

## Thinking, Fast and Slow by Daniel Kahneman

- 💡 I develop a richer vocabulary to understand my (and others') judgments and choices
- 💡 I continuously strive for excellence because I am never bored
- 💡 We are sufficiently similar to understand each other easily - and sufficiently different to surprise each other
- 💡 I know that luck plays a large role in every story of success
- 💡 I know that intuition is nothing more and nothing less than recognition
- 💡 When faced with a difficult question, I consider deliberately instead of defaulting to an easier question
- 💡 I acknowledge that I am ignorant and that the world is uncertain - which enables me to consider reality over fantasy
- 💡 I intelligently explore the lessons that can be learned from the past while resisting the lure of hindsight and the illusion of certainty
- 💡 I control my attention by focusing intently on desired targets
- 💡 I stay alert for errors of intuitive thought
- 💡 I deliberately chase mastery of relevant skills knowing that they become easier and require less energy
- 💡 I look actively for ways to increase my capacity and avoid ego depletion resulting from sustained periods of self-control or deliberate thought
- 💡 I avoid ego depletion by minimizing conflict and expressing natural tendencies responsibly; or by ingesting small amounts of glucose
- 💡 I guard against being so "cognitively busy" that I make selfish choices at the expense of others
- 💡 I actively increase my intelligence by practicing my ability to find relevant material in memory and to deploy attention when needed
- 💡 I think with my body, not only with my brain
- 💡 I leverage deliberate gestures (e.g., smiling) that unconsciously influence my thoughts and feelings
- 💡 I act the way that I want to feel
- 💡 I examine my impressions before they turn into beliefs; and my impulses before they become choices and actions
- 💡 I minimize cognitive strain which is affected by effort level and presence of unmet demands
- 💡 I leverage frequency and familiarity to positively influence others
- 💡 I communicate effectively through the use of simple, direct and memorable language
- 💡 I get what I expect, so I actively maintain positive expectations of myself and others
- 💡 I know that very little repetition is needed for a new experience to feel normal
- 💡 I monitor and question my conclusions - particularly when the situation is unfamiliar, the stakes are high and there is limited time to collect additional information
- 💡 I know that distraction disrupts discernment
- 💡 I leverage the halo effect (increased weight on first impressions) to positively influence others
- 💡 I leverage independent sources of information to reach the most useful conclusions; avoiding the WYSIATI (What You See Is All There Is) trap
- 💡 I master framing (different ways of presenting the same information) to evoke thoughtful responses from others
- 💡 I am constantly assessing and evaluating situations to determine safety and familiarity
- 💡 I know that others are continuously monitoring for violated expectations
- 💡 I leverage heuristics (simple procedures) to help explain complexity
- 💡 I know that present state impacts mood evaluation - conclusions dominate arguments when emotion is involved
- 💡 I leverage loss aversion when discussing the need to change with others
- 💡 I know that large samples are more precise than small samples; and that small samples yield extreme results more often
- 💡 I immediately question impressions and easy conclusions - negating those that don't fit my value system
- 💡 I know that sometimes patterns seem to emerge in what are still random occurrences
- 💡 I verify the reliability of information before forming my point of view
- 💡 I leverage priming and anchoring to set the context for positively influential conversations
- 💡 In negotiations, I will never counter outrageous offers, but rather resolve to simply not continue until something more reasonable is established
- 💡 I pay attention to my environment and the subtle influences that are exerted on my thoughts and behaviors
- 💡 I resist impulses and maintain vigilance against my biases
- 💡 I realize that everyone believes that they are contributing more than they are recognized for contributing
- 💡 I know that people form opinions and make choices that directly express their feelings and their basic tendency to approach or avoid - often without knowing that they are doing so
- 💡 I know that people often substitute how they feel for what they think
- 💡 When faced with doubts about the quality of evidence, I let my judgment about probability stick close to the base rate
- 💡 I am careful about making predictions based on representativeness over solid facts
- 💡 I know that adding detail to forecasted scenarios makes them more persuasive, but less likely to come true
- 💡 I am careful to distinguish between plausibility and probability
- 💡 I understand that often less is more - that removing elements from a set can sometimes improve overall value
- 💡 I recognize that performances and outlying results tend to regress toward the mean (worst gets better and best gets worse)
- 💡 I develop mastery of skill and experience that enables reliable intuition
- 💡 I examine my intuitive judgments to determine if reliable evidence played a factor
- 💡 I avoid letting the evaluation of current evidence serve as the sole basis for predicting future outcomes
- 💡 I leverage correlation to determine how much to move from baseline to intuitive prediction
- 💡 I watch for bias in my thinking and judgments
- 💡 I guard against letting flawed stories of the past (narrative fallacy) shape my views of the world and expectations for the future
- 💡 I pay attention to my ignorance and accept that the world doesn't necessarily make sense (is not tidy, simple, predictable or coherent)
- 💡 I stay alert for hindsight bias (I knew it all along)
- 💡 I avoid outcome bias - and evaluate the quality of decisions based on the soundness of the process, not by whether the outcome was good or bad
- 💡 I leverage evidence to build beliefs - which then no longer require evidence
- 💡 I maintain an unshakable belief in my ability to succeed because I'm constantly surrounded by others on the same journey
- 💡 I avoid arrogance and overconfidence by staying alert for the illusion of my own skill and validity
- 💡 I seek mastery, but never claim expertise
- 💡 I believe that reality emerges from the interactions of many different agents and forces, including blind luck, often producing large and unpredictable outcomes

- 💡 I know that simple algorithms and statistics outperform human judgment
- 💡 Unnoticed stimuli in my environment have a substantial influence on my thoughts and actions - these influences fluctuate from moment to moment
- 💡 I leverage simple formulas to help solve problems - given the same input, they always return the same answer
- 💡 I develop and test for the independent characteristics that are most relevant to desired performance
- 💡 I know that intuition is nothing less than recognition
- 💡 I recognize that learned fear is even more easily acquired than learned hope
- 💡 I know that the acquisition of expertise in complex tasks is intricate and slow because it is a large collection of mini-skills, rather than a single skill
- 💡 I know that intuition cannot be trusted in the absence of stable regularities in the environment
- 💡 I develop intuitive expertise by increasing the quality and speed of feedback; and opportunities to practice
- 💡 I understand the difference between short-term anticipation and long-term forecasting
- 💡 I elicit information from a group by starting with confidentially collecting each person's judgments before moving to public discussion
- 💡 I watch for the dangers of only leveraging the inside view (focusing on specific personal circumstances and experiences) over the outside view (external examples from reference class)
- 💡 I avoid planning fallacy by recognizing when plans are unrealistically close to best-case scenarios; and could be improved by consulting statistics of similar cases
- 💡 I check my plans against similar activities to avoid being overly optimistic
- 💡 I am optimistic, but not overconfident
- 💡 I consider and plan for uncertainty
- 💡 I leverage premortems to work backward to identify potential issues with plans before implementation
- 💡 I know that every significant choice I make in life comes with some uncertainty
- 💡 I leverage framing to positively influence the mindset of others
- 💡 I maintain an open mind - particularly about things that I think I have decided to accept as true
- 💡 I know that people become risk seekers when all their options are bad
- 💡 I recognize that people dislike losing (loss aversion) more than they like winning
- 💡 I know that people are biased toward maintaining their status quo
- 💡 I regularly position opportunities as remedies to threats and losses because I know that the brain gives priority to bad news
- 💡 I ensure the long-term success of relationships by avoiding negativity and creating positive interactions at least 5 times more frequently
- 💡 I focus the attention of others on the negative consequences of not reaching their goal because I know that loss aversion is much stronger winning
- 💡 I seek win-win solutions (pie expansion) and avoid situations where my success imposes losses on others
- 💡 I create possibility for others - enabling them build excitement for dormant dreams
- 💡 I look for ways to leverage the power of certainty as part of all negotiations
- 💡 I avoid overweighting improbable outcomes (minimizing the need for insurance and the urge to gamble)
- 💡 I appeal to emotion and logic because I know that people are not perfectly rational choosers or decision-makers
- 💡 I know that people are poor judges of probability due to emotion and ability to easily visualize rare outcomes
- 💡 I describe outcomes in terms of frequency when I want to amplify effect; in terms of probability, risk or chance percentage when I want to diminish
- 💡 When evaluating the probability of an event, I pay specific attention to alternative outcomes and ensure that probabilities add to 100%
- 💡 I look at the big picture and leverage broad framing to minimize loss aversion
- 💡 I apply risk policies to overcome insuring against improbable losses (embed risky choice in a set of similar choices)
- 💡 I know that money is often a proxy for points on a scale of self-regard and achievement
- 💡 I measure my self-worth in purpose, passion and pride - not money
- 💡 I avoid intense regret from the disposition effect (selling winners rather than losers) and the sunk-cost fallacy (continuing to support losing investments) by honestly examining alternatives and the possibility for regret before taking action
- 💡 I avoid overweighting abnormal events - they have a low probability of occurring and don't deserve much of my attention

## Legacy by James Kerr

- 💡 This is our time
- 💡 I am never too big to do the small things that need to be done
- 💡 I accept the challenge to always improve, to always get better, even when I am the best; especially when I am the best
- 💡 I take ownership and do what I know needs to be done to the best of my ability
- 💡 I lead effectively by knowing myself and getting to know others
- 💡 What is my job on the planet? What is it that needs doing, that I know something about, that probably won't happen unless I take responsibility for it?
- 💡 I do the basics right and take care of the details
- 💡 I develop the discipline to win; and the character to win repeatedly
- 💡 I create the highest possible operating standards for myself and my teams
- 💡 I build culture by building collective team character
- 💡 I spend time in my Private Domain; confronting and overcoming my poor habits, limitations, temptations and fears
- 💡 I know that vision without action is a dream; and action without vision is a nightmare
- 💡 I convert vision into action; purpose into practice
- 💡 My values determine my character and my character determines my value
- 💡 I improve constantly and cut away unhelpful beliefs by humbly asking: How might we do this better?
- 💡 When I'm on top of my game, I change my game
- 💡 I create capacity, capability and loyalty by focusing on personal development and leadership
- 💡 I create winning teams by creating environments for personal & professional development, taking responsibility and sharing ownership
- 💡 I focus on the learning and growth phases; and seek to minimize decline
- 💡 I improve continuously to prepare for the next challenge and the satisfaction of overcoming
- 💡 I continuously observe, orient, decide and act
- 💡 I spend over 70% of my time on execution
- 💡 I adapt quickly to change by creating an adaptive culture
- 💡 I have a wide vision and see a wide horizon
- 💡 I create environments that stimulate my teams and inspire them to take part
- 💡 I design my teams to be vision-driven and value-based
- 💡 I focus on purpose and personal meaning - the more I have to play for, the better I play
- 💡 I connect personal meaning to a higher purpose to create belief and a sense of direction
- 💡 I become more human by forgetting myself while loving and serving others
- 💡 I strive to do the greatest things possible - or even a little greater
- 💡 I build what I believe in; in a way that will last
- 💡 I know that reason leads to conclusions and emotion leads to action;
- 💡 I achieve higher performance by beginning with a higher purpose
- 💡 I transfer leadership from senior to junior team members
- 💡 I create leaders by passing on responsibility, creating ownership, accountability and trust
- 💡 Together we grow; together we advance
- 💡 I provide clear intentions in the form of vision-based goals, appropriate resources and expected timeframes; the rest is up to the team
- 💡 I develop autonomous, critical thinkers; facilitate an adaptive environment; create flexible leadership groups, a sense of ownership and strong decision frameworks
- 💡 I combine personal humility and professional will to achieve effective leadership
- 💡 I am a leader and a teacher
- 💡 I create environments that deliver the opportunity for personal growth and professional development
- 💡 I enable mastery every day
- 💡 I strive for modest improvement, consistently done - through practice and preparation
- 💡 I live excellence: the process of evolution, of cumulative learning, of incremental improvement
- 💡 I develop structure to follow and enable my strategy
- 💡 I constantly optimize the structure of my week to enable my vision to become action
- 💡 I observe enlightened leadership - which promotes a structured system for the development of the team, combined with a tailored map for the development of the individual
- 💡 I embrace the aggregation of marginal gains - the drive to perfect every controllable detail in search of optimal performance
- 💡 I employ marginal gains (100 things done 1% better) across technical, physical, practical, operational and psychological arenas
- 💡 I am the product of my environment; so I choose the environment that will best develop me towards my objectives
- 💡 I monitor and manage the verbal, visual and gestural language that I allow to take up residence in my head
- 💡 I monitor and manage the toxins like alcohol, drugs and sugar that I allow to take up residence in my body
- 💡 I monitor and manage the people that I allow to take up space in my life
- 💡 I focus every day on being the best that I can be
- 💡 My legacy and what I teach is woven into the lives of others
- 💡 I create environments in which others can develop their skills, their knowledge and their character
- 💡 I observe the first stage of learning (silence); and then the second (listening)
- 💡 If it's not good for the team, then I don't say it and I don't do it
- 💡 I have fun with serious purpose
- 💡 I insist on only the best - and very often get it
- 💡 I ruthlessly protect my people, encouraging connection, collaboration and collective ownership
- 💡 My language is the window to my soul
- 💡 I remember my losses more than my wins
- 💡 I have a strong dislike for not being good enough - which is healthy
- 💡 I hate coming second place to myself
- 💡 I'm not measuring public opinion; I'm measuring something way, way higher

- 💡 I have insane internal benchmarks - and work hard to exceed them
- 💡 The narrative I tell about my team is the narrative others will eventually tell about us
- 💡 I bring life to my narratives through words, images, movement and memory
- 💡 I write to create my reality
- 💡 The language I use embeds itself and becomes action
- 💡 I judge myself against the world's best - without question
- 💡 I practice under pressure to prepare for peak performance
- 💡 I embrace challenges and accelerate personal growth
- 💡 I control my attention and maintain clarity, situational awareness, accurate analysis and good decision-making under pressure
- 💡 I realize that pressure is a privilege - meaning that I'm playing to the highest level
- 💡 I focus on technique, increase the intensity, and then add pressure; then reduce the intensity and focus once again on the technique
- 💡 I stay in the moment and lead with clarity
- 💡 I know that pressure is intensity, scrutiny and consequence; and keep my attention on track
- 💡 I keep a "Blue Head" and remain loose, expressive, in the moment, calm, clear, accurate and on task
- 💡 Where I direct my mind is where my thoughts will take me
- 💡 I control my attention; and therefore, my thoughts, emotions, behavior and performance
- 💡 I manage my pressure zones (where something is at stake; trauma is triggered; there is conflict, aggression, dispute or dissent; there is a deadline; there is high stimulus and distraction)
- 💡 I keep my head in a good place; and recognize when my negative triggers are firing so that I can reset
- 💡 I breathe deeply, slowly and deliberately; using key words to get out of my head, find focus and regain situational awareness
- 💡 I leverage anchors to automatically get myself back into a resourceful state: calm, positive, clear
- 💡 I use mantras to tell my story to myself - and engage in effective thinking as a mental roadmap when under pressure
- 💡 I create clarity and certainty without losing urgency
- 💡 I protect myself from mental fragility by marrying self, environment, culture, rituals and legacy
- 💡 I remain true to my deepest values; allowing my heart and intuition to lead me to what I truly want to become
- 💡 I close the distance between self and self-projection
- 💡 I create the environment for and practice establishing trust in the sense of safe vulnerability; and model the admission of mistakes, weaknesses and fears
- 💡 I promote a culture of honesty, authenticity and safe conflict
- 💡 My thoughts, words and deeds are aligned; my values, purpose, beliefs and behaviors flow in the same direction
- 💡 I honor my word and can count on myself
- 💡 I have a compelling purpose, high expectation and clear goals; and I honor them all every day through the accuracy of my actions
- 💡 In knowing myself, I live my vision; by being my word, I make it happen
- 💡 I appreciate the preciousness and finiteness of my own existence - so I don't squander it
- 💡 I do the extra that makes me extraordinary
- 💡 The power of my stories change and shape my life
- 💡 I tell compelling stories that move others to action
- 💡 First, I shape my values, then they shape me
- 💡 I leverage mottos and mantras as a shorthand for the standards and behavior I expect
- 💡 I leverage rituals to connect my teams to a core narrative and use them to reflect, remind, reinforce and reignite collective identity and purpose
- 💡 I use rituals as a framework to hold belief systems in place
- 💡 I am a steward of the future; making a lasting difference
- 💡 I leverage purpose to propel people
- 💡 I am more concerned with my character (what I really am) than my reputation (what others think I am)

