champion if we've talked about passion and commitment and positive mental attitude how do you think people hold back from becoming a champion injuries play a role in creating obstacles you're all set to be a champion and you have a knee go out or a muscle pull and it makes things very hard. Fear of success now I hear this one a lot so here you are you're going to do something you're going to get a lot of money for it you're going to get all the benefits that come along with being successful which might be money might be love might be popularity and that frightens you? Well things change you may have hidden fears of what it is that you're going to have to change in your life in order to accommodate all of that well wouldn't that be fear of change? Are comfort and complacency the same thing? Well I won't pull this up but you guys might have seen this little internet drawing that is kind of fun it's says comfort and there's a little circle and it's got a little arrow that says you and there's this giant circle over here and it's called magic and this is where the magic is and you have to leave your

comfort zone to get to the magic zone and the problem with most people is it's contained in this little gap right here I have to leave the comfort and I'm not at the magic yet unless as we the 800 ft step ladder nobody asked me that was software you can change to I am excited to be in this gap near the magic zone what in essence happens is what was once comfortable becomes uncomfortable discomfort it's like I can't stay here anymore I have to move somewhere and generally it's a pain equation and pain avoidance is no longer working for you so you're willing to break the gap or perhaps as a parent if you have to teach your kids to cross the gap you have to say we have to move from here so it plays but it's Katherine was halfway there on fear of success you said fear of change and I said that's different but before you said fear of change you said something else do you remember what you said it's the real thing that goes on there are some exceptions to this but 99% of people don't have a fear of success they have a fear of doing success a second time because if I do success today then now there is an expectation of success and what if I can't do it again and that becomes very hard and very different and that's why we have what's the popular expression for somebody who creates success once and never does it again one hit wonder this is a band that has this great hit song out and in the world of psychology do you believe that in order to be a rockstar do you work really hard have a lot of passion for music play your instrument and at some point in time when your album sales go platinum now you have finally made it as a rockstar is that how our planet works or do you have to before you sell your first album do you have to find the psychology to believe you're a rockstar and then practice and have passion and try and sell albums but it doesn't matter at that point because you're already a rockstar which way do you think most people believe the planet works and to be a champion guess which way you pick you have to be a rockstar from the beginning and this is where passion comes in because people ask me well how can I believe I'm a rockstar when no one has even bought one song from me and it's because you have passion for your music you know I'm here to sing something and it doesn't matter if people tell you it's good or it's bad I'm here to sing and sometimes if you're a country singer in a jazz family they're not going to like your music or you're a jazz singer in deep south where it's all country music we can be misfits for a very long period of time until we find the people who want to listen to our music and sometimes that's really hard but all we know about the psychology of champions is they have always figured out how to believe in themselves first and then worry about gold

medals album sales more money job promotions all of that stuff comes second you have to believe first 90% of people though believe I need to get album sales I need to get validation I need someone and a lot of someone's to tell me I can do this and then when I get enough evidence the actual neural science term is does evidence create or change a belief and most people will say over again yes of course when I get evidence I change a belief that's what we know when we study how people think there is an exception to it but I won't go into it today but generally most people will accept or reject evidence based on their beliefs there has to be another mechanism that changes a belief first and that allows you to now go out and find the evidence to support the changed belief very rarely do you change your belief first or excuse me and I found evidence and this is how it changes. It's not seeing it's believing that's a very good way to put it most people say seeing is believing when we study the mind that isn't how it works very rarely again there is one exception and I don't want to side track us on that but what really happens is we believe so therefore we see so if you're waiting for evidence to believe that you're a champion or you're teaching your children that hey here is how the process works then I'm busy seeing evidence and now I can finally believe it it never works that way. What other obstacles do we have? I'm going to do something fun for you guys I need to change the beginning of how we are going to do this obstacle and here's what I wanted to do how many of you have seen this ad in magazines it's an advertisement for Lasik surgery like does the world look like this and then you flip the page and you get lasik and you see three beautiful women there the question I want to ask is being a champion because most people look at champion in the ways that we have already begun to frame it that it's hard work and if I make mistakes I have to drive through my fear and I have to do this and I shouldn't do that and me personally being a champion I don't know if I'm going to get there I want to get there and I will try to get there I'm going to focus on getting there but I better start thinking a little bit about managing disappointment because managing disappointment because if I ever put all my heart and soul and really want something and I don't get it I don't have good strategies on how to do that and the reason why children don't have good strategies on that managing disappointment when they gave it everything they possibly could not hold back not left one molecule they left everything on the field they didn't take one molecule off and then they get disappointed they don't have good strategies to manage that because why do you think? What's the cause why do kids not know how to

manage disappointment when they leave everything they've got on the field of valor and then not winning where do they learn to feather their disappointments where do they learn not to put it all this is a family of origin you will see this shorthanded in my system this is a family of origin feature most families don't practice this in fact you will hear a lot of parents talk about managing disappointment but in fact they don't manage disappointment because you've left it all out there they talk about managing disappointments because not everybody gets to be a champion school systems do it school systems say hey everybody gets a blue ribbon because if we give just one blue ribbon to the winner well all the other kids feels bad so we will give everyone a blue ribbon kids are really smart when everybody gets a blue ribbon do you think they feel special or do they say everybody has a blue ribbon it doesn't mean anything to me now if only one kid got a blue ribbon I want that I want to take it from him or her the next time there is an opportunity to win a blue ribbon we teach kids to hold back a little bit and even if you hold back .1 remember I said it was a 10 the 9.9s we know that the medal stands are 10 we know in the Olympic trials are 10s the 9.9s there back somewhere before the trials even came up because somewhere when you're 9.9 that little tiny hold back and you know it and again for most people parents teach them this because if you give it your all and you don't win that is so crushing that is so awful that's so disappointing that you really need to prepare yourself for that so part of the way is we don't run out of gas on the playing field we leave a little bit of gas in reserve to deal with disappointment and it's a learned behavior children are not do not do this organically all four year olds ride bikes at some point there's not a four year old that says you know a tricycle is probably what I'm destined to ride it's safe it's not as fast as the other kids but what about my knees and my elbows I tried to ride a bike once I tried to ride it for 3 weeks in a row and I just couldn't do it so the tricycle is good kids don't do that they all ride bikes but then when you're an adult and you have a chapter seven or you have a divorce or you have something bad happen to you then adults go well I need to manage my disappointment because I wasn't meant to have that level of success that I thought I was I worked harder toward it but when you start to hold back things start to change so I want to play it's actually I'm going to give you 5 almost 6 minutes of this I want to play a video. So he got the whole team to death crawl this is an exercise football players do this I played college football this is miserable if you've never done this he smarted off behind the coaches back so now the whole team are

in the death crawl you notice they did ten yards of it which is pretty darn hard I want to see your best it's set up he's going to give his best I don't want you to give up when your mind thinks you've hit your limit coach said I think you can do 50 he said 20 negotiate with your body give me more strength did I make it to the 50 I don't have anymore what did you guys think of that negotiate with your body to give more now there's a number of really important things that are in this first of all we create the limitations and we create them in our mind because we say this the farthest I've seen other people go or this is the farthest I can do or this is what my business model can do or this is all I can do we create those limitations now we know you know these things humans have incredible power of potential grandmothers lift cars off of infants firemen policeman soldiers people do incredible things all the time it's circumstantial this was created by a coach that said you've got to give me everything you've got until you've got nothing left and generally when people say I can do 20 because I'm used to doing 10 and I'm getting put into a situation I'll do 50 when you actually leave nothing on the field you give it your all people constantly surprise themselves with where their potentiality takes them and when they live their life this way they run their business models this way they study homework this way they practice their musical instruments this way and remember who taught them to hold back parents or family of origin and again I'm not beating on any parents I hope no parents in here feel beat up that's now my intention what I'm trying to get you to understand is how you access your potentiality and live at that limit is the software you install in your kids so for parents who route their kids on saying you can be more than I was or you have more than I have or I believe in you but the internal software that you're running is but I'm just OK or I'm just above average or this is how I do my life because if you put me with my boss and I have to do cold calls or I've got to do sales research or I've got to do project management I'm a procrastinator too and you run the software yourself you're installing it in them and while they may be a high school star they don't have the championship psychology until somebody installs it and that championship psychology is you don't live life at a 9.9 four years olds know this they live at a 10 but in first grade that's when we start saying no success has to be managed failure has to be managed we've got to feather this in we don't do this who lives their life this way Michael Jordan Tiger Woods pick some incredible musicians but when you think about this psychology the second really good point parents you can't do this to your children the parents that are