### **The Ideal Team Player by Patrick Lencioni**

- 💡 I recognize that teamwork requires vulnerability-based trust, healthy conflict, active commitment, peer-to-peer accountability and a focus on results
- 💡 I look for team members who are hungry, humble and smart; and seek to embody these same characteristics in my life
- 💡 I am ready, excited and a little nervous about what the future has to offer
- 💡 I seek out and partner with those who are team players; helping existing partners change along the way
- 💡 I seek to understand myself and how I can also improve as a team member
- 💡 I build trust through vulnerability, admit when I'm wrong and exhibit patience and understanding in all things
- 💡 I get more done with fewer people (those who are real team players)
- 💡 I admit and teach my team members to admit mistakes; and also, to push for excellence without worrying about offending others
- 💡 I ensure that my team members make and stick to commitments; holding each other accountable for meaningful outcomes
- 💡 I avoid letting firefighting distract me from important longer-term goals
- 💡 I encourage those who don't fit our culture to change or move on
- 💡 I build trust, engage in healthy conflict, make and keep real commitments, hold others accountable and focus on the team's results
- 💡 I laugh often; and never take myself too seriously
- 💡 I treat everyone with the same level of respect and interest
- 💡 I train my teams to play as a unit with no all-stars; the system is the most important ingredient for progress
- 💡 I look for partners willing to work hard so they can avoid losing
- 💡 I create fun and productive teams
- 💡 I am emotionally intelligent - knowing what to say and what not to say to others
- 💡 I am hungry, humble and people smart
- 💡 I maintain my standards and principles above all else
- 💡 I find others who want to change and improve their lives
- 💡 I look for and cultivate the five behavioral manifestations of teamwork: trust, conflict, commitment, accountability and results
- 💡 I know that humility is the single greatest and most indispensable attribute of being a team player
- 💡 I know that humility isn't thinking less of myself, but thinking of myself less
- 💡 I have a manageable and sustainable commitment to doing jobs well and going above and beyond when truly required
- 💡 I study the subtleties of group dynamics and the impact of words and actions
- 💡 I focus on exhibiting humility by building trusting and being vulnerable
- 💡 I appreciate those who have helped me to accomplish great things
- 💡 I cherish my embarrassing moments as lessons in humility and responsibility that can continue to help me and others
- 💡 I apologize and accept apologies with grace
- 💡 I celebrate those more accomplished than me in areas that I care most about - and look to learn from them
- 💡 I create an attitude of joyful sacrifice when working hard to achieve an outcome
- 💡 I treat everyone equally - no matter their station in life, level of education or cultural background
- 💡 I work to increase my tolerance - recognizing that different doesn't mean wrong
- 💡 I practice empathy so that I can really understand what others feel in different situations
- 💡 I practice becoming the kind of person that I want to work with
- 💡 I look for ways to engage in peer discussions to tease out points of view different from my own
- 💡 I take responsibility for keeping myself and others accountable for behaving consistently with desired outcomes
- 💡 I practice humility by leveraging opportunities to take interest and compliment others, admit mistakes & weaknesses and empathize with others' circumstances
- 💡 I use public praise to reinforce positive behaviors in specific team members - and everyone else
- 💡 I always praise publicly and critique privately

### **H3 Leadership: Be Humble. Stay Hungry. Always Hustle by Brad Lomenick**

- 💡 I know that leadership is more than hard work; it is habitual work
- 💡 I create and sustain better habits - which makes all the difference in who I become
- 💡 I develop habits that create consistency; which then converts ideas into results, ideals into action and principles into practice
- 💡 I do the next thing - even when it's not the easiest thing
- 💡 I make habits stick by anticipating challenges - every temptation is an opportunity for transformation
- 💡 I know that people need to be reminded more often than they need to be instructed
- 💡 I know who I really am - even when my professional identity is stripped away
- 💡 I lead from the inside out so that my identity shapes my leadership rather than the other way around
- 💡 I create intentional rhythms to observe who I am, listen to my life and strive to define myself holistically
- 💡 My sense of identity helps to determine my scale of influence
- 💡 My self-discovery begins where my comfort zone ends
- 💡 Self-discovery is not a practice I complete, but a posture I cultivate
- 💡 I schedule regular personal retreats to focus on reflection and introspection
- 💡 I lead myself first
- 💡 I am my greatest coach
- 💡 "Who am I?" is the foundation to "How do I...?"
- 💡 I know that openness is the natural next step to self-discovery
- 💡 I understand that people would rather follow a leader who is always real versus a leader who is always right
- 💡 I challenge myself to disclose personal information about myself and employ intentional dialogue by asking thoughtful questions during conversations with others
- 💡 I always invest heavily in long-term friendships
- 💡 I am always authentic and set the pace by being open and transparent
- 💡 I make honesty and trust the standard for my teams
- 💡 I share lesson-based stories of my struggles as a means of being appropriately vulnerable
- 💡 I keep the broader mission at the center of my focus rather than my own personal ambitions
- 💡 I focus my energy on inspiring and enabling others
- 💡 I keep my ambition grounded in humility and demonstrate inspirational confidence rather than arrogance
- 💡 I pass on credit and absorb criticism; pushing others higher and putting my teams' ambitions above my own
- 💡 I work constantly at reordering my operational systems to increase accountability and distribute responsibility
- 💡 I maintain a "better than I do" list to improve my perspective and resourcefulness
- 💡 I use my leadership as a platform for service rather than stardom
- 💡 I am always humble enough to prepare and confident enough to perform
- 💡 I invest in those who can't return the favor
- 💡 I reward those who push back
- 💡 I listen first and speak last
- 💡 I keep an open mind and always find something to appreciate about others and their points of view
- 💡 I give others a chance to shine and improve
- 💡 I recognize that my private life determines my public legacy; and that my true character is built when no one is watching
- 💡 I do what is right instead of what is easy
- 💡 I review guiding principles with my teams on a regular basis
- 💡 I treat every assignment and task as if it is my legacy - because it is
- 💡 I always do what I say I will do - when I say I will do it
- 💡 I recommit regularly to my principles
- 💡 I embrace the possibility of being wrong - and stay alert for more empowering perspectives
- 💡 I build a healthy spiritual life through intentionality and regularity
- 💡 I make time regularly to sit quietly and listen for guidance and clarity in my calling
- 💡 I am careful that my greatest strength doesn't become my greatest weakness through carelessness
- 💡 I am never satisfied, but always content
- 💡 I make everyone around me better
- 💡 I work as though I'm in the position that I want next; becoming an expert before I need to
- 💡 I get better each day - allowing my experiences to build my expertise
- 💡 I keep learning and developing my character regardless of my stage of life or career
- 💡 I nurture curiosity through creativity and intentionality
- 💡 I pose thoughtful and thought-provoking questions; to address critical and strategic concerns
- 💡 I am quick to hear and slow to speak
- 💡 I spend time with others who are different from me so that I can learn new perspectives
- 💡 I read intently and intentionally
- 💡 I cultivate interest in everyone and everything
- 💡 I study other leaders
- 💡 I leverage passion to sear memories and nurture enthusiasm
- 💡 I show up every day with a level of energy, passion and enthusiasm that elevates my attitude toward constant positivity
- 💡 I learn to love what I do so that I can get better and find new ways of achieving meaningful outcomes
- 💡 I lean into coaching because I can't be an objective observer of myself
- 💡 I find ways to do more of the things that make me want to stay up late and get up early to work on
- 💡 I innovate by intentionally forging new paths, utilizing new technologies and staying fresh
- 💡 I treat creativity as a disciplined success habit
- 💡 I create environments where creativity and innovation can flourish
- 💡 I always look for new ideas and explore better ways to do things
- 💡 I always keep the fun factor high



- 💡 I maintain healthy boundaries to help foster freedom
- 💡 I give average ideas time to grow into great ones
- 💡 I take detailed notes so that I can reference early ideas and surrounding context
- 💡 I reward the behaviors that I want to see from others
- 💡 I view innovation as an act of problem-solving
- 💡 When faced with a problem, I try solving it in multiple different ways
- 💡 I grow my capacity daily through hard work and generous self-praise
- 💡 My vision of the future makes my work meaningful and enjoyable
- 💡 I regularly share captivating visions and persuasive plans in order to inspire others and propel them forward
- 💡 I regularly share visions and missions greater than myself that others can own, follow and be part of
- 💡 I tell stories that move people
- 💡 I provide incentives for aligning with compelling visions
- 💡 I dream big and execute small to move forward at pace
- 💡 I think clearly and quickly and determine which risks are worth taking
- 💡 I face my fears and increase my capacity for other kinds of bravery
- 💡 I choose courage over comfort - knowing that life begins at the end of my comfort zone
- 💡 I do something I fear each day
- 💡 I bring calm to chaos, clarity to the unknown and confidence to uncertain circumstances
- 💡 I make time to calculate pros and cons, costs and benefits, positives and negatives, upsides and downsides
- 💡 I give my teams the chance to lead early and often - enabling them with responsibility and authority
- 💡 I creatively turn my greatest adversity into my greatest opportunity
- 💡 If I wasn't afraid of failure, what would I try today?
- 💡 I stretch my mental capacity through physical activity
- 💡 I am committed to establishing, maintaining and eventually raising standards that scare me
- 💡 I put in the time and effort to achieve excellence
- 💡 I do everything on or ahead of time, exceed expectations and am great to be around
- 💡 I pay attention to the details
- 💡 I anticipate and prep for the worst-case scenarios
- 💡 I regularly solve problems, improve processes and/or create positive organizational energy
- 💡 I push myself daily and create shared accountability for improvement with partners and team members
- 💡 I create a culture of excellence and reward those who go the extra mile
- 💡 I surround myself with those who are better than I am so that I can learn and improve
- 💡 I embody consistency
- 💡 I make time to brainstorm and record ideas to explore and nurture to promise
- 💡 I prepare for success by persevering over the long haul
- 💡 I am disciplined in the NOW as practice for later; remaining faithful to what is in front of me
- 💡 I handle the little things as if they were the big things
- 💡 I focus my time on the most important things that I can control
- 💡 I master my mind; developing immunity to boredom, distraction and loss of interest
- 💡 I always do what has to be done; when it has to be done; as well as it can be done
- 💡 The way I start determines how I finish
- 💡 I organize my day for maximum productivity; removing temptations and crashing through my quitting points
- 💡 I schedule down time as a reward for hitting defined milestones
- 💡 I write to cultivate clarity, fluidity and leadership strength
- 💡 I outwork everyone else and do whatever it takes to finish what I start and produce good
- 💡 I take ideas from concept to completion by crafting plans, creating accountability and executing
- 💡 I optimize my productivity by matching my activities to the right times of day
- 💡 I get started and focus on getting to done with excellence rather than pursuing perfection
- 💡 I overwhelm with the impact of my actions and the quality of my work - which mirror my attitude, commitment and service (and speak much louder than my words)
- 💡 I always leave people and places better than I found them
- 💡 I impact lives daily by creating positive environments and experiences so that others can flourish and thrive
- 💡 I lead others in the ways they want to be led; creating and communicating standards, but customizing my approach with each individual
- 💡 My teams mirror me
- 💡 I give others the benefit of the doubt and empower them with autonomy
- 💡 I align and connect vision with daily assignments
- 💡 I regularly select new areas to study and develop expertise
- 💡 I always look for ways to involve others and teach them what I do (and where appropriate, how)
- 💡 I know that powerful partnerships matter and will produce the most significant results throughout my life
- 💡 My partners will recognize potential flaws that I don't see
- 💡 I share my power with others; leveraging my platform to elevate them to greatness
- 💡 Collaboration is not coincidental; so I seek partnerships with others based on common purpose
- 💡 Expectations establish trust, so I set them clearly and early
- 💡 I define roles and responsibilities clearly and always fulfill my end of bargains and agreements
- 💡 I destroy my enemies when I make them my friends
- 💡 I combat jealousy, envy and competition through celebration
- 💡 I constantly reconnect with people in my network - with no ask, but instead to see how they've been and if there's any way I can serve them
- 💡 I seek clarity on problems to be solved; and always leverage clarifying questions to understand who will do what by when
- 💡 I always give others the opportunity to weigh in on decisions that will affect them
- 💡 I listen before offering partnership; never assuming that my goal is their goal

- 💡 I allow for more margin in my life so that I have more room to let my rhythms run
- 💡 I leverage margin to create opportunities, profit, memories, generosity, significance and above all, options to leverage my time effectively
- 💡 I invest the energy to carve out unscheduled time within my schedule to enjoy solitude and receptivity
- 💡 I control my cadence, prioritize for productivity and remember to rest
- 💡 I make life's permanent things a permanent priority (fitness, family, friends, sleep)
- 💡 I remain present during interruptions and moments of inconvenience - which can be when I grow the most
- 💡 I give those I lead what they truly want: knowledge, power, information, credit, praise, responsibility and authority
- 💡 I embody generosity as the holistic posture that animates everything I do
- 💡 I am the Manager rather than the Owner of all that I have
- 💡 I spend more of my time giving than asking; creating community rather than controlling corporate functions
- 💡 I am generous with my power, time, expertise, praise and access
- 💡 I maintain a comfortable lifestyle and focus more on making a positive difference for others than accumulating meaningless things
- 💡 I boldly build a legacy of magnificent significance; and then humbly hand it off to others
- 💡 Any art I create will come out of the life I live
- 💡 I develop habits that transcend my emotions and limits
- 💡 I guard my heart, grow my capacity, am generous with praise and work hard



**Self-Mastery Through Autosuggestion by Emile Coue**

- 💡 I know that my unconscious mind has an impeccable memory, registers everything and governs all my actions
- 💡 My imagination will always be more powerful than my will; so I cultivate my imagination to help me see useful possibilities and probabilities
- 💡 I implant useful ideas into my subconscious / unconscious mind through autosuggestion
- 💡 Every thought filling my mind becomes true for me and tends to transform itself into action
- 💡 Every day, in every respect, I am getting better and better
- 💡 I leverage autosuggestion to enable and achieve self-mastery

### 13 Things Mentally Strong People Don't Do by Amy Morin

- 💡 I know that time doesn't heal anything; it's how I deal with that time that determines the speed at which I heal
- 💡 I cultivate empowering and positive thoughts, behaviors and feelings to help me become better and serve others
- 💡 I focus on getting better, but am also mindful of attitudes and activities that sabotage my progress
- 💡 I regulate my emotions, manage my thoughts and behave in a positive manner - despite my circumstances
- 💡 I think realistically and rationally
- 💡 Even when I can't alter my circumstances, I can alter my attitude
- 💡 I opt for improving my situation over exaggerating or justifying
- 💡 I know that feeling tired at work is well worth the memories that I'll create from being successful in building my business
- 💡 If I never take a step in the right direction, then I'll stay right where I am
- 💡 What's another way I could view my situation?
- 💡 What advice would I give to a loved one in my situation?
- 💡 What evidence do I have that I can overcome my current challenge?
- 💡 I have more than I deserve; so I hustle to help others
- 💡 I am grateful, so I forgive
- 💡 I retain my power by saying No to things that don't serve my purpose
- 💡 I take deep breaths multiple times each day; allowing frustration, impatience and judgment to dissipate
- 💡 I realize that criticism is a reflection of the critic, so don't allow others' opinions to define me
- 💡 I am free because I know I have a choice in everything I do, think and feel
- 💡 I take responsibility for and ownership of my behavior; and am accountable for my progress toward my goals
- 💡 I choose to forgive others regardless of whether they seek to make amends; it reduces my stress
- 💡 I set healthy emotional and physical boundaries with others
- 💡 I take responsibility for how I choose to invest my time and energy
- 💡 I have willpower and am ready to change and succeed
- 💡 I cultivate my thoughts, emotions and behaviors to help me make changes that improve my life
- 💡 I expect positive results; and I know that things will become easier as I become more experienced
- 💡 I know that the perfect time to do something never arises; the longer change gets delayed, the harder it is to do
- 💡 I make a difference in the lives of others by starting with changes in mine
- 💡 I create plans for how I will implement changes and stick to them - particularly when challenges arise
- 💡 I behave like the person I want to become
- 💡 I prepare for dealing with the big challenges by practicing handling the small ones effectively
- 💡 I let go of the things that I cannot control and direct my time and energy toward those that I can control or influence
- 💡 I reduce anxiety and preserve mental energy by releasing control of uncontrollable things
- 💡 I focus on controlling my behavior and my attitude
- 💡 I listen first and speak second; sharing my opinion and concerns once rather than repeatedly
- 💡 I point out the positive and catch others doing things right
- 💡 I can choose to accept my circumstances even when I don't like them
- 💡 I influence others by listening and changing my own behavior
- 💡 I take responsibility for managing my time and commitments - independently of how others feel about when I say YES or NO
- 💡 I live according to my values - even if it displeases some people
- 💡 I can influence, but not control how others feel; so I don't waste time or energy trying to please everyone
- 💡 I work the hardest to maintain and improve my most intimate and special relationships
- 💡 I know that it's okay for others to feel angry or disappointed; it's not necessarily a reflection on me - and will pass
- 💡 I increasingly devote my time, money, energy and skill living according to my values
- 💡 I live authentically; keeping my words and my behavior in line with my values and beliefs
- 💡 I set limits and healthy boundaries; experiencing less stress and irritation in my life
- 💡 I tolerate and seek to understand uncomfortable emotions associated with conflict and confrontation
- 💡 I calculate risks deliberately so that I'm well informed rather than being unduly influenced by emotions
- 💡 I recognize and exploit alternatives when assessing potential paths to an objective - and sometimes the obstacle is the way
- 💡 I constantly look for ways to reduce risk via planning, additional education and assistance from others
- 💡 I focus on key lessons from my experiences
- 💡 When reflecting on negative experiences, I concentrate more on facts than emotions and strive to see things differently to learn
- 💡 I review my mistakes and triggers; and then identify strategies and alternatives to prevent repeating unhelpful behaviors and habits
- 💡 I ask myself "What went wrong?", "What could I have done better?" and "What can I do differently next time?"
- 💡 I write to reinforce my plans and strategies
- 💡 I replace bad habits with healthy behaviors; and hold myself accountable for improving
- 💡 I tolerate discomfort because it hardens my will
- 💡 I keep my goals visible and leverage positive self-talk to keep myself on track
- 💡 I make it difficult to follow-through on bad habits and unhelpful behaviors
- 💡 I keep my behavior in line with my values and my goals
- 💡 I avoid comparing myself to others
- 💡 I compare myself to why I used to be and measure how I'm growing
- 💡 I focus on cooperation and collaboration rather than competition
- 💡 I celebrate others' accomplishments; becoming stronger and attracting other successful people in the process
- 💡 I determine the best ways to invest my time, money and talents
- 💡 I focus on deliberate practice rather than relying on my natural talent
- 💡 My grit is a better predictor of my success than my IQ
- 💡 My path to success is a marathon, not a sprint
- 💡 I focus on effort and skill mastery over immediate outcome
- 💡 Failure is a sign that I'm challenging myself and I always choose to learn and try again