yelling at begging at pushing their kids like that let the coaches do that you know how you transmit that software to your kid it's not by pulling them across the sideline after the game and you guys have seen them the bad parents it's like you missed that shot or are sitting there watching the training you're not pushing yourself enough or you're not working hard enough you can't do that let coaches do that let teachers do that let authority you just love them and believe in them but and it's a big but how you install that software in a child you push yourself that way because as an adult do you need a coach yelling at you to push yourself more in your business model or push yourself more in life and again it's not about you're bad if you don't it's about understanding the consequences of how you manage your psychology and how you manage your mentality and the last little fun piece of this that I really like about this so let me catch my second point coaches and teachers do this you love them and you model for them when you see you doing this they will catch on they are smart little imitators and models of behavior what's really cool about this because it's another part of my technology you'll notice that that coach primarily yelled two commands at that football player how many people were listening and remember because I've said language is really important he said don't quit over and over what else did he keep saying keep going now when we study champions and we look at your gold medal in the storm which is the more powerful because one of these commands is more powerful keep going when you yell at somebody don't spill the milk every time you have that not in a sentence you have to figure out how to create the positive sequence command and actually it's pretty good I've used this in other settings the coach does a pretty good job balancing sometimes don't quit but what really keeps them going is to tell them to keep going rather than telling them don't quit. And in a parent child seminar you're the one keep going you guys are modeling for your kids I think that's what Manning did so well with the broncos he gave them a reason to become better players they became a better team not just because of what he did but what he brought who he was. When you talk to the broncos in the huddle he was the hardest working player not only to get on the field to begin with but all the hurdles he came through he had neck operations he had cadaver bones inserted into his neck and then he worked for 18 months even to get on the field but once he got on the field he didn't stop or say hey I made it back and now I'll just be above average Peyton Manning an above average Peyton Manning is a still a pretty awesome quarterback he said who I am today is the best player I can be he didn't leave

anything on the field so talking to parents and talking to kids about what do I leave how do I manage the gas in the tank what are my strategies to manage disappointments and more committing to and now living that life of excellence these are thought patterns they are not album sales so I work this hard and make my comeback so now I'm done I can go back to this or now I made the team so now I'm going to play the team this way it's like no this is how you live your life this is a conscious psychology that doesn't mean that you do everything because maybe you watch tv or maybe you're just hanging out with your family on a Saturday afternoon but on the fields of glory and everybody knows where their fields of glory are it might be in cold calling it might be in school right now it might be on a business model or might be a project you're managing at work it might be at a conscious moment where you're managing your kids and as a parent who is sitting there telling your kids do A B and C and you're not doing AB and C in your life it's hypocritical your kids will know that you're just doing it because you love them and kind of routing them along but the problem is you're vetting them along in the psychology of I'm not a champion I don't play like a champion I don't practice like a champion I'm above average pretty good person I'm good and so as long as you want good but don't do what I've done because you've got more talent than me you've got more game than I've got you have to push yourself harder I have higher expectations for you don't turn out like me and that's the embedded psychology that a lot of parents use when they don't live their life at a 10 and don't play the game full out and manage their gas tank and again I hope parents aren't feeling beat up I'm really not beating parents up I'm trying to give you guys an elevation to say if you're playing the game that way awesome that will be the single greatest thing you can give your child everything else will take care of itself because we are all beings of immense potential it's just do we live to tap into it or do we live to manage the 20 yard the 50 yard or I can't give it my all why would I give it my all we can't be number one salesperson in our division right we can't get passed our chapter 7 we've got that credit for two years right we can't get passed the divorce and we run software that manages our expectations so we want to change that so here's some things I want to talk about when you desire to win you'll notice and I'll expand this I don't want you guys distracting yourself reading my notes but if you have really good eyes how many truly set this in there FMS how many of you know what FMS is? Flight management system I've got a pilot that I'm working with right now and we are talking about her greatness and the

thing that has had a lot of residence with her is when she gets in a plane she links the FMS with where she is going now once you're in the air you make constant in flight correction because tail winds change cross winds change have to fly around thunderstorms but what do you have loaded in the FMS and you'll notice the second note says are you flying in this 10,000 foot ceiling this 10,000 ft box or how many of you watch the video of the guy that went up to 125,000 feet to parachute was that not insane you could see the curvature of the earth how many of you want to see the curvature of the earth versus how many of are focused on flying safely because when I was talking to she's a commercial airline pilot so you guys probably don't want me working with her because she's very good at being a safe pilot because if Chuck Yeager what did he do broke the speed of sound is he was a safe pilot would he have ever broken the speed of sound would we have ever discovered what's on the other side so there's times to be safe and as parents there are times to be safe but if you desire to win you have to push into this potentiality you have to push in this program that says I'm going to go to my limits I'm going to go up where I can see the curvature of the earth and whether the plane can make it up or not is material at that point because you are so driven to be that woman or man to see the world at the potentiality that you have the ability to see it to feel it to function there and as parents it's really hard because so much of what we do is about safety we don't want to teach our kids to be unsafe that's not good psychology is it? Remember I said I've worked with kids and I've worked with parents so I know there isn't a parent here who doesn't want to say what they think about safety how many parents challenge me on this? Safety is really important to a lot of parents safety will never get you into your potentiality you have to be really unsafe to get there you get very conscious so maybe on one mountain how many of you saw Lindsay Vonn destroy her knee last week yeah that's kinds of creepy that happens sometimes in your greatness and as a parent you never want that for your kids you want them to ski safely and if you as a parent are busy skiing blue slopes really well they're not learning what their limits are what the parents have to do here is figure out what's my limit where am I living my life how am I approaching my psychology for success is my success defined by an FMS data that I'm going to be safe I'm not going to get fired at work how many people work their jobs to not be fired now in 1998 virtually no one because in 1998 if you were in the corporate life you could fog a mirror and you were going to get promoted you were going to flip a house and you were going to invest in a dot com

somebody could threaten to fire you and you could say fine because I'll have a new job next week but it's not that way right now economy is tight the companies have the upper hand but for people who live their lives saying I can't be fired because I have responsibilities that's teaching safety that's not teaching curvature of the earth and if you understand greatness of potentiality you can soar at the curvature of the earth and if you're truly at the curvature of the earth and you think you have a hard time being hired it's completely shifting the psychology it's completely getting away from I'm going to do a tricycle because the economy is bad to like no I want to experience my potentiality because I have passion I have commitment I have a great mental attitude I'll give you some specific tools here today but you have to desire and really know what you're setting in your flight management system where do you want to go and what are the parameters of your flight is it about not crashing or is it about seeing magic and as a consequence of what is loaded into your FMS you'll know how much effort you have to put forth how hard do I have to work at this because you know if I can get because my limits are fairly defined don't I want to be the guy that I'm not going to stop at 10 like everyone else because I'm above average I'm going to do 20 I'm not going to do 50 but if I can do 20 and I could manage that so I was least possibly tired that I could be what's wrong with that strategy that's a great strategy right? No that's a horrible strategy this is all point counterpoint potentiality versus safety gold medals versus everything else they are psychological sign posts for how we think so how much effort will I put forth is not an equation you want to run because the equation is if I'm going to do it I'm going to do it at a 10 I'm going to run my sprints and not just OK I don't know how many sprints the coach is going to have me run so he normally runs 5 so ill put 80% of my effort forth and do 5 and I'll look around because as long as I'm in the pack or I'm faster so I have to be 2 steps ahead of everybody else because the coach expects me to run faster I'll run two steps ahead of everybody else but I'm not going to sprint full speed because what if he does 6 or 7 what if he makes me go 100 yards in a blindfold I have to save something for that right? And again for the parents to apply this in your business model for how you're running your organization or how you're doing your job and you look at can I do my job with time management effort management resource management skills that makes sense right? Not if you want a gold medal not if you meet your potentiality so you have to make choices sometimes Lindsay Vonn is going to look at the run and say I'm not running this run and nobody criticizes that if the runs