- 💡 I know that failure and rejection aren't the worst things that could happen to me
- 💡 I focus on improving my skills rather than showing them off
- 💡 I practice periodic solitude to think deeply, recharge and renew my mind
- 💡 I write about my experiences and related emotions to explore and improve my mental health
- 💡 I meditate to increase discipline, reduce negativity and gain new perspective
- 💡 I leverage mindfulness to develop an acute awareness of what is happening within the moment without forming judgment
- 💡 I look directly at my mind so that I understand more about what my life is truly about
- 💡 I focus on one task at a time and reflect on progress toward goals daily
- 💡 I accept that others do things differently
- 💡 I never confuse rights with privileges
- 💡 I choose how I respond - even when I can't change the situation
- 💡 I always behave like a team player
- 💡 I focus on my efforts, not my importance
- 💡 I always accept criticism gracefully; and seek to improve my flaws and weaknesses
- 💡 I consistently improve my sense of empathy and decrease focus on self-importance
- 💡 I focus on what I have to give rather than what I want to take
- 💡 I consider others' feelings when approaching any interaction
- 💡 I develop realistic expectations and understand that success takes time and effort
- 💡 I keep my confidence in check; assuming that reaching my goals will require struggle and at times, failure
- 💡 I practice delayed gratification; sacrificing good for great
- 💡 I never underestimate the difficulty of change; and avoid unnecessarily definitive time limits for reaching goals
- 💡 I ignore attention-seeking behaviors
- 💡 How will I know if what I'm doing is working?
- 💡 I celebrate milestones along my journey
- 💡 I create plans that anticipate and help me resist temptation
- 💡 I deal with feelings of frustration, judgment and impatience in a healthy manner
- 💡 My self-discipline predicts my success
- 💡 I know that mental strength requires ongoing maintenance
- 💡 I constantly review what I'm doing well and build my strengths
- 💡 I look for times when my behavior sabotages my efforts to build my mental strength
- 💡 In order to change how I feel, I change how I think and behave
- 💡 I identify and replace beliefs and thoughts that disempower me or others with those that are more realistic and productive
- 💡 I am becoming my best self; leveraging the courage to do what is right and developing true comfort with who I am and what I am capable of achieving

**The Code, the Evaluation, the Protocols by Jocko Willink, Dave Berke and Sarah Armstrong**

- 💡 I develop myself mentally by reading, writing, drawing, building, creating and engaging in other activities that sharpen and expand my mind
- 💡 I am humble and don't allow my ego to negatively impact my decisions
- 💡 I put others before myself and help protect those who cannot protect themselves
- 💡 The Path is how I become what I want to be, who I want to be and what the world needs me to be
- 💡 I do things I'm not good at and try activities that make me uncomfortable to promote creativity and intellectual growth
- 💡 I manage my time effectively to increase productivity
- 💡 I leverage interactions to strengthen relationships
- 💡 I prepare, protect and prosper
- 💡 I accept that every single day, there is more to do
- 💡 I turn my words, ideas, skills and goals into ACTION
- 💡 I compare my capacity to my performance; and identify corrective measures to close the gap
- 💡 I commit to the steps required to win and am disciplined in following them every day
- 💡 I step back, detach and assess what is happening around me before I act
- 💡 I get back on The Path whenever I fall off

### **The Monk Who Sold His Ferrari by Robin Sharma**

- 💡 I am learning a lesson in the psychology of winning
- 💡 I recognize that real generosity toward the future consists in giving all to what is present
- 💡 I moment I stop spending so much time chasing the big pleasures in life, I begin to enjoy the little ones
- 💡 I have learned that everything happens for a reason; every event has a purpose and every setback is a lesson
- 💡 I never regret my past; rather, I embrace it as the teacher that it is
- 💡 I will eventually transcend my dreams - and get new ones
- 💡 The twin disciplines of personal mastery and self-responsibility keep me from the chaos of crisis
- 💡 I know that success on the outside is meaningless without success within
- 💡 Self-mastery and consistent care of my mind, body and soul are essential to finding my highest self and living the life of my dreams
- 💡 I invest regularly in myself to profoundly improve every waking moment of the rest of my life - and of those around me
- 💡 My vision becomes clearer as I look into my own heart
- 💡 I protect my mind and nurture it with only the best information
- 💡 I focus on all the good in my life and think of ways to make things even better
- 💡 I know that mental mastery comes through conditioning; and is the essence of life management
- 💡 My outer world reflects the state of my inner world
- 💡 By controlling the thoughts that I think and the way I respond to the events of my life, I control my destiny
- 💡 I never judge events as positive or negative; I simply experience them, celebrate them and learn from them
- 💡 I condition my mind to translate every event into an empowering experience; and replace every undesirable thought with an uplifting one
- 💡 I vividly imagine what I desire in a state of total expectancy; awakening my awareness to all possibilities
- 💡 I enjoy the process of personal expansion and growth
- 💡 The less I focus on the end result, the quicker it will come
- 💡 I recognize that concentration is the root of mental mastery
- 💡 I know that the best thing I can do for myself is to regularly move beyond my comfort zone
- 💡 I think deeply and genuinely about how I can improve my next day - recognizing that small improvements produce lasting results
- 💡 I spend time each day in the practice of creative envisioning; using positive images to influence my mind
- 💡 I know that there is nothing noble about being superior to some other person; true nobility lies in being superior to my former self
- 💡 I recognize that fatigue is a creation of my mind; occurring when I'm living without direction and dreams
- 💡 My interest and mental focus give me energy
- 💡 I strive to improve the lives of others; knowing that my own will be elevated to its highest dimensions
- 💡 I find inner peace and outer fulfillment through serving others
- 💡 The purpose of my life is a life of purpose; true happiness from pursuing worthwhile dreams
- 💡 I have a heroic mission and have been granted a unique set of gifts and talents that enable me to realize my purpose
- 💡 I experience the power of setting clearly defined, purposeful goals and, most importantly, the character power to act on them
- 💡 I allow my mind to filter out those things that are unimportant on my journey to purposeful outcomes
- 💡 I never HAVE to do anything; I do what I do because I want to and because I know they are the right things for me to do
- 💡 I set a clear vision of my outcomes, create positive pressure to keep myself inspired, attach timelines, tap into the power of ritual and enjoy the process
- 💡 I strengthen myself ceaselessly
- 💡 I employ Kaizen (constant and never-ending improvement) in all areas of my life
- 💡 I maintain a beginner's mind and stay open to new concepts
- 💡 I build and maintain a strong character of discipline, energy, power and optimism so that I can have and do anything worthwhile
- 💡 I develop mental toughness and live each day with courage (doing what is right in the face of fear or opposition)
- 💡 The only limits on my life are those that I set myself
- 💡 I do the things I fear; and watch them get easier over time
- 💡 I renew myself regularly through solitude and silent reflection
- 💡 I breathe to thrive (deeply and fully to optimize oxygen flow and liberate energy reserves)
- 💡 I eat live foods to increase longevity
- 💡 I apply knowledge to convert potential power into real power
- 💡 I reflect regularly on my days to understand where I can improve and benefit
- 💡 I get quality rest each night; and reserve the first and last 10 minutes of each day for positive programming
- 💡 I smile; I laugh; I'm happy
- 💡 What would I do if today was my last?
- 💡 I speak positivity and growth to build my self-image
- 💡 I do small, but meaningful things to build my character each day
- 💡 As long as I have faith in my own cause and an unconquerable will to win, I will succeed
- 💡 I strengthen my power of self-control and discipline in building a richer, happier and more enlightened life
- 💡 I forge a will of iron by starting with small acts of personal discipline and building incrementally
- 💡 I leverage my willpower to keep my integrity, courage and peace
- 💡 I use self-control and discipline to live a life of freedom and infinite possibility
- 💡 I discard weak, negative thoughts; and focus only on those that are positive and good so that positive and good actions follow
- 💡 I am more than I appear to be; all the world's strength and power rests inside me
- 💡 I avoid the path of least resistance so that I build a stronger mind and character
- 💡 I set the mark higher and raise my standards continuously
- 💡 I know that well arrange time is the mark of a well-arranged mind
- 💡 I use time wisely to live a more productive and satisfying life (time mastery = life mastery)
- 💡 I anchor the most vital aspects of my life into my daily schedule to ensure a sense of meaning and peace
- 💡 I direct all of my time to those activities that count
- 💡 I am ruthless with my time; saying no to the little things so that I can say yes to the big ones
- 💡 I live a simple life

- 💡 I act as if failure is impossible
- 💡 The quality of my life will come down to the quality of my contributions
- 💡 I practice random acts of kindness; and watch my life become far richer and more meaningful
- 💡 I live in the now
- 💡 I never put off happiness for the sake of achievement



### **Everybody, Always by Bob Goff**

- 💡 I have a completely unrealistic idea about what my faith can do in the world when it's expressed in love
- 💡 Love is something that I become - seeing beauty in others no matter their mask (of difficulty, insecurity or fear)
- 💡 I find my real identity by overcoming fear and engaging those I don't understand, agree with or have been avoiding
- 💡 I overcome fear with time and the right help from others
- 💡 I know that what is simple often isn't easy; and what is easy often doesn't last
- 💡 I recognize that when joy is a habit, love is a reflex
- 💡 I tell people who they are rather than tell them what they want
- 💡 I give away grace
- 💡 I treat others with love and respect and am more eager to learn from them than presume I have something to teach
- 💡 I care without an agenda
- 💡 I grow others through love and acceptance rather than through information
- 💡 I can love anyone for another 30 seconds
- 💡 I see those who I believe are difficult for who they could become someday - reminding myself about this possibility for 30 seconds at a time
- 💡 I find out what the people I love want to do, then go be with them in it
- 💡 I recognize that hoping isn't the same as helping - so I take action to make a positive difference for others
- 💡 I see love as its own reward
- 💡 It's not about me
- 💡 I don't need validation for things I know are inherently right and true and beautiful
- 💡 I praise publicly and coach privately - opting for insight over instruction
- 💡 I see what I spend the most time looking for
- 💡 I try impossible things because I surround myself with voices I can trust
- 💡 I patiently seek wisdom to explain my experiences and set my expectations
- 💡 I never think about what I've lost; instead, I think about what I'll do with what I still have
- 💡 I'm not always being led to the safest route forward; but to the one where I'll grow the most
- 💡 I don't need to give more instructions; but rather to trust and believe in others enough to let them thrive
- 💡 I embrace small beginnings and build to a courageous and purposeful life
- 💡 I may not have had experience with the circumstances I'm presently facing; but I have experienced a lifetime of other things to prepare me for what is coming next
- 💡 My next life will start with a discussion of uncovering and revealing what I didn't understand during this one
- 💡 I talk to people; not about them
- 💡 I am excessively available - because that invites people along
- 💡 I am not the hero nor the victim in any of the stories happening around me
- 💡 How is my life working for the people around me? If it's not working for them, then it's not working for me
- 💡 I know that extravagant love is never wasted
- 💡 People will figure out what I really believe by seeing what I actually do
- 💡 Truly loving others means that I have to find new ways to engage them - with an unreasonable amount of patience, kindness and understanding
- 💡 Where we meet shapes the discussions we'll have
- 💡 I recognize that grace never seems fair until I need some
- 💡 I have a guide that I can trust, so I'll never have to worry about the path I'm on

## Can't Hurt Me by David Goggins

- 💡 I strive to live at a higher percentage of my capability each day
- 💡 I master my mind so that I can live a bold life filled with accomplishments that most people consider beyond their capability
- 💡 I change through study, habits and stories
- 💡 I'm driven, so whatever is in front of me becomes my fuel for metamorphosis
- 💡 The only way I can change is to be real with myself
- 💡 I tell the truth about the real reasons for my limitations - turning that negativity into fuel
- 💡 My self-confidence comes from personal accountability which brings me self-respect which lights the way forward
- 💡 I improve through dedication and self-discipline
- 💡 I choose to take a stand and walk the path of most resistance
- 💡 I recognize that not all physical and mental limitations are real - so I start strong and finish stronger
- 💡 I find purpose in the pain of struggle (doing what is good for me despite discomfort)
- 💡 I recognize that everything in life is a mind game
- 💡 I recognize that all emotional and physical anguish is finite and will end eventually
- 💡 I capitalize on strategic and tactical advantages by doing my homework (knowing the terrain - including boundaries, myself and the opposition)
- 💡 I stay in the fight by knowing why I fight - enabling me to make the split-second decision to ignore my weakened mind and keep moving
- 💡 I work harder and do more with a higher standard than anyone else could expect
- 💡 I callous my mind through experiencing and overcoming hardships and shifting my thinking
- 💡 I power through obstacles by remembering how overcoming previous challenges has strengthened my mindset; lifting me out of negative brain loops
- 💡 I engage my sympathetic nervous system and shift my hormonal flow by accepting pain as a natural process and refusing to give in or give up
- 💡 I use physical training to learn how to manage my mind (thought process) through single-minded focus on my response to stress and pain
- 💡 I push hardest when I want to quit most; and do my best work when I am least motivated - it's all a matter of mind
- 💡 I develop an armored mind by discovering and making peace with the source of my fears and insecurities
- 💡 I visualize overcoming obstacles and achieving objectives - painting a picture of what my success looks and feels like
- 💡 I know why I do what I do, what's driving me and what I use as fuel to push forward; then I go to work!
- 💡 I leverage relentless discipline to schedule suffering into my day
- 💡 When I'm feeling low, I remember times when I overcame the odds and tasted success
- 💡 I leverage small sparks of success to fuel bigger accomplishments
- 💡 I push through pain, exhaustion, discomfort and boredom to achieve worthwhile outcomes
- 💡 I set ambitious goals before each task and let those past victories carry me through to my new personal best
- 💡 What am I capable of?
- 💡 I push beyond pain and suffering, past my perceived limitations - and am capable of accomplishing more, physically and mentally
- 💡 I stretch my pain tolerance, let go of my identity and self-limiting stories so that I can go beyond 40% to my true maximum effort without giving up
- 💡 I callous my mind day after day and do not accept short-cuts
- 💡 I know that my initial blast of pain and fatigue is simply my governor talking (massaging my ego and stopping me short of my goals)
- 💡 I control my inner dialogue - and remind myself that I am never as drained as I think
- 💡 I stay present and open-minded enough to recalibrate my goals - even at my lowest (staying in the fight)
- 💡 During difficult moments, I reset my brain and chunk tasks down to give myself hope and confidence
- 💡 I am willing to change my mind, scrap my identity and make the extra effort to always find more in order to become more
- 💡 I am removing my governor
- 💡 I visualize and prepare for each challenge - creating an image of success for me to live up to
- 💡 My mind is my most powerful tool
- 💡 I slay the one-second decisions (to quit) in order to stay in the game and access my untapped 60%
- 💡 I stifle my quitting mind before it gains any traction
- 💡 I catalog my weaknesses and vulnerabilities; preparing for them before they surface during high-stress endurance environments or events
- 💡 I don't rise to my level of expectation, but rather fall to the level of my training
- 💡 I am in an infinite(mind) game - there is no finish line - the only person I'm playing against is myself
- 💡 I think uncommonly and search for others who do the same
- 💡 I know that talent isn't required for my success - simply heart and hard work along with relentless challenge after relentless challenge
- 💡 I leverage backstops to help me determine when it's time to turn around, reassess and take an alternative route to accomplish the same mission
- 💡 I keep an open mind, abandon the path of least resistance and seek out the most difficult and challenging tasks I can find
- 💡 My training hours come in addition to, not instead of my work commitments
- 💡 I never know who I am affecting, so I always give my best
- 💡 I am addicted to hard work because passion, obsession and talent are only useful tools if I have the work ethic to back them up
- 💡 I schedule my life (streamlining and optimizing) like I'm on a 24-hour mission every day
- 💡 I am dedicated to my priorities - and focus my attention on the task at hand that helps me to make the most progress in a given period
- 💡 I kill empty habits and maximize my days; creating the time to do everything I need and want to do
- 💡 I keep a championship pace in perpetuity - because there is no finish line
- 💡 I am always ready to adjust and recalibrate despite setbacks - enabling me to stay after my goals and become better
- 💡 I leverage the power of a competitive (yet supportive) environment to boost my teams' commitment and achievement
- 💡 I always keep myself mentally alert, physically strong and morally straight - shouldering more than my share of the task whatever it maybe
- 💡 I look for life's opportunities to be uncommon
- 💡 I think of others before myself, adhere to my own code of ethics that sets me apart, turn negatives to positives and lead from the front
- 💡 I don't worry about others' opinions - my mindset is defined by my own uncommon standards
- 💡 I never let my desire for comfort rule me
- 💡 I'm either getting better or getting worse
- 💡 I know that greatness doesn't stay with me forever, so there is always more to do
- 💡 I am always willing to become the student again - so that I continue to expand my knowledge and experience

- 💡 I see failure as a gift - enabling me to do the forensics to find clues about where to make adjustments and how to eventually accomplish my goals
- 💡 I acknowledge the good things that happened - even during failure
- 💡 I focus on what I earn vs. what I think I deserve
- 💡 I decide that my goals belong to me; and decouple them from my calendar so that I am able to work toward the inevitable without undue pressure
- 💡 I write about my failure along my pursuit to success
- 💡 I am the sum total of the obstacles I've overcome
- 💡 I never hit snooze on my life clock because there is always something else to do
- 💡 I know that pain unlocks a secret doorway in my mind - one that leads to both peak performance and beautiful silence
- 💡 I am peaceful but never satisfied
- 💡 What I tell myself matters
- 💡 "What if..." overcomes doubt, silences negativity and reminds me that I don't really know what I'm capable of until I put everything I've got on the line

### **Couples That Work by Jennifer Petriglieri**

- 💡 I understand that we reap benefits as a couple when we both work and dedicate ourselves to home life
- 💡 It is the developmental crises we face in our transitions that hold the potential for growth
- 💡 I acknowledge the triggers that make it difficult for us to continue along the path we crafted in our previous relationship stage
- 💡 I ask: How can we make this work? What do we really want? Who are we now?
- 💡 I understand that transition brings struggle that requires reshaping our path in order to move forward
- 💡 I watch for assumptions based solely on my experience to date
- 💡 I move gracefully from independence to interdependence - deliberately, openly and jointly choosing to make our journey better together
- 💡 We revisit couples contracting regularly to discuss values, boundaries and fears - finding common ground to help navigate difficult decisions
- 💡 I know that we suffer more from imagination than from reality
- 💡 We use kindness to create a virtuous cycle; fueled powerfully by small pockets of undivided attention
- 💡 I dig below practical day-to-day issues to address deeper questions of career prioritization and life structure
- 💡 I set clear life boundaries to promote psychological safety and provide room to experiment and grow
- 💡 We discuss options openly and explicitly and make shared decisions based on real feelings, needs, fears and desires
- 💡 I create time for open-ended conversation - planning that enables everyone to thrive
- 💡 I embrace the process of individuation where I begin to craft a self and life rooted in my unique interests and desires - becoming the person I am meant to be and following a path that feels like it is truly mine
- 💡 I let go of my ways of being that no longer work (for me, for my relationships)
- 💡 It's never just about me - what do WE really want?
- 💡 I show gratitude for the effort my partner puts into our relationship
- 💡 I frame challenges as opportunities for growth; valuing the process more than the results
- 💡 We celebrate our growth with each other
- 💡 We work on rebalancing and broadening our roles - not relinquishing them
- 💡 We work collaboratively to figure out what we really want and lay the groundwork for reciprocally individuated paths, then switch to managing the practicalities
- 💡 We anticipate and plan for transitions; understanding required levels of investment and likely pressures that we will need to balance
- 💡 We regularly revisit and when necessary, renegotiate our career-prioritization and parenting agreements
- 💡 We think long-term and structure our finances so that we have options for change in the future
- 💡 We discuss and watch for deal-breakers; recognizing that everything else is a negotiated compromise
- 💡 I have a sense of urgency to use time well and live life to the fullest
- 💡 I choose good enough in the right areas of life - for everything else, it's pure excellence all the way
- 💡 I have self-respect, which is enough; I also have enough, which means I have self-respect
- 💡 We develop and maintain shared passions - unrelated to our careers or children
- 💡 I treat loving and working as an art to be mastered through practice and investment
- 💡 I dedicate one day per week to my own project
- 💡 We live our partnership according to a set of agreed principles (freedom, impact and fun)
- 💡 I remain curious about our individual and joint lives; as well as our future possibilities
- 💡 It's not what I do, but how I do it that makes the difference; process over specific choices
- 💡 We embrace tough conversations where everything is shared openly and worked through with kindness
- 💡 We look past symptoms to discover and resolve underlying issues
- 💡 We dedicate time and effort to answering the question: Who do we want to become?
- 💡 We purposely develop joint interests that broaden our horizons (new projects, exploring roots, learning, etc.)
- 💡 We embrace our own journey; never comparing ourselves to others
- 💡 We treat loving as a craft to be learned, practiced, developed, honed, enjoyed and used
- 💡 We combine love and work into an art; investing daily in both with no shortcuts or hacks

## The Obstacle is the Way by Ryan Holiday

- 💡 There can be no impeding my intentions or dispositions - what stands in the way becomes the way
- 💡 I know that setbacks and problems are always expected and never permanent
- 💡 Challenges make me better than if I'd never faced the adversity at all
- 💡 When faced with challenges, I maintain a positive attitude and resourceful approach (turn it around; find some benefit; use it as fuel)
- 💡 I am cool-headed and self-disciplined with a relentless drive to improve myself through action and practice
- 💡 I know that bad leaders / companies are destroyed by crises; good leaders / companies survive them; great leaders / companies are improved by them
- 💡 I am impossible to discourage or contain; I maintain grace and poise
- 💡 I turn every obstacle into an advantage - stealing good fortune from misfortune
- 💡 I employ objective judgment (perception), unselfish action (action) and willing acceptance (will) to overcome obstacles
- 💡 I cultivate the strength to resist temptation or excitement, no matter how seductive, no matter the situation
- 💡 What matters most is not what obstacles I face, but how I see them, how I react to them and whether I keep my composure
- 💡 I understand and filter my primal feelings (fight or flight) so that I can clearly see the advantage and proper course of action in every situation
- 💡 Just because my mind tells me that something is awful or evil or unplanned or otherwise doesn't mean I have to agree
- 💡 I know there is always a countermove, an escape or way through; so there is no reason to get worked up
- 💡 I accept that uncertainty and fear are relieved by authority; and training is that authority
- 💡 I remember that the perceiving eye is weak; the observing eye is strong - I see reality
- 💡 I remain objective by mentally removing myself from each situation
- 💡 When fear strikes, I shift perspective to help break it apart and explain it away
- 💡 I focus exclusively on what is in my power - thereby magnifying and enhancing my power
- 💡 My perceptions determine my capability and capacity
- 💡 I have the faith in my ability to make something where there was nothing before
- 💡 The extent of my struggle determines the extent of my growth
- 💡 I maintain proper perception - objective, rational, ambitious, clean - which isolates obstacles and exposes them for what they are
- 💡 I maintain a clear head and steady hands
- 💡 I am successful precisely because of what I've been through and how I've reacted to it
- 💡 I focus on applying myself with gusto and creativity
- 💡 Each obstacle I overcome makes me stronger for the next one
- 💡 I greet each obstacle with energy, persistence, a coherent & deliberate process, iteration & resilience, pragmatism, strategic vision, craftiness & savvy and an eye for opportunity & pivotal moments
- 💡 I am purposefully aggressive; staying alert for when I could be doing more - when I'm not applying my full effort
- 💡 I am always courageous - whether that's approaching someone intimidating or deciding to finally crack a book on a subject I need to learn
- 💡 I create momentum for myself by getting up and getting started; focused on progress over perfection
- 💡 I am encouraged and learn by failure, patient and focused despite external noise; I chisel and peg away at obstacles until they are gone
- 💡 I am always patient, calm, self-assured and persistent - trying all the wrong ways when necessary until I discover a new way that works
- 💡 I am flexible, iterative, resourceful, willing to lose a bit of my investment, open-minded & emotionally resilient and always in the infinite game
- 💡 In every moment, I do what I need to do and do it well before moving on to the next thing - I follow the process (to completion) and not the prize
- 💡 I take small, deliberate actions to help address or eliminate each component of an obstacle - realizing that it doesn't have to happen all at once
- 💡 Everything I do matters and offers me a chance to do and be my best (hard-working, creative, honest and helpful to others); proud as a result
- 💡 I approach obstacles from the line of least expectation - finding common ground, employing leverage & patience and creating alternatives
- 💡 I am physically loose, mentally tight and free inside
- 💡 External factors may influence my path, but not my Will (internal power) or my direction forward (especially when others see disaster and panic)
- 💡 I always take full advantage of crises - which provides me the opportunity to do things I couldn't do before
- 💡 In every situation, I prepare myself for more difficult times, accept what I am unable to change, manage my expectations, persevere, love my fate and what happens to me, protect my inner-self, submit to a greater cause and remember my mortality
- 💡 I am equipped for success due to daily training
- 💡 I remake my body, my mind and my life with activities and exercise
- 💡 I always prepare for things to get tough
- 💡 I leverage premonitions to envision what could go wrong before I start anything significant
- 💡 I leverage constraints to help me develop skills that I'd otherwise never have pursued
- 💡 I don't have to like something to master it - or to use it to some advantage
- 💡 I am robust and resilient enough to handle whatever occurs; looking at a big-enough picture and long-enough timeline that whatever I have to accept is only a blip on the way to my goal
- 💡 I look for the joy in every single thing that happens - because if it happened, then it was meant to happen, and I'll make the best of it
- 💡 I turn what I must do into what I get to do; putting my energy, emotion and exertion where they will have real impact
- 💡 I am persistent; directing everything I've got at one problem until it breaks
- 💡 I persevere because I play the long (infinite) game; allowing new powers to emerge through my self-trust
- 💡 I never lower myself to being a person that I don't like
- 💡 I live my life filled with purpose and urgency - making the most of the time that I have left on this earth
- 💡 I hustle with deliberate creativity; gathering strength as I go
- 💡 I see clearly, act accordingly and endure and accept the world as it is
- 💡 I understand philosophy's true use: as an operating system for the difficulties and hardships of life

## Dare To Lead by Brene Brown

- 💡 I know that time is my most coveted and most unrenewable resource
- 💡 I chase courage, connection and meaning
- 💡 The courage to be vulnerable is not about winning or losing, but rather the courage to show up when I can't predict or control the outcome
- 💡 I stay calm under pressure and the weight of continuous problem solving and decision making
- 💡 I take responsibility for finding the potential in people and processes, and have the courage to develop that potential
- 💡 I stay curious and keep showing up, so barriers and obstacles don't have the power to stop me from being brave
- 💡 The way to move information from my head to my heart is through my hands
- 💡 I start with people where they are
- 💡 I understand connection, so I understand how shame can unravel it in a split second
- 💡 Vulnerability is the biggest barrier to almost everything I want from my life (especially courage) - what stands in the way becomes the way
- 💡 I choose hard conversations over comfort - building trust and moving toward meaningful and lasting change
- 💡 I fix the right things for the right reasons - staying with problem identification long enough to execute effective solutions
- 💡 I practice the art of the rumble: discussion, conversation or meeting defined by commitment to lean into vulnerability, to stay curious and generous, to stick with the messy middle of problem identification and solving, to take a break and circle back when necessary, to be fearless in owning my parts and to listen with the same passion with which I want to be heard.
- 💡 I rumble with vulnerability to get to courage - embracing the suck
- 💡 My ability to be a daring leader is defined by my capacity for vulnerability
- 💡 I am how I lead - self-awareness and self-love matter
- 💡 I practice shedding my armor - the thoughts, emotions and behaviors that I use to protect myself when I am not willing or able to rumble with vulnerability
- 💡 I create a culture in which people feel safe, seen, heard and respected
- 💡 I care for and am connected with the people that I lead
- 💡 If I am brave enough, I will fall; I know I will eventually fail, and I'm still all in
- 💡 Vulnerability as the emotion that I experience during times of uncertainty, risk and emotional exposure
- 💡 I have the courage to show up when I can't control the outcome
- 💡 I am not open to the feedback or criticism of those not in the arena; I avoid cheap-seats feedback and stay armor-free
- 💡 I am grateful for feedback from those who matter; and hold onto it until I learn from it
- 💡 I own my vulnerability and "do it" consciously - understanding how it drives my thinking and behavior so I can stay aligned with my values and live in my integrity
- 💡 To grow up is to accept my vulnerability
- 💡 I choose interdependence over independence
- 💡 I earn trust in small moments that matter - through paying attention, listening and gestures of genuine care and connection
- 💡 I create a safe psychological space by naming unspoken emotions and asking what others need in order to feel open and secure
- 💡 I avoid judgment, unsolicited advice, interrupting and breaking confidence
- 💡 I practice listening, staying curious, being honest and keeping confidence
- 💡 I lean into situations that make me feel uncertain, at risk or emotionally exposed - this is how I grow and own vulnerability
- 💡 I set boundaries by making clear what's okay and what's not okay
- 💡 I am not necessarily a thinking machine, but rather a feeling machine that also thinks
- 💡 I am clear and kind in my communications with others
- 💡 I leverage permission slips during meetings in order to increase accountability and support
- 💡 I maintain faith that I will succeed (gritty faith) and the discipline to confront my current reality (gritty facts)
- 💡 I am a brave leader willing to apologize and make amends
- 💡 I invest a reasonable amount of time attending to fears and feelings so that I can avoid squandering unreasonable amounts of time trying to manage ineffective and unproductive behavior
- 💡 When in crucial conversations with others, I allow for their emotions and set responsible boundaries regarding what is okay vs. not okay
- 💡 I cannot both serve people and try to control their feelings
- 💡 No matter what gets done and how much is left undone, I am enough
- 💡 I am imperfect and vulnerable and sometimes afraid, but that doesn't change the truth that I am brave, and worthy of love and belonging
- 💡 When my heart is open and free and I'm connected to my emotions and understand what they're telling me, new worlds open up for me, including better decision making and critical thinking and the powerful experiences of empathy, self-compassion and resilience
- 💡 I am willing to rumble with vulnerability, live into my values, build trust and learn to reset
- 💡 I encourage starting meetings with a gratitude check to build trust and connection
- 💡 I leverage tools and practices to lean into pain and discomfort - looking for understanding, new lessons and the opportunity to renew my spirit
- 💡 I seek real comfort and renewal over numbing with shadow comforts
- 💡 I maintain a "strong back" of grounded confidence and boundaries, a "soft front" of vulnerability and curiosity and a "wild heart" of resistance to BS
- 💡 I am fierce AND kind; contributing far more than I criticize
- 💡 I speak courageously - saying what I mean and meaning what I say; without cynicism or sarcasm
- 💡 I cultivate hope by establishing realistic goals, creative pathways and resolute belief that I will arrive
- 💡 I know that tomorrow will be better than today
- 💡 I reward clarity, kindness and real conversation
- 💡 I catch people doing things right - it's much more powerful than collecting behaviors that are wrong
- 💡 I hold myself responsible for adding texture and meaning to work and tying smaller tasks to the larger purpose
- 💡 I leverage the TASC approach (Task, Accountability, Success, Checklist) to empower task owners
- 💡 I cultivate sleep and play to balance my pursuit of success
- 💡 I stay open to learning about my own biases and blind spots
- 💡 I often stop and breathe - to bring clarity and awareness to what I'm trying to accomplish or avoid - then get clear about what needs to be done to step into vulnerability
- 💡 I embrace my struggles and use what I've survived to be more compassionate and empathetic
- 💡 I'm aware if my "unwanted identities" and how they elicit shame and undermine my vision of my ideal self