that they choose to run they give a level 10 effort it's when they have effort some runs and manage other runs and wimp out of other runs but they have a lot of natural talent that they are living on and they say this is what's going to be my criteria for success yeah people don't root for those guys so it's always okay to say for safety the mountain is shut down today it's too icy but sometimes you've got to ski the ice because that's what the gold medal is like those are never criticize a client who in their greatness and in their potentiality say you know Bill my business model mountain is too icy to run today I'm fine with that because if they are running the mountain at a 10 when they choose to get on the mountain they are going to be fine they will get their gold medal now what then happens what we see most people doing and these are a series of questions and statements to yourself if I feather my effort in perfectly meaning that I have managed some resources I've managed time I've balanced all of the spinning plates and balls I've got in the air and little of this and a little of that and I'm above average and I feel good maybe not great and if I don't make it how much is it going to hurt if I push myself a little bit harder and the storm cloud gets me or the ice gets me because I do ski on ice sometimes how much is it going to hurt I've got to minimize pain I don't want to lose too much money in the market I don't want to lose too much money on this deal I don't want something really bad to happen to me what is the pain equation and how much do I put into it and then managing this fear and disappointment versus you'll run these series of equations and for most of you there will be a couple of other equations I didn't put them all up there it gives you an example of people sat down and look about making the team finding the job playing like that managing sprints because most people manage sprints to not puke at the end who wants to puke at the end who wants to lay there totally collapsed because a lot of times this is Hollywood and this a commercial it's always great that the coach is there a lot of times coaches don't see players that do this a lot of time bosses don't see employees who do this I need to get credit for it right and who wants to puke at the end of a sprint or halfway through it and so people manage their efforts champions don't do that champions live in this potentiality zone where if they were running this sprint they really do a 10 which is what makes them champions and at the beginning of the sprints they're 15 yards ahead of everybody by the finish guess where they are are they in front of everybody because they are champions or are they getting beat do you think they are getting beat because the people who saved and let the champions win in the early part of the sprints and they are saving

they had something left in the tank how many of you have seen the movie miracle remember in Finland when he did the sprints over there guys remember that scene it's a true story by the way yeah when people hold back and try and manage their performance over time versus a champion in his psychology again to make this point to you guys and your kids to watch your parents and think when do they manage resources and when do my parents let it all out there when do they give it their all and not give it their all because they are managing things but give it their all because I know my mom and dad are creating a masterpiece in their lives and whatever is going on in their business model they are not just working hard they are doing the equivalent of puking at the end of a sprint and then I can ask my parents what does that look and feel like and what do you do and how do you manage that then you can have a completely different conversation with a child than you have when you're like well have you got everything feathered in and the lowest common denominator not the highest common denominator by the way the lowest common denominator is in play so I've got some time to do this I've got some times to do that and I have to have left over energy for this and I've got to have something in the tank because I can't collapse at 8 o'clock at night right because at 8 o'clock at night I might have more sprints to do and my kid might bring homework home and say hey mom or dad I need more and If I've got nothing in the tank that's not a good thing because parents feather and manage their resources and kids don't learn how champions give it a 10 all the time. Again I thought a lot about this I want parents and I'm excited that you guys are here I'm not trying to beat parents up a lot of you I know are working at a 9.9 you're working some of you even have moments of being a 10 the job is a 10 and the kid is a 10 and the number that falls off is how to take care of yourself or maybe how husbands and wives are taking care of each other they'll sacrifice each other to give more to the job give everything to the kids I understand that I'm not berating any parents on your choices because you know whether your sprint are managed to get you the end of the day to get you to the end of the week to get you to the end of a period or whether you're living life at 100% which means sometimes in the sprints you're not done yet and you're barfing and the coach kind of says go ahead and barf and as soon as you're done join the sprints again because life does that to you sometimes. Have you guys ever been champions and I want to be tender with this and let's make it rhetorical I don't need anybody to not raise their hands because they don't think they have or not look at people who they have won this is

a rhetorical question and you know have I ever been a champion and it's not just sports could be you were a champion with a friend you know a friend needed you you flew to your college roommate because they had cancer and you took care of them or it might be a parent that you have taken care of there are a lot of different ways that we can be a champion but I really need you to reconnect to that or if for some reason you believe that you've never been a champion at anything your ability to teach this I want to bring up this example it bears a lot of value I'm ex military spent 11 years in the rangers did a lot of high speed kind of fun stuff my last three year I was actually the chief instructor at the army ranger school now most people when you think of the Hollywood image when you think of rangers or seals or think of special forces and you think of those bootcamps most people believe that what that training is designed to do is to find an unbreakable soldier if this man or woman can go through this training and not break then that's the person we want they are incredible elite soldiers it's a fallacy though because what happens in that training it's designed to break you everybody in that training breaks and part because combat breaks men at somepoint in time you're going to be in a battle and because we have a lot of examples now because we've been in a 10 plus year war we just saw a great medal of honor winner come through the public press every soldier in combat at some point in time you break we are not looking for unbreakable soldiers and elite training what do you think we are looking for the ones you get up when they are broken it's two little words but they hold incredible power for you being in elite psychology is not about I have to be unbreakable I have to be this man or this woman the more elite you are the higher your standards are the harder you push yourself that's why again most people think of if a champion pushed themselves in sprints they are going to be way out in front in the early part everybody else is managing but they are still going to win at the end because they are champions no they are not they have broken themselves in that pursuit to the point that if you run 5 or 6 at 100% and the coach says now we are doing 5 more today you are going to break if your boss says this is the project I want you to do and I'm adding to your territory or I'm adding to part of your assignment that is hard and giving you more on top of everything you're already doing you break but the simple fact of what creates elite psychology is you have the ability to get up and just like the guy who was like I'm resting no keep going I don't have anything else in me keep going coach it hurts keep going being a champion is not about what most people think most people believe that how I do