- 💡 I talk about shame (fear of disconnection) so that it doesn't control my life
- 💡 Connection is why I'm here - and is what gives purpose and meaning to my life
- 💡 I embrace empathy as a means to eliminate shame - which drives most unethical behavior
- 💡 I am emotionally literate - able to recognize and name subtle changes in myself and others
- 💡 I understand and communicate my understanding of others' feelings by staying in touch with my own
- 💡 I make tough people decisions and am tender in implementing them; helping others to maintain dignity
- 💡 I use stories to normalize shame, create connection and build trust
- 💡 I practice authenticity and self-compassion when I experience shame, move through the experience without sacrificing values and come out the other side with more courage, compassion and connection
- 💡 I recognize empathy (connecting to the emotion of another's experience) as infinite and renewable; the more I give, the more I have
- 💡 I choose empathy - and have ready access to my experiences so that I can authentically match others' feelings and honor their perspective as truth
- 💡 I eliminate judgment of others by staying aware of where I am most vulnerable to my own shame or struggle
- 💡 I pay attention to what is happening during conversations: my feelings, my body language and those of the other person
- 💡 During conversations, I engage, stay curious and connected; and pay attention to what is happening with our feelings and body language
- 💡 I practice empathy every day, screw it up, circle back, clean it up and try again
- 💡 I own my part and avoid taking responsibility for others' words or behaviors
- 💡 I talk to myself the way I'd talk to someone I love
- 💡 I trade my heavy, suffocating armor that keeps me small for grounded confidence that lifts me (and others) up and supports our efforts to be brave
- 💡 I teach courage, praise effort and model grit
- 💡 I develop fundamental skills through disciplined practice (especially rumbling with vulnerability) to give myself the strength, emotional stamina and confidence to dare greatly
- 💡 In crucial conversations, I stay grounded in confidence, tethered to my values, responding rather than reacting emotionally and operating from self-awareness rather than from self-protection
- 💡 I am learning that Grounded Confidence = Rumble Skills + Curiosity + Practice
- 💡 I spend more time on problem identification and articulation than on solutioning
- 💡 I leverage rumble starter questions & statements like: "The story I'm telling myself is...", "I'm curious about...", "Tell me more...", "That's not my experience", "I'm wondering...", "Help me understand...", "Walk me through...", "Tell me why this doesn't fit / work for you" and "What problem are we trying to solve?"
- 💡 To induce curiosity in others, sometimes I may need to prime the pump and teach them something first
- 💡 Curiosity and knowledge-building go together: the more I know, the more I want to know
- 💡 I simply read outcomes as outcomes with no judgment and a focus on learning and quickly improving
- 💡 What did we set out to do? What happened? What did we learn? How fast can we improve?
- 💡 I practice vulnerability, self-awareness and navigating tough conversations
- 💡 I share my stories to help others understand my purpose, passion and commitments
- 💡 I'm committed to tackling problems that threaten our mission, vision and values; and I challenge others to call out the culture killers in our organization
- 💡 I operationalize my values into teachable and observable behaviors
- 💡 I know that in most difficult situations, there are only 8-20 seconds of intense discomfort
- 💡 I expect to experience the extraordinary in the ordinary
- 💡 During crucial conversations, I put issues out front instead of in-between; enabling us to look at the problem from the same perspective
- 💡 I communicate "something needs to change" rather than "you're wrong"
- 💡 I own my part of every issue - because we all contribute every time
- 💡 I stay aligned to my values in all conversations and interactions
- 💡 I take feedback well - regardless of how it is delivered - and apply it productively
- 💡 I'm brave enough to listen; There's something to learn here; This is the path to Mastery
- 💡 I listen, integrate feedback and reflect it back with accountability
- 💡 I stay connected, courageous, authentic and curious during each interaction
- 💡 I don't fully see people until I know their values - which leads to much richer conversations
- 💡 I extend the most generous interpretation possible to the intentions, words and actions of others
- 💡 Trust is choosing to risk making something I valuable vulnerable to another person's actions
- 💡 I know that Trust is the one thing that changes everything; it's not a nice-to-have, but rather a must-have that makes all things possible
- 💡 I know that Integrity is choosing courage over comfort; what's right over what's fun, fast or easy; practicing values over just professing them
- 💡 I leverage integrity partners to make positive changes
- 💡 I ask for help - which is a power move that clears the way for my capacity and skill set to be stretched
- 💡 Whenever I feel resentful, judgmental or like withdrawing, I first ask myself if I'm the problem
- 💡 It's easy to assume positive intent when I do my part to set others up for success
- 💡 I create the time, space and intention to talk about trust in a way that's productive and actionable
- 💡 I make small and doable promises to myself that are easy to fulfill until I get a flywheel of reliability going again
- 💡 I commit to building trust and connection with the people I work with each day by simply engaging with them for a few minutes on a personal level
- 💡 I am more likely to engage in courageous behaviors because I know how to get back up
- 💡 I expect to be brave, which means that I should expect to fall - I have a plan
- 💡 I immediately recognize when I'm emotionally hooked by something (cue) - then take a deep breath and get curious about it
- 💡 I minimize anger, blame and avoidance as self-protection - learning to say "I'm hurt" instead of "I don't care"
- 💡 I breathe to recapture calm - creating perspective and mindfulness while managing emotional reactivity
- 💡 I seek clarity to reduce story making, confabulations and conspiracy theories
- 💡 I regularly ask myself if taking something on moves me closer to what brings me joy and meaning
- 💡 The cave I fear to enter holds the treasure I seek

### **The Total Money Makeover by Dave Ramsey**

- 💡 I relate to people rather than try to convince them
- 💡 Because of my experiences, I am not at the mercy of those with opinions
- 💡 My financial process and principles work in good time and bad times
- 💡 I sacrifice for a short period of time so I will never have to sacrifice again
- 💡 I know that 90% of solving a problem is realizing there is one
- 💡 I see the need to make significant changes in my life to get the outcomes that I want
- 💡 I opt for the pain of change over the later pain of not changing
- 💡 I am excited about every payday because I have a plan for the future
- 💡 I have a great spirit, so I expect to encounter violent opposition from those with weak minds
- 💡 I thrive knowing that I am mature enough to delay gratification for greater future outcomes
- 💡 I know that debt brings enough risk to offset any advantage that could be gained through debt leverage
- 💡 I avoid lending money to or cosigning for friends & relatives; it leads to nothing but broken hearts and broken wallets
- 💡 I have reached the point where my dreams are my primary motivator - not what others think
- 💡 My income is my greatest wealth-building tool, not debt
- 💡 My destiny and dignity are up to me
- 💡 I budget appropriately for the things I need and want; telling my money where to go instead of wondering where it went
- 💡 I recognize that ignorance is not lack of intelligence; it is lack of know-how
- 💡 I know that radical change is required for a money breakthrough
- 💡 I focus with vigor until the task is complete; then I move on
- 💡 To the exclusion of virtually everything else, I'm getting out of debt!
- 💡 I know that aiming at my goal and nothing else is the only way to win
- 💡 I have a very high "gazelle" rating
- 💡 I embrace the vision of living like no one else so that later I can live like no one else
- 💡 I replenish my emergency fund as immediately as possible
- 💡 Since I base my life on principle, 99% of my decisions are already made
- 💡 Simple maintenance will keep my money muscles maintained
- 💡 I mix knowledge with attitude, character, perseverance, vision, diligence and extreme levels of work to produce awesome outcomes
- 💡 I stay away from loans and make plans to avoid borrowing
- 💡 I realize that Good Enough can become the enemy of The Best - mediocrity with a dose of doubt can keep me from excellence
- 💡 I know that finishing well is more important than starting well
- 💡 I know where I'm weak and take action to make sure I don't fall prey to the weakness
- 💡 I know that five years of sacrifice is worth it to have the satisfaction of knowing I changed the course of my life
- 💡 I see wealth as a tremendous responsibility; so I use it to have FUN, INVEST and GIVE
- 💡 I use simple mutual funds and debt-free real estate as my investment mix - very clean, simple investments with some basic tax advantages
- 💡 I leverage a good estate planning attorney, a tax expert, an insurance pro, an investment pro and a good realtor as my essential team
- 💡 I chase the Pinnacle Point - the point at which my money works harder than I do (financially secure from living on investment income)
- 💡 I know that money gives power to good intentions
- 💡 I have the spiritual character to recognize that wealth is not the answer to life's questions - but it helps!
- 💡 I understand that to possess riches is to have the right to say how they will or will not be used
- 💡 I allocate every dollar of my income to a category on my Monthly Cash-Flow Plan
- 💡 As I get closer to being debt-free, I increase my savings dramatically
- 💡 I prioritize the items on my Monthly Cash-Flow Plan by importance, not urgency

### Dynamic People Skills by Dexter Yager

- 💡 I recognize that we all have internal conflicts - so am patient with others
- 💡 I focus on helping others and growing myself in the process
- 💡 I know that my situation changes only when I change first
- 💡 I grow as an adult and improve my attitude around delayed gratification, discipline, emotional resilience and resisting others' opinions
- 💡 I throw off the cover of false positivity; and undo the hooks of bad habits
- 💡 I focus intently on real desires and back myself with action
- 💡 I enjoy change instead of fighting it
- 💡 I concentrate on what matters most (big rocks) and never sweat the small stuff
- 💡 I act now and make the most of every hour
- 💡 I take my eyes off myself and focus on helping others
- 💡 As a successful person, I remain productive in all parts of my life, including health, relationships and personal integrity
- 💡 I know that life can be difficult, so I see it realistically and am always prepared
- 💡 I choose consciously when responding to events - maintaining focus on my desired outcomes
- 💡 I select and superimpose inspiring role models to help maintain a positive attitude
- 💡 I explore and am excited by life's possibilities
- 💡 I let my vision and mission determine my direction
- 💡 I keep my heart clear through patience and forgiveness
- 💡 I maintain a sensible level of security and only take calculated risks
- 💡 I maintain balance between empowering others and recharging myself through solitary reflection
- 💡 I live my life filled with integrity
- 💡 I build lasting friendships by first being friendly
- 💡 I maintain friendly flexibility; setting my goals in concrete, but my plans in sand
- 💡 I broadcast positive body language; conveying warmth, interest and confidence
- 💡 I keep my voice pleasant; monitoring tonality, cadence and pitch to strike the right chord with others
- 💡 I express my convictions appropriately; considering others' opinions and values
- 💡 I listen attentively; showing first how much I care before sharing how much I know
- 💡 I am always prepared; doing the work necessary to minimize unpleasant surprises and adapting when required
- 💡 I am always authentic; saying what I mean and meaning what I say - with kindness
- 💡 I look for connection and build bridges with others
- 💡 I am empathetic; willing to experience others' perspectives to balance my own
- 💡 I stand firmly; making room for others while adhering to my values in all circumstances
- 💡 I diffuse conflicts and focus on solutions; seeking help along the way and being resistant to negativity by maintaining a sense of humor
- 💡 I appreciate and praise others liberally - being specific about why
- 💡 I make change easy for others; and keep them engaged by exuding happiness and being a great storyteller
- 💡 I earn respect from others by always being respectful
- 💡 I build toward and help others think about leaving a fulfilling legacy
- 💡 I embrace financial stability as a steppingstone to world impact
- 💡 I pursue meaningful pleasures with friends and partners - including childhood dreams and goals
- 💡 I leverage my power to help others - letting spirituality and connection guide me
- 💡 I strengthen my mind, body and spirit to increase my longevity and capacity
- 💡 I maintain honor and a sense of duty when working with and serving others
- 💡 I genuinely enjoy life and all that it has to offer
- 💡 I keep focused on my vision and chase my role models to success
- 💡 I remember who I influence along the way
- 💡 I give myself a daily "charge" of inspiration and determination; and just do it!
- 💡 I approach every situation and interaction wholeheartedly
- 💡 I start with a clean sweep; clearing my life of clutter that could slow my progress
- 💡 I am forward-focused; always having a series of objectives that I'm chasing and replenishing them when accomplished
- 💡 I am always my own best friend and maintain a disciplined memory highlighting the positive
- 💡 I practice appreciation and thankfulness
- 💡 I always give myself a healthy dose of "So What; Get Better!"
- 💡 I concentrate on giving and acknowledge my spiritual base
- 💡 I always believe in myself
- 💡 I recognize that "right" decisions are actually a matter of follow-through
- 💡 I know that rejection is often just an issue of timing
- 💡 I pursue my dreams relentlessly; despite my insecurities
- 💡 I avoid rejection-induced reflection; and incorporate valid feedback at a later time
- 💡 I seek spiritual clarity during my journey and gain conviction along the way
- 💡 I put myself through intense preparation (battle training) so that I am prepared for the challenges ahead
- 💡 I demonstrate true grit and emanate excellence in everything that I do
- 💡 I am excited by seeing other succeed and be recognized
- 💡 I am humble and teachable; always wondering what I can learn from every interaction
- 💡 I listen far more than I speak - interested in drawing others out and learning about their stories
- 💡 I always build others up through edification - especially when they are not around
- 💡 I always seek and act on constructive feedback from others
- 💡 I maintain an attitude of gratitude and always look for ways to give or serve others
- 💡 I make people my priority (value people, use things)
- 💡 I see myself through God's perspective
- 💡 I decide who I am by the choices I make each day

- 💡 I think before communicating; avoiding old negative habits and always asking what this specific situation requires of me
- 💡 I eliminate assumptions - they are the silent assassins of good communication
- 💡 I maintain a positive attitude; never encouraging negativity, but instead responding with kindness and empathy
- 💡 I share the power in my relationships; avoiding all semblances of manipulation
- 💡 I watch for negative emotions hidden beneath a positive surface
- 💡 I practice deliberately to achieve excellence, but don't waste time chasing perfection
- 💡 I protect against vulnerabilities by being especially mindful when Hungry, Angry, Lonely or Tired
- 💡 I surround myself with positive influences who support me and my journey
- 💡 I avoid letting personal judgment destroy potential relationships
- 💡 I deeply respect others' right to their perspective - even if I seriously disagree with it
- 💡 I am strong with issues, but gentle with and accepting of people
- 💡 I'm relentless in thinking positively because I know that most worries will never occur
- 💡 I know that ENTHUSIASM & ENERGY make the difference
- 💡 I am naïve by choice - choosing to love people despite how they show up
- 💡 I know that emotions follow thoughts, so I control my thinking
- 💡 I face strong emotions with TRUTH: analyze the Trigger; engage in Reflection; avoid the Unhealthy response; understand the Truth; embrace the Healthy response
- 💡 I know that the most important ingredients in my personal relationship are maturity and spiritual clarity
- 💡 I focus on building my partner up and supporting her in being the best that she can be
- 💡 I accelerate my own personal development in pursuit of growth and long-term contribution
- 💡 I prepare for life-long commitment by respecting my partner and employing good manners, good humor and emotional stability
- 💡 I consistently look for common ground and support our respective strong identities
- 💡 I perform periodic checks to ensure that I'm a person worthy of a lasting partnership
- 💡 I know that without 100% commitment and freedom, I have neither
- 💡 I am the guardian of my partner's self-esteem and never let the pursuit of perfection spoil the appreciation of connection
- 💡 I change the things that I can change; and turn the ones I can't to my maximum advantage
- 💡 I build respect and honesty into all interactions
- 💡 I take 100% ownership for my relationship and sow seeds that I'll be proud to harvest in the future
- 💡 I provide protection against internal criticism and allow us to dream and celebrate together

### **Humble Inquiry by Edgar H. Schein**

- 💡 I embrace the fine art of drawing people out, asking questions to which I don't know the answer and building a relationship based on curiosity and interest in the other person
- 💡 I do less telling and focus on asking the right questions to engage others; then really listening and acknowledging
- 💡 I embrace humility - granting someone else higher status than I claim for myself
- 💡 I recognize my dependence on others and build relationships to ensure success
- 💡 I maintain an attitude of curiosity and interest whenever I interact with others
- 💡 I make choices to build relationships
- 💡 I build relationships that lead to trust; and then better communication & collaboration
- 💡 I make small changes and evaluate impacts to relationships
- 💡 I always opt for joint problem solving
- 💡 I focus on understanding what is behind what people ask / say
- 💡 I never assume that the people ask the right questions
- 💡 I ask for examples so that I'm clear on what others are trying to convey
- 💡 I maximize my curiosity (accessing my ignorance) and interest in others - and minimize my bias and preconceptions
- 💡 I inquire in a way that will best discover what is really on the other person's mind (positively leveraging body language and tone)
- 💡 I keep a sharp eye on my attitude and motives before asking questions (am I humble and curious or do I think I have the answer?)
- 💡 I never try to influence the content of what another has to say, nor the form in which they say it
- 💡 I know that Humble Inquiry is the key to good relationships - which is the key to good communication - which is the key to successful task completion
- 💡 I look for ways to build others and "give face" by making them feel psychologically safe and socially visible
- 💡 I never shy away from asking for help from others - particularly those who may be more junior
- 💡 My purpose defines the task and the kind of situation I want to create
- 💡 I acknowledge others as whole humans and not just their roles
- 💡 In conversation, I build trust by acknowledging others, telling them the truth and working on their behalf while supporting the goals that we have agreed to; and certainly not taking advantage of, embarrassing, cheating or humiliating them
- 💡 I conduct conversations which show reciprocation, equity and acceptance of others' values
- 💡 I monitor and control my body language, tone, timing and cadence to convey connection with others
- 💡 I move first in establishing connection by revealing something about myself and then inviting others to join
- 💡 I am careful about executing ORJI - Observe, React, Judge, Intervene
- 💡 I work hard to think and talk about what I see; instead of seeing what I'm able to think and talk about
- 💡 I constantly inquire after my own feelings to determine bias or prejudice
- 💡 I leverage genuine curiosity and interest to minimize the likelihood of misperception, bad judgment and inappropriate behavior
- 💡 I slow down, examine the facts and ask myself about the validity of my reaction before making a judgment and leaping into action
- 💡 I lower my learning anxiety (rather than increasing my survival anxiety) to lower resistance to change (new learning)
- 💡 I recognize that the key to coordination is shared goals, mutual understanding and mutual respect

**Yes! by Noah J. Goldstein PhD, Steve J. Martin and Robert B. Cialdini PhD**

- 💡 I make small and easy changes to my messages to make them vastly more persuasive
- 💡 I know that persuasion is a science and that by understanding psychology and using strategies, I can improve my effectiveness in influencing others
- 💡 I leverage reciprocity, authority, commitment/consistency, scarcity, liking and social proof to positively influence others
- 💡 I always ask for and leverage testimonials from satisfied customers and clients - being careful to match similarities (personality and/or circumstance)
- 💡 I avoid using negative social proof information as it may encourage the exact opposite outcome from what is desired
- 💡 I limit choices so aid others in making decisions
- 💡 I inform clients and customers of the true value of gifts or complimentary services
- 💡 I use high-end framing to position mid-range options as more attractive
- 💡 I accompany high-fear messages with specific recommendations for actions that will reduce danger
- 💡 I understand that the feelings of indebtedness caused by the power of reciprocity are capable of trumping the effects of liking; whom can I help?
- 💡 The more personalized, significant and unexpected that I make a request, the more likely I'll be to get someone to agree to it (handwritten sticky-note)
- 💡 I offer genuine and unconditional value to others first - before requesting anything from them
- 💡 I know that people are motivated to act consistently with their voluntary commitments, pre-existing attitudes, values and actions
- 💡 I set target tasks that are small enough that I will have no excuses for not completing them regularly - then I build
- 💡 I assign positive trait labels to others to reinforce the behaviors that I like to see from them
- 💡 I help people make solid commitments by ensuring that they are voluntary, active and publicly declared
- 💡 I test commitments by asking others to predict what they would support; waiting for a "yes" and then soliciting reasons
- 💡 I know that people make judgements about themselves based on observations of their own behaviors
- 💡 I honor others' previous choices - highlighting the context of the evidence & information available at the time; then I focus them on a new proposal - enabling them to "save face" by remaining consistent
- 💡 I always let others know that even a small offering on their part (time and/or money) would be acceptable and worthwhile
- 💡 I gain position by having credible others speak on my behalf (e.g., introductions)
- 💡 I display my credentials to help build trust in my credibility
- 💡 I always seek collaborative input from others to generate better quality outcomes
- 💡 I create and sustain a work environment in which team members are encouraged to openly challenge the majority viewpoint
- 💡 I focus training on how others have made errors and how they could have been avoided
- 💡 I lead with honest discussion of drawbacks and quickly follow with virtues that relate to and neutralize the drawbacks
- 💡 I generate trust and influence by taking ownership for failures and demonstrating control and planning to rectify
- 💡 I remember to associate my activities / services with similarities to potential clients (e.g., their names)
- 💡 I mirror clients and team members to generate trust and strengthen bonds (liking)
- 💡 I search deeply for others' virtues to find what I truly admire about them
- 💡 I leverage the power of scarcity (loss aversion), rarity and uniqueness (exclusivity) to make my services and their benefits more appealing
- 💡 I always accompany requests with a strong rationale; never assuming that others understand my reasoning
- 💡 I recognize and enhance the fluency of the experiences that I create (including activities and words - names and rhyme)
- 💡 I leverage conceptual contrast to improve the perception of my products, services and requests
- 💡 I reframe programs and projects as having been started rather than not so that people feel motivated to complete it
- 💡 I know that memory aids will help to ensure that my messages don't fade
- 💡 I recognize and acknowledge my emotional state before important interactions or decisions
- 💡 I maintain sensitivity to relative magnitude
- 💡 I reduce distractions so that I can more accurately evaluate others and resist deception
- 💡 I review all comms to detect opportunities for misinterpretation
- 💡 I avoid diffusion of responsibility - where I don't designate specific responsibility for a request or activity
- 💡 I am mindful when seeking compliance (individualism vs. collectivism) from those of different cultures (cultural orientation)



## Principles by Ray Dalio

- 💡 My principles are my recipes for success
- 💡 I look for shared values and principles in my interactions with others
- 💡 I fail well - extracting learnings without failing badly enough to get knocked out of my infinite game
- 💡 I am an independent thinker looks for the wisdom outside of consensus
- 💡 I write down my decision-making criteria to help refine and extract additional values
- 💡 I strive for meaningful work and meaningful relationships through radical truth and radical transparency
- 💡 I meditate for calm open-mindedness, clarity and creativity
- 💡 I learn from others - particularly those who came before me
- 💡 I take calculated risks - limiting my loss in every scenario
- 💡 I can never be absolutely sure of anything - I always assume that I'm missing something
- 💡 I research, reflect and write every day
- 💡 I balance my aggressiveness with humility - how do I know I'm right?
- 💡 I seek out the smartest people who disagree with me and try to understand their reasoning
- 💡 I change to maximize my strengths and embrace, then compensate for my weaknesses
- 💡 I push my limits, but never truly fail because I never give up
- 💡 I can have ANYTHING I want; but not EVERYTHING I want
- 💡 I reject good alternatives for better ones
- 💡 I stick with sound fundamentals through ups and downs - regardless of how I feel
- 💡 I leverage good reflections of bad times to learn my best lessons
- 💡 I look for partners with character, creativity and common sense
- 💡 I maximize upside and limit exposure to unacceptable downside by making handfuls of good uncorrelated bets that are balanced and leveraged well
- 💡 I view my mistakes as opportunities to learn and improve
- 💡 I improve continuously by employing processes that ensure problems are brought to the surface and their root causes diagnosed
- 💡 I leverage tools and environments to reinforce desired behaviors
- 💡 When faced with the choice between two things I need that are seemingly at odds, I go slowly to figure out how I can have as much of both as possible
- 💡 I know that there is always a good path that I just haven't figured out yet - so I keep looking until I find it
- 💡 I enhance my relationships by 1. communicating honestly and respectfully; 2. having thoughtful disagreements with a willingness to shift my opinions as I learn; and 3. agreeing on decision approaches to enable forward movement without resentment
- 💡 I create idea meritocracy - where there is transparency so that people can see things for themselves
- 💡 I believe that the quest for personal realization and business excellence need not be mutually exclusive
- 💡 Much of how I think is physiological and can be changed
- 💡 I orchestrate others to do things well without me
- 💡 I train my habits and emotions to be aligned with my reasoning
- 💡 I examine my failures to determine new principles that help me to succeed in the future
- 💡 I build teams by engineering the right mix of attributes and people to achieve goals
- 💡 I am a Shaper - someone who comes up with unique and valuable visions and builds them out beautifully - over the opposition of others
- 💡 I am an independent thinker who doesn't let anything, or anyone stand in the way of achieving my Awesome Outcomes
- 💡 I have a strong mental map of how things should work, but am not afraid to test and tweak
- 💡 I hone my vision to be wide and granular; and I augment it with the vision and perspective of others
- 💡 I know that tools reinforce good habits and good thinking
- 💡 I try, fail, diagnose, redesign and try again
- 💡 What I don't know is much greater than what I do know
- 💡 I believe in strong governance - checks and balances ensuring that my org will be stronger than whoever happens to be leading it
- 💡 I have a healthy respect for history, a hunger to have universal understanding of how reality works and a desire to build timeless and universal principles for dealing with it
- 💡 I see pain as nature's reminder that there is something important for me to learn
- 💡 I believe that satisfaction comes from struggling well to achieve success
- 💡 I discover my nature and align my life accordingly
- 💡 I evolve and contribute to ongoing evolution around me
- 💡 I look to understand patterns and cause-effect relationships to learn and fine-tune principles for dealing effectively
- 💡 I think of my life as a game with puzzles (problems) that when solved yield gems (principles) enabling me to advance by handling similar puzzles in the future
- 💡 I make great decisions when my emotions are aligned with my logic
- 💡 I increase my capacity by working effectively
- 💡 I remain radically open-minded so that I can benefit from honest feedback and improve my efficiency
- 💡 I never let fear of what others think of me stand in my way
- 💡 I observe and accept reality - understanding that nature optimizes for the whole, not for the individual
- 💡 I evolve to increase my contribution to the whole through meaningful work - and am duly rewarded
- 💡 I recognize pain as nature's alert that there is something for me to learn through reflection
- 💡 I push my limits to accelerate my evolution; struggling well is positive
- 💡 The quality of my life depends on the choices that I make at painful moments
- 💡 I recognize that first-order consequences are often the temptations that cost me what I really want
- 💡 I always focus on second- and third-order consequences of my decisions
- 💡 I compare my outcomes with my goals to determine how to modify my "machine" (the way I operate)
- 💡 I focus more on designing and managing my life than on working in it
- 💡 I seek assistance from others more capable in a particular area - not hesitating to "fire" myself as the worker if I'm not effective
- 💡 I recognize that great expectations create great capabilities

- 💡 I take accountability and am creative, flexible and determined enough to do what it takes
- 💡 I view problems as potential improvements (opportunities) that are screaming at me
- 💡 I have a fierce intolerance of "adequate"
- 💡 I sketch out a broad plan and then refine at a lower level of detail (including timelines)
- 💡 My weaknesses (patterns of mistakes) don't matter as long as I find solutions
- 💡 I practice open-mindedness (humility) and developing great mental maps
- 💡 I work to diminish my ego and blind spots by seeking truth and input from others
- 💡 I replace my attachment to being right with the joy of learning what's true
- 💡 I develop the art of thoughtful disagreement - to discover truth rather than convincing and judging
- 💡 I know that disagreements are opportunities to learn; understanding why first and then being empathetic
- 💡 I use pain as my guide toward quality reflection
- 💡 I am calm and reasonable; and expect the same from others
- 💡 I learn more about myself each day including what I can change and how to change it
- 💡 There is no basis for my anger because how others think, and act is a consequence of their physiology
- 💡 I balance my expectations of others against what they're like and what they are capable of achieving
- 💡 I notice when my amygdala hijacks my brain and use that as a trigger for reflection
- 💡 I focus on refining my habits (pruning & acquisition) to achieve my goals
- 💡 I create guardrails against my weaknesses and seek others who have complementary strengths
- 💡 I align my pursuits with my nature and my aspirations
- 💡 I learn by asking questions and exploring before I decide
- 💡 I am always willing to listen to an opposing point of view
- 💡 I seek information from the most informed and believable people that I can find
- 💡 I observe relative relationships, rates of change and levels of things around me
- 💡 I use approximations effectively when seeking to understand things and enable decisions
- 💡 I leverage the Pareto Principle (80/20 rule) effectively to make good decisions
- 💡 Until I make the unconscious conscious, it will direct my life and I will call it fate
- 💡 I understand and leverage probabilities (prioritizing expected values) when making important decisions
- 💡 I simplify relentlessly: distilling my decision-making criteria down to principles
- 💡 When in disagreement with others, I start by attempting to agree on principles first
- 💡 I have common sense, imagination and determination - along with an ability to aid my decision-making with computer algorithms
- 💡 I align my teams' work principles with the members' life principles
- 💡 I document and articulate my values and principles clearly; and operate by them consistently
- 💡 I build my teams with great people (character & capability) who form and reinforce great culture
- 💡 I build a great culture based on idea meritocracy that strives for meaningful work and meaningful relationships through radical truth (open-mindedness) and radical transparency while leveraging believability-weighted decision-making
- 💡 I constantly compare my machine's outcomes with my goals; where there are shortfalls, I look at design and people
- 💡 I leverage a 5-step process for improvement: 1. clear goals, 2. identify problems, 3. diagnose problems, 4. design changes, 5. do what's needed
- 💡 I thrive on meaningful work and meaningful relationships; working with people (partners) I enjoy being around is the pinnacle
- 💡 I develop and maintain clear processes for resolving disagreements efficiently based on principles
- 💡 My passion and my work are one and the same - and I do it with people I enjoy being around
- 💡 I pull together thinking from different people and stress test it to produce better outcomes
- 💡 I create the culture where we express thoughts openly and honestly, have thoughtful disagreements and abide by agreed ways of resolving disputes
- 💡 I get stronger by doing difficult things
- 💡 I build trust as a key asset in my life portfolio
- 💡 I publicly hold everyone on my teams to the same principles and decision making
- 💡 I build community and culture such that members care for it deeply; creating better work and better relationships as a result
- 💡 I expect and encourage people to behave with a high level of mutual consideration for each other's interest and a clear understanding of who is responsible for what
- 💡 I give more consideration to others than I demand for myself
- 💡 I overcome my ego barriers and actively embrace my mistakes and weaknesses (especially my one big challenge)
- 💡 I leverage pain as a trigger for self-reflection - leading to progress
- 💡 I create effective teams by aligning consciously, continually and systematically on our shared mission, how we treat each other and a practical picture of who does what when to achieve our goals
- 💡 I address mini conflicts early so as to develop long-lasting relationships
- 💡 I understand and make clear who has what rights (e.g., decision making) and which processes should be followed to move toward resolution
- 💡 I engage in thoughtful disagreement to first learn what is true and then to determine what to do about it
- 💡 I recognize that conflicts are essential for great relationships
- 💡 I know and practice how to move from disagreement to decision-making
- 💡 I leverage wisdom by seeing as many sides of a story as possible and weighing them all appropriately
- 💡 I am simultaneously open-minded (seeing other perspectives) and assertive (communicating my perspectives clearly)
- 💡 I drive discussions to achieve completion and get in sync - which leads to decisions and/or assigned actions
- 💡 I know that the most believable opinions are those of people who have repeatedly and successfully accomplished the thing in question and who have demonstrated that they can logically explain the cause-effect relationships behind their conclusions
- 💡 I find the most believable people possible who disagree with me and try to understand their reasoning
- 💡 When someone asks me a question, I think first whether I'm the right person to answer it
- 💡 I know that it's more important to do big things well than to do small things perfectly
- 💡 I provide my teams and partners with a means to get past disagreements and move forward
- 💡 Whenever there is a dispute, I ensure that both parties have equal levels of integrity, are open-minded & assertive and are equally considerate
- 💡 I resolve conflicts fully, by seeking important and accurate conclusions