this is I have to be perfect I have to do all these incredible things I can't make any mistakes I shouldn't be afraid it's none of the above you're climbing parts of mountains that most people never see you're at the curvature of the earth you're living in your potentiality so you how you do your life and your business at that level of potentiality changes everything and what you'll discover there is you're going to fall more and the falls are going to be Lindsay Vonn knee shredding dangerous sometimes you're going to really hurt yourself sometimes and in a business model you might lose a lot of money you might lose ground in a personal model you might lose other things in a sports model you know in a school model you might say this is my science fair project and it doesn't turn out that good you put your heart and soul into it you didn't hold back but it's in these moments you have to have the ability to get up and as long as you have the ability to do that and you get up get up the Chinese have an old proverb that says fall 7 times get up 8 and a lot of people say I've fallen four times maybe the lesson is I should be riding a tricycle was I really meant to be doing that job wasn't meant to have that opportunity probably ok that I stay here that's not true if you have passion if you have drive if you have commitment if you want to be this man or woman if you want to teach your kids to be men and woman of this kind of psychology it's not hard I told you at the beginning for some of you I'm going to be giving you some messages that might be uncomfortable because a lot of you I know feel tapped out of what you're doing how could I go any further let me add a tool I absolutely love youtube when I look at how I learned when I was growing up and how I get to learn today you can youtube anything you can youtube chuck Yeager they've got cameras on the ground they've got cameras in the aircraft and as you get closer and closer to the speed of sound what is going on in the aircraft it's shaking and rattling even more because if you are going .7 that means you are in 70% of the sonic energy and 30% is escaping out of the back if you are doing .9 you are at 90% and only 10% is escaping out of the back at .99 you're in total sonic energy and sonic energy is one of the strongest energetic force we have on this planet how many of you have seen the Russian media the sonic boom is what did the damage there they haven't found any fragments from the meteor that's sonic energy so on the day Chuck Yeager everyone was saying you can't go faster than planes they didn't know because they'd never done it so on the day he's at .99 it's rattling and shaking around when he breaks the sound barrier what's the first thing that happened the first thing that happened was the sonic boom and on the ground the

observer is like oh my god he died the plane just blew up they didn't even know what a sonic boom was they had to go back and figure out what that was after It happened but the second thing there was quiet because in my metaphors if you know this technology in psychology if you live life at a 10 and if you live life a 9.9 it gets really hard life at a 10 is easy because you're now travelling faster than the speed of BS and it's very quiet there all of the BS is behind you you can't you won't you're managing at the speed of life that you advocate your ability of travelling it's a lot easier than you've ever imagined but if you're working at a 7 and you think well we will go to an 8 that's really hard I've already got all of this stuff and I'm doing this and I'm doing that life at an 8 would be harder 9 you want me to go to a 9 oh my god a 9 is really hard you want me to live life at a 10 can't even imagine that that would be really hard but see when you talk to children kids at the age of 4 and 5 when you use their language they don't understand that people live life at a 9 they just think everyone does things at a 10 because that's how they live life there's no holding back there are no moments when it's just tricycles or it's managed it's I want this at a 10 and they will drive life with a whip until they get it and it doesn't matter how many times you say no you can say no a thousand times they will ask a thousand and one but when we grow up we stop thinking like this we start managing resources and managing time we start managing our potentiality so when kids when they're 12 when they are 18 as they get older when they start experiencing the I can or I cannot the equations of life they will start running into problems because no one has taught them to live at a 10 full speed ahead if I'm going to puke on these sprints then that is what I need to do because that's who I am and that's what I want.