- 💡 I never let little things divide (narcissism of small differences) when agreement on the big things should bind
- 💡 I ensure that the power supporting the principles is only given to those who value the principled way of operating more than their individual interests
- 💡 My ultimate goal is to create a machine that works so well that I can just sit back, and watch beauty happen
- 💡 I find and employ people and tools that are more competent than I am
- 💡 I ensure that incentives and responsibilities are aligned for my team members and that they experience the consequences of the outcomes they produce
- 💡 I look for people who think independently, argue open-mindedly and assertively and value intense pursuit of truth and excellence; along with rapid self-improvement
- 💡 When searching for partners, I look for people with whom I want to share life (clear mental image of required values & character)
- 💡 I know I don't have all the answers, so ask thoughtful and empowering questions
- 💡 I learn my team member's weaknesses as well as their strengths
- 💡 I promote growth, development and transparency around where my team members stand, why, and what they can do to improve
- 💡 I provide experiences that create internalized learning that book learning can't replace
- 💡 I rise to a higher level and keep my eye on the bigger picture and counsel the people that I'm evaluating to do the same
- 💡 I look for accurate criticism over compliments
- 💡 I embrace powerful personal transformation by experiencing the pain from mistakes that I never want to have again
- 💡 I spend more time examining problems than successes; identifying, understanding and addressing each and how to avoid them in the future
- 💡 I leverage data to fuel my objective, open-minded and emotion-free conversations about performance
- 💡 I encourage people to be objectively reflective about their performance
- 💡 I ask myself often if I am being open-minded or resistant; confronting difficulties head-on and forcing myself to explore where they come from
- 💡 I examine how well I do what I do and the outcomes I produce over time
- 💡 I constantly evaluate team members and never try to rehabilitate if values or abilities are inadequate
- 💡 I never let myself be held hostage to anyone (never lower my standards); there is always someone else
- 💡 I know that tough love is the hardest and most important type of love to give
- 💡 I observe and operate my machine as an organizational engineer; comparing outputs with goals and constantly improving designs and orchestrating people
- 💡 I construct appropriate metrics by imagining the most important questions and what numbers will give me the answers
- 💡 I always focus on moving closer to my goals and training and testing my machine (design and people) to improve
- 💡 I examine why I'm getting the outcomes that I'm getting
- 💡 My policies are natural extensions of my principles
- 💡 I manage at appropriate levels; not too hands-on or hands-off
- 💡 I understand each of my team members' values, abilities and skills; so that I can place them well and help them improve
- 💡 I leverage daily updates to stay on top of what my team is doing and thinking
- 💡 I maintain a good relationship with my direct reports AND the level below them
- 💡 I accept and embrace challenges from others; seeing it as an opportunity to stay honest, learn and improve myself
- 💡 I openly accept other ways of thinking and operating
- 💡 I resolve small differences in perception and assumption to prevent more serious divergence of views
- 💡 I force myself and my teams to do difficult things
- 💡 I encourage partners and team members to bring disagreements to the surface and work through them openly and reasonably
- 💡 I am always explicit; never assuming that something was implicitly understood
- 💡 I communicate plans clearly and have clear metrics conveying whether we are progressing accordingly
- 💡 I escalate responsibilities that I cannot handle; and encourage my teams to do the same
- 💡 Every problem I find is an opportunity to improve my machine; I celebrate discovering what is not going well so I can make it go better
- 💡 I am a craftsman; and focus on goal achievement over task completion
- 💡 I acknowledge my weaknesses and then overcome them rather than simply accepting them
- 💡 I constantly compare outcomes to goals to close the gap (improve my machine through people and design)
- 💡 I encourage others to surface problems quickly so that they can be diagnosed (what, who, when) and addressed before they become unmanageable
- 💡 I am explicit; replacing vagueness with personal accountability
- 💡 I use metrics to track the progress of my plans and solutions
- 💡 I use problems to diagnose how my machine is working, connect problems to people and apply past learnings (principles) to new situations
- 💡 I first list problems and then identify root causes by applying 5 Whys to get to outcomes, then I put a new plan in place identifying who does what by when with appropriate metrics to measure outcome success; lastly, I execute the plan with regular checkpoints to review planned vs. actual progress
- 💡 I design and systemize my machine (design & people) by extrapolating relevant principles from each interaction
- 💡 I use principles to guide me from my values to quality day-to-day decisions through better habits (Values -->Principles-->Decisions)
- 💡 I always consider 2nd- and 3rd-order consequences
- 💡 I run standard meetings to refine key elements through repetition; and to address new items requiring a fresh approach
- 💡 I always think strategically amidst running the day-to-day
- 💡 I imagine and design my organization first (workflow, interaction model, required qualities), then select the right people
- 💡 I focus efficiently while scaling rapidly and keeping things as simple as possible
- 💡 I look for people who are better than I am; and train them to operate effectively without me
- 💡 I leverage double-doing over double-checking to ensure quality outcomes and to strengthen performance
- 💡 I keep my principles and strategic focus constant while varying my tactics and approaches
- 💡 I am transparent with others and let them know what to expect
- 💡 I look constantly for ways to increase leverage (achieve more with less) - through principles, technology and partnerships
- 💡 I visualize the results of pushing through so intensely that I experience the thrill of success even while I'm still struggling to achieve it
- 💡 I experience success from doing the mundane things like solving problems over long periods of time
- 💡 I design groups to include all required qualities instead of trying to find those qualities in a single person

- 💡 I take the time to come up with great game plans and creative, cut-through solutions
- 💡 I increase my effectiveness by prioritizing (saying "No"), leveraging the right people / technology / designs and improving my personal productivity
- 💡 I embed my systemized principles in tools to help improve my machine
- 💡 I leverage tools and protocols to learn & share what people are like, provide personalized training & development, offer guidance and oversight in specific situations and help sort people into the right roles
- 💡 I place power in the hands of capable people in key roles who have the right values, perform well and will check and balance the power of others
- 💡 I work with others to get leverage to accomplish my mission in bigger ways than I could alone, get quality relationships that form a great community and generate funds to buy what I need and want for myself and others

#### **The 4 Laws of Financial Prosperity by Blain Harris and Charles Coonrad**

- 💡 I treat money as an enabler rather than a distraction
- 💡 I track, target, trim and train my spending habits for financial stability and independence
- 💡 I count and measure so that I can properly manage
- 💡 I always pay myself first and find ways to make my money work harder for me than I worked for it

### The Infinite Game by Simon Sinek

- 💡 I contribute to something bigger than myself, with value that will last well beyond my lifetime
- 💡 I think beyond short-term and long-term; I think about the next generations
- 💡 I cannot win in an infinite game; the objective is to keep playing and to perpetuate the game
- 💡 I recognize that the true value of an organization is measured by the desire others have to contribute to that organization's ability to keep succeeding, not just during the time they are there, but well beyond their own tenure
- 💡 I build for resilience over simple stability; always asking "what is best for us?"
- 💡 My consistency is more important than my intensity; lifestyle > specific goals
- 💡 I choose to adopt an infinite mindset focused on Advancing a Just Cause, Building Trusting Teams, Studying My Worthy Rivals, Preparing For Existential Flexibility and Demonstrating The Courage To Lead
- 💡 I am inspired every morning, safe when at work and fulfilled at the end of each day
- 💡 I focus on my vision of a future state that does not yet exist - so appealing that others are willing to make sacrifices in order to help advance it
- 💡 I partner for culture and teach skills later
- 💡 I never make business decisions to solely boost my own compensation
- 💡 I celebrate my victories, but do not linger on them
- 💡 I write down my causes and use them like a compass to guide my decisions
- 💡 I look for and establish Just Causes that are deeply personal to myself and others who hear it
- 💡 My Just Cause provides the context for all other goals; with all finite achievements helping to advance that Just Cause
- 💡 I strive to become better vs. becoming the best
- 💡 I take responsibility for looking beyond my organizations - going up and out (as Chief Vision Officer) while I have those I trust going down and in
- 💡 I take the long-view and play an infinite game
- 💡 I slow down to go fast - foregoing the intended growth plan if things aren't ready or right
- 💡 My sense of purpose helps me to fulfill my potential
- 💡 I avoid unrest by establishing and maintaining balance
- 💡 I advance a purpose, protect my people and then generate profit
- 💡 I connect with my team members, encourage them and catch them doing things right
- 💡 I create environments where my team members and partners can work to their natural best
- 💡 I prioritize people over results; Will over resources; trust before performance
- 💡 I recognize that the Will of my team members and partners is THE thing that drives discretionary effort, problem solving, imagination and teamwork
- 💡 I generate an endless supply of strong Will by building an inclusive and trusting culture focused on allowing others to feel safe being vulnerable
- 💡 I build circles of safety to continuously foster and grow trust; as a leader, I act first by modeling the behaviors that I want to see
- 💡 I practice strong people leadership; establishing trusting teams with just causes to avoid ethical fading
- 💡 I maintain ethical behavior - demanding my complete honesty and constant self-assessment
- 💡 I close ethical loopholes and enhance my values and beliefs
- 💡 I identify Worthy Rivals rather than competitors; who help me to elevate my game and become a better player
- 💡 I embrace abundance
- 💡 I am a tangible representation of my Cause / WHY
- 💡 I leverage disruptive events to help clarify and communicate my cause
- 💡 I remain patient, humble and agile during infinite play - especially at the loss of a major Worthy Rival (there will be another)
- 💡 I get to work on something alive and keep it growing
- 💡 I look for ways to advance my Cause; employing existential flex (initiating extreme disruption) when necessary and there is a better way
- 💡 I exercise Courage to Lead and am willing to change my perception of how the world works and take risks for the good of an unknown future
- 💡 I am committed to a purpose greater than myself
- 💡 I prioritize people before numbers
- 💡 I know that I don't have all the answers; nor total control
- 💡 I think about the second and third order effects and consequences of my decisions



## Start With Why by Simon Sinek

- 💡 I inspire people to act; creating a following of people who do so not because they were swayed
- 💡 I guard against acting on unconfirmed assumptions and perceived truths (what I THINK I know)
- 💡 I engineer the outcomes that I want from the beginning; I design for success
- 💡 I recognize that fear cannot be easily overcome with only facts and figures
- 💡 I make the investment (time & money) to do the right things in the right way the first time; rather than having to reinvest to do them again
- 💡 I look for long-term value from true reinvention over the addition of novelty features
- 💡 I hone my leadership by inspiring long-term commitment (loyalty) from others vs. transactional compliance
- 💡 I can achieve more if I ask why (purpose, cause, belief) first
- 💡 What I do each day is tangible and rational proof of my purpose
- 💡 People don't buy WHAT I do, they buy WHY I do it (which inspires loyalty)
- 💡 I challenge the status quo and offer simpler alternatives
- 💡 I know WHY, so I don't worry about differentiating myself or convincing anyone of anything
- 💡 WHY did I start doing WHAT I'm doing in the first place; and WHAT can I do to bring my purpose to life?
- 💡 I know that our need to belong is innate - and that we trust those with whom we are able to perceive common values or beliefs
- 💡 I communicate what I believe; make others feel like they belong, are special and safe
- 💡 I help people make decisions at their gut level by appealing to their hearts/guts before their minds
- 💡 I inspire loyalty in others by starting with the clarity of my WHY, then adding my HOW (values & principles, systems & processes), then aligning everything that I say and do (authenticity)
- 💡 I articulate my values as verbs - designating how I act (carry myself, relate to others, make decisions) in any given situation
- 💡 I practice authenticity and generate passion by aligning what I say and do with my beliefs
- 💡 I focus on finding and connecting with those who believe what I believe (my WHY); and let inspiration, trust and loyalty emerge
- 💡 I build trust and work with others through shared values and beliefs
- 💡 I focus on attitude, shared beliefs and cultural fit over skills
- 💡 I look for motivated people to inspire - through purpose and challenge
- 💡 I create environments where innovative ideas can happen - helping to overcome challenges
- 💡 I build trust by supporting my team members and inspiring them to put in the extra effort that benefits the whole team
- 💡 I lead as an expression of my purpose - to enable others to find their own purpose, passion and pride
- 💡 I hold my teams accountable to our values and guiding principles - which stem from our WHY
- 💡 I am crystal clear about my purpose - showing how what I do each day is aligned with my cause
- 💡 I leverage this business as the ideal platform for expressing my purpose of enabling others
- 💡 I have absolute conviction about what I am here to do and that I will be successful in impacting others' lives
- 💡 I look actively for new ways (and alternative routes) to bring my purpose to life in all that I do - drawing others in along the way
- 💡 Through my clarity and charisma, I attract innovators and early adopters who expect to help me realize my vision
- 💡 It takes time and effort to ensure that everything I say and do is consistent with my WHY
- 💡 I know that success is a team sport; so I develop my ability to attract others who believe what I believe
- 💡 What I do can change with the times, but WHY I do it never does
- 💡 I look for people who know HOW to build what I believe
- 💡 I leverage symbols to make my clarified WHY tangible
- 💡 I filter my decisions through my WHY; and teach my teams to do the same
- 💡 I make it easy for those who believe what I believe to find me by ensuring that WHAT I do proves what I believe
- 💡 I combine passion with structure for the most meaningful outcomes
- 💡 As the measurement of my WHAT grows, the clarity of my WHY stays closely aligned in my culture
- 💡 I find new ways to measure and improve on my WHY (purpose, cause) and add value (feeling or perception) to others
- 💡 I establish and maintain continuity of vision
- 💡 Finding my WHY is a process of discovery, not invention
- 💡 I start everything I do with WHY - and leverage what I already know and have to progress
- 💡 I compete against myself and become better every day
- 💡 My goal is to find others who believe what I believe and work together so that we can all succeed
- 💡 I constantly envision a (better) world that does not yet exist - and communicate that vision clearly
- 💡 My vision is the world that I imagine, the tangible results of what the world would look like if I spent every day in pursuit of my WHY

### **The Richest Man In Babylon by George Classon**

- 💡 It is up to me to save enough from my various income streams to make my money work for me
- 💡 I distinguish between my needs and desires - focusing on reduction or elimination of expenses
- 💡 I leverage compound interest to generate ongoing income - without putting principal at risk
- 💡 I consult with knowledgeable and experienced advisors who already have the results that I'm after
- 💡 I build provisions for our future so that we live a secure life
- 💡 I focus on what I most desire - and then plan and work diligently to get it
- 💡 I live my game and earn more over time through applied knowledge and wisdom
- 💡 If I persist, I should expect to succeed - as the chances are in my favor
- 💡 I experience good luck by recognizing and accepting opportunity
- 💡 I put off procrastination in favor of progress
- 💡 I remember to save at least 1/10 of my earnings; and invest wisely under the coaching of knowledgeable mentors with the expectation of consistent, and reasonable profit
- 💡 I help others without taking on their burdens
- 💡 I cannot afford to be without adequate protection for what is important to me
- 💡 I recognize that life is a series of problems to be solved - and then I solve them
- 💡 I am determined and resourceful, so I find a way
- 💡 I develop self-respect and add strength & determination to my purpose by taking good care of my family
- 💡 I know that nothing takes the place of a consistent work ethic

## Leadership Strategy and Tactics by Jocko Willink

- 💡 I leverage the talent and skills of others in my gap areas to set and reach objectives
- 💡 I improve continuously - formalizing and codifying what I learn along the way
- 💡 I detach myself from chaos to see the big picture clearly
- 💡 I build respect and buy-in from others through humility
- 💡 I become a better leader by becoming a good follower
- 💡 I build trust in others by consistently helping them solve problems and softening my approach when providing constructive criticism
- 💡 I ask for and accept help from others
- 💡 I show humility, build relationships and earn respect by learning front-line skills and being willing to do any small or hard job
- 💡 I build trust, then relationships, then teams
- 💡 I leverage mistakes as opportunities to counsel, mentor and teach
- 💡 I earn respect & influence by giving respect first, and allowing myself to be influenced
- 💡 As a leader, I am responsible for absolutely EVERYTHING - so I take ownership (preemptively and after the fact)
- 💡 I lead from wherever is necessary (from front to set example, from middle or rear for perspective)
- 💡 I enable my teams to own and buy-into solution plans - suggesting adjustments where required based on my experience
- 💡 I remain level-headed and observe first when things don't go the way that I expect
- 💡 I override the short-sightedness of my ego
- 💡 I recognize that while there are patterns to human behavior, everyone is unique; I adjust tools and pressure accordingly
- 💡 I consider natural skills and growth areas when assigning tasks
- 💡 I detach and elevate above the tactical - to focus on what is most important
- 💡 I reinforce the fact that every team member's job is critical to success
- 💡 I grow my team members into leaders who require minimal guidance; allowing me to increase my span of control
- 💡 I push my team members through understanding and discipline
- 💡 I increase ownership and buy-in by giving control, showing integrity and establishing pride (balanced between humility & confidence)
- 💡 I am humble and honored to be considered a leader
- 💡 I always treat others with respect - no matter their rank or position
- 💡 I always maintain my integrity - saying what I do and doing what I say
- 💡 I work hard to understand and support my teams - no job is beneath me
- 💡 I am always prepared and open to learning more
- 💡 I generate clear vision and thoughtful plans; I give simple, clear and concise direction; I stay humble, take input and listen
- 💡 I change only the things that are not working; If it ain't broke, I don't try to fix it
- 💡 I identify other leaders quickly and put them to work helping the overall team win bigger, better and faster
- 💡 I lead primarily through suggestion - engaging others to think through and help develop solutions
- 💡 I avoid taking anything personally
- 💡 I listen to and incorporate feedback from all sources (no matter their level)
- 💡 I stay open-minded and avoid overcommitting to ideas
- 💡 I evaluate ideas on their merit regardless of origin; and defer to others when there is relative parity
- 💡 I am decisive when I need to be, but try not to make decisions until I have to
- 💡 I build relationships to increase influence from within
- 💡 I am realistic about setbacks, but also maintain positive perspective
- 💡 I leverage leadership itself to help shape and grow other leaders
- 💡 I provide opportunities that apply just enough pressure and carry low enough risk to grow others without overwhelming them
- 💡 I put junior people in charge to make them better by teaching them humility and confidence
- 💡 I use tact to build relationships with peers so that I can influence them authentically
- 💡 I always take the high ground and keep my ego in check
- 💡 I do the right things for the right reasons - including supporting peers, staying humble, taking ownership and passing credit onward
- 💡 I build trust with micromanagers by providing them with more information and then performing well
- 💡 I make decisions easy for indecisive leaders by sorting through the complexity and enabling them to simply say YES to my recommendation
- 💡 I use soft language with weak bosses to protect their egos
- 💡 I understand the difference between strategic and tactical objectives; and never quit on the strategic goals
- 💡 I keep my team members informed (including WHY & benefits from their perspectives) so that they are engaged and prepared
- 💡 I communicate through multiple channels and encourage team members to playback their understanding
- 💡 I balance praise to maintain positive pressure
- 💡 I think before I speak and measure my words carefully
- 💡 I reflect and diminish strong, negative emotions; always maintaining control of my own emotions
- 💡 I let others exhaust their thoughts - practicing infinite patience (never interrupting) to gain additional insight
- 💡 I provide constructive criticism using soft language - focused on the issue and never the person (character)
- 💡 I set the example for the ideal

### **The Win Without Pitching Manifesto by Blair Enns**

- 💡 I claim the high ground in my client and candidate relationships
- 💡 Whenever I find myself on the side of the majority, I take time to pause and reflect
- 💡 As a practitioner, I consistently deepen my expertise and write so that I can position and differentiate myself
- 💡 I leverage my positioning to guide interactions; establishing rules of collaboration and replacing presentations with conversations
- 💡 I establish and make continuous reference to a vision / dream / strategy
- 💡 My objective with every interaction is simply to see if there is a fit between a client or candidate's needs and my expertise suitable enough to take the next step
- 💡 I establish confidence in clients and candidates that I am an expert practitioner and that I have access to superior process and resources
- 💡 I operate as a respectful facilitator; determining fit and facilitating next steps by helping the unaware, inspiring the interested and reassuring those who have formed an intention
- 💡 I respond effectively to others' motivations - not necessarily their requests
- 💡 I operate as a practitioner without need to seek or convince clients or candidates
- 💡 I selectively and respectfully pursue perfect fits; saying No often to give power and credibility to my Yes
- 💡 I patiently focus on developing an initially small, but consistently increasing number of high-quality partnerships
- 💡 My selectivity builds my credibility and integrity, reduces resistance and creates conditions to replace presentations with conversations
- 💡 I develop and maintain a clearly defined set of parameters representing desirable partnerships; looking to disqualify candidates earlier rather than later in the selection process
- 💡 I raise objections first and place them on the table for clients and candidates to address (which is better)
- 💡 I commit to deepening my expertise rapidly and forever - so that I can find out just how good I can become
- 💡 I think more deeply by narrowing my field of thought - focusing the power of my concentration and improving the quality of my outcomes
- 💡 I write increasingly about what I do, so that I get better by driving into the deep crevices and less commonly understood areas of my craft
- 💡 I formalize the way that I work by documenting, following and improving an effective process that produces consistent skills and outcomes
- 💡 I avoid the stress of attempting to control the uncontrollable or neglecting the things that I should be doing within my control
- 💡 I establish and communicate my expected Minimum Level of Engagement for all prospective partnerships
- 💡 I wield real power in my ability to walk away

### Switch by Chip & Dan Heath

- 💡 I avoid mistaking a situation problem for a people problem
- 💡 In order to get others to change their behavior, I look for ways to influence their minds, hearts and environment (direct the Rider, motivate the Elephant and shape the Path)
- 💡 I recognize that self-control is an exhaustible resource (impacting ability to think creatively, focus, inhibit impulses and persist)
- 💡 I avoid mistaking exhaustion for laziness
- 💡 I avoid mistaking lack of clarity for resistance
- 💡 I look for bright spots (what's working and how we can do more of it) to help solve many different problems at once
- 💡 In situations where changes is needed, I avoid analysis-paralysis and tend toward productive action
- 💡 I realize that understanding a problem doesn't necessarily solve it; knowing is not enough
- 💡 I solicit and notice the first small signs of noticeable progress toward solutions (What's the first small sign you'd see...?)
- 💡 I always look for the sequence of small solutions that most often solve big problems
- 💡 I spend more time scaling successes than solving problems
- 💡 I avoid analysis- & decision-paralysis (retreating to default) generated by too many options
- 💡 I am hands-on when it comes to leading change
- 💡 I consistently translate ambiguous goals into concrete behaviors by scripting critical moves
- 💡 I make my path to success clearer by removing barriers
- 💡 I leverage clarity to dissolve resistance
- 💡 I leverage destination postcards to vividly picture the future that hard work can make possible; and generate inspiration
- 💡 I marry my long-term goals with short-term critical moves
- 💡 I combine strong beginnings (critical moves) with strong endings (destination postcards) for maximum impact
- 💡 I help others see problems or solutions in ways that influence emotions, not just thought (See-Feel-Change)
- 💡 I avoid positive illusions and focus on realistic assessment of my capabilities and gaps
- 💡 I cultivate interest - which sparks the desire to get involved, learn new things and tackle new experiences
- 💡 I recognize that change doesn't have to be hard or painful
- 💡 I focus on being partly finished with a longer journey (shrink the change) than to be the starting gate of a shorter one
- 💡 I get started quickly on challenging tasks by scaling down the mission to be accomplished into quick-win chunks
- 💡 I realize that motivation is more important than math
- 💡 I know that hope is precious to a change effort - it's Elephant fuel
- 💡 I leverage a miracle scale ranging from 0 to 10 to demystify the journey and to celebrate every incremental victory
- 💡 I evaluate new situations through the lens of my identity and my values
- 💡 I respect and consider the identities of others (rather than consequences) when leading them through change
- 💡 I leverage the fact that people are receptive to developing new identities - growing from small beginnings
- 💡 I create the expectation of failure - not of my mission, but on the journey so that I can learn, improve and grow
- 💡 My brain and my abilities are like muscles - they can be strengthened with practice
- 💡 I shrink change and grow myself and others to enable successful outcomes
- 💡 I avoid the Fundamental Attribution Error of ignoring situational forces that shape other people's behavior
- 💡 I focus on making our journey easier; I have some control over every situation
- 💡 I make the right behaviors a little easier and the wrong behaviors a little harder
- 💡 When I change my path, I change my behavior - it beats self-control every time
- 💡 I design my environment to reinforce good habits and deter bad ones
- 💡 I leverage action triggers (preloading decisions) as an effective way to jump-start new habits
- 💡 I protect my goals (from distraction, bad habits and competing goals) and preserve my self-control by passing control of my behavior onto my environment
- 💡 I ensure that my actions and habits serve my mission; and are easy to embrace
- 💡 I leverage checklists to ensure that I'm taking the best approach to completing important actions
- 💡 I recognize that behavior is contagious
- 💡 I publicize situations where my teams are embracing the desired behavior (catch people doing something right)
- 💡 I describe simple actions that can help resolve complex problems
- 💡 I cultivate "free spaces" - where like-minded people can gather and prep for action without disturbance
- 💡 I reward each tiny step toward my destination; reinforcing bright spot behaviors along the way
- 💡 The more I am exposed to something, the more I will like it; and small changes tend to snowball
- 💡 I make the switch by Following Bright Spots, Scripting Critical Moves, Pointing to the Destination, Finding the Feeling, Shrinking the Change, Growing my People, Tweaking the Environment, Building Habits and Rallying the Herd

## The ONE Thing by Gary Keller

- 💡 When I want the absolute best chance to succeed at anything, my approach should be to Go Small - ignoring all the things that I could do and doing what I should do
- 💡 Extraordinary results are directly determined by how narrow I can make my focus
- 💡 I do fewer things for more effect instead of doing more things with side effects
- 💡 I recognize that extraordinary success is sequential, not simultaneous; what starts out linear becomes geometric
- 💡 I grow my passion by spending more time practicing and working at relevant skills - then I experience improved results
- 💡 I don't let distractions muddle my thinking, misguide my actions or sidetrack my success
- 💡 I recognize that the solutions I'm seeking are almost always hiding in plain sight
- 💡 I choose intentional productivity over undirected activity
- 💡 I determine what matters most (core activity) and allow that to drive my day
- 💡 I make each day a stepping-stone for the next so that I sequentially build a successful life
- 💡 I maintain a success list that is purposefully created around extraordinary results
- 💡 I am single-minded and avoid multitasking like the plague
- 💡 I engineer my environment to encourage and support concentrated, intentional activity
- 💡 I exercise discipline just long enough (selected discipline for 90 days) for new productive habits to kick in and take over
- 💡 I do the right things and don't worry so much about getting everything just right
- 💡 I leverage existing habits to develop new or more powerful habits (stacking)
- 💡 I replenish my willpower with rest and reflection
- 💡 I prioritize important activities in the morning when my willpower is at its highest capacity
- 💡 I focus on purpose, passion and pride over seeking exact balance between work and life
- 💡 I commit the large amounts of exclusive time required for the things that are important
- 💡 I monitor my personal life to ensure that I'm not out of balance for too long and damaging relationships
- 💡 I let the right things take precedence when they should and get to the rest when I can
- 💡 I think big so that I can drive huge outcomes for my life and for those I care about
- 💡 I grow as I think bigger and achieve bigger outcomes
- 💡 I ask myself big questions and pause to imagine the answer in practice
- 💡 When I can honestly say that this is where I'm meant to be right now, doing exactly what I'm doing, then all the amazing possibilities in my life become possible
- 💡 I get ahead by getting started and breaking complex tasks down into smaller manageable and prioritized tasks
- 💡 I ask the Focusing Question regularly: What's the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?
- 💡 I apply the Focusing Question to important areas of my life: Spirituality, Health & Fitness, Core Relationships, Work, Business, Finances
- 💡 Because I want my life to matter, I approach each area by doing what matters most in it
- 💡 I understand and believe the power of the Focusing Question - so I take action every day
- 💡 I focus on big, specific questions and look for possibility (as opposed to simply doable or stretch) answers that lead to awesome outcomes
- 💡 I leverage research and the experience of others to help generate new answers to my focusing questions
- 💡 My Big ONE Thing is my purpose; my Small ONE Thing is the priority I take action on to achieve it
- 💡 I combine purpose, priority and productivity to produce profit, passion and pride
- 💡 Life isn't about finding myself; it's about creating myself (shaping with connected choices)
- 💡 My purpose has transformative power for me and others
- 💡 I enjoy and appreciate the relationships and experiences in my life fully - and never focus on getting things to make me happy
- 💡 I let happiness come to me on my way to fulfillment
- 💡 I target enough money coming in without having to work to finance my purpose in life
- 💡 Planning is bringing the future into the present so that I can do something about it now
- 💡 My "present now" and all "future nows" are undeniably determined by the priority I live in the moment
- 💡 I leverage intermediate goals and rewards to combat hyperbolic discounting - the absence of motivation for a distant reward
- 💡 I set future goals and then methodically drill down to what I should be doing right now (someday-5yr-1yr-monthly-weekly-daily-now)
- 💡 I perform better by visualizing and improving my processes rather than my milestones
- 💡 My productive action transforms lives
- 💡 I see myself as working between vacations (I block my recharge time first)
- 💡 I block large chunks of private / protected time for creative (making) work; and smaller blocks for admin and management
- 💡 I do my best thinking work in the mornings, so block off increasingly more time to do it well
- 💡 I plan with enough time to hit the ground running for the next period (week or year)
- 💡 I maintain streaks of productive activity and never break the chain
- 💡 Until my ONE Thing is Done - Everything else is a Distraction
- 💡 I approach life with a beginner's mind and a master's mentality
- 💡 I embrace extraordinary effort and continually seek the very best ways (models & systems) of doing things
- 💡 I leverage my coaches and mentors to keep me accountable
- 💡 I defend my focus by saying no to distractions
- 💡 In order to get what I want, I also focus on what I must give up
- 💡 I allow for chaos in the pursuit of success - it can be handled in style later
- 💡 I protect and replenish my energy through proper diet, exercise and sleep
- 💡 I setup my environment to help me get to and excel at my ONE Thing
- 💡 The journey to anything I want starts with a single step
- 💡 I expand the limits of my life by lifting the limits of my thinking
- 💡 I get my focus as small as possible to simplify my thinking and crystalize what I must do
- 💡 I focus on my ONE Thing aligned with my purpose and sitting atop my priorities - which is the most productive thing I can do to become my best self
- 💡 I avoid regret by taking action in line with my purpose and priorities

### **The Dream Is Everything by Peter Cox**

- 💡 My vision provides me with satisfaction in the present and also helps me leave a legacy
- 💡 Achieving my dream means obtaining sufficiently of every good thing
- 💡 I work each day at envisioning, enlarging and achieving my dreams
- 💡 What I do today is motivated by my dream
- 💡 My dream is an extension of who I truly am
- 💡 Fear is an illusion for me
- 💡 I make my life fun - and enjoy the pursuit of y dreams
- 💡 I hang around with people who make me laugh
- 💡 I exercise constantly because I believe fun is impossible if I am not physically fit
- 💡 I reward myself with things I enjoy when I achieve a key goal
- 💡 I spend lots of time with the people I love
- 💡 I create magic moments for others
- 💡 My dreams take me places that are uncomfortable - that is where I grow
- 💡 The harder I work for my dream, the more room for fun I allow myself
- 💡 I never, never give up; and am willing to pay the price for success vs. avoiding pain
- 💡 I fight to realize my vision - despite fear of rejection or failure
- 💡 I don't accept or make excuses for mediocrity
- 💡 I routinely do the things that unsuccessful people won't do
- 💡 I am absolutely clear about why I am paying the price of success and that my dream is worth achieving
- 💡 I do what I need to do even when I don't want to do it
- 💡 I have the discipline and the daily habits necessary to attain my dreams
- 💡 I let my well-designed plans (not my emotions) dictate my daily activities
- 💡 I am disciplined about my practice, so I approach perfection
- 💡 I keep my integrity intact by being a man of my word and following through without fail
- 💡 I put a high price on my reputation - I am the same in public as behind closed doors
- 💡 I maintain positive power by keeping my promises
- 💡 I am patient with others because I believe we are all greater than any one mistake
- 💡 I display consistent and predictable character every day in public and in private
- 💡 I maintain faith in my dreams - seeing what does not yet exist
- 💡 I recognize that the larger my dream, the harder it will be for others to see, the greater the cost and the longer it will take to achieve
- 💡 If I'm not experiencing opposition, then I'm not working my dream muscle hard enough
- 💡 I cannot expand my dream until I increase my faith; letting my belief carry me beyond doubt and indecision
- 💡 I believe I have the capacity to fulfill my dreams
- 💡 I communicate faith well - sharing power through the heart of my teams
- 💡 I let my dreams move me, change me and stretch my lazy muscles
- 💡 I don't do things halfheartedly because I know if I do, then I can expect halfhearted results
- 💡 I grow people - in quality and in commitment to a dream
- 💡 I believe that people are capable of anything when they possess self-esteem
- 💡 I see my dreams and ambitions as meaningful for myself and for the advancement of others
- 💡 I breathe dreams, vision and belief into my teams
- 💡 I am character-driven, loyal and honest - starting at home with my family and emanating out into society and business
- 💡 I invest my time in helping others by creating justice and equality for all people
- 💡 If I cannot say that I would give everything to possess my dream, then I may well have the wrong dream
- 💡 I prefer to praise good behavior rather than discipline bad behavior
- 💡 I can achieve my dream because I am committed to the process of fulfillment; and I generate love for my dream as well as for those with whom I will share it
- 💡 I inspire unity with love
- 💡 I always seek to associate with people more successful, wiser and harder working than I am
- 💡 I find and associate with mentors who stretch me
- 💡 I reinforce my reoriented thinking with core practices and routines
- 💡 I am disciplined with a firm, but flexible schedule
- 💡 I let boredom and routine light my path to success
- 💡 I plan constantly for success - incorporating unexpected challenges through creativity and flexibility



## The 1% Rule by Tommy Baker

- 💡 I set appropriate expectations and maintain focus through obstacles and challenges
- 💡 I recognize that the first iteration of my goal is never the end result - the magic is in the pivot
- 💡 I set expectations designed to serve me (and others) and create the awareness of pivots leading to ultimate success
- 💡 I leverage adversity as a catalyst for the next step in my plans
- 💡 I see adversity as the test to determine my level of commitment as I embark on the long slog between starting and mastery
- 💡 I expect challenge, adversity and chaos each day - so I prepare for them
- 💡 I leverage meaningful progress to keep me inspired and on track
- 💡 I recognize that progress is crucial to my mindset and belief that I can achieve anything that I want
- 💡 I focus on small daily actions tied to my larger vision
- 💡 I look forward to 3.7x up to 37x improvement in every area of my life
- 💡 I leverage what I have learned so that I can see improvement
- 💡 On my way to mastery, I move seamlessly from knowing to doing to being
- 💡 I require myself to move forward every single day
- 💡 I only truly value that which is earned - and specifically, that which I earn through the process of becoming
- 💡 In order to reach my dreams, I have to become someone different than who I am today
- 💡 I get used to taking small leaps so that when the time comes, I can easily take the big ones
- 💡 Without a code - a foundational philosophy of virtues and values - I crumble
- 💡 I stay grounded through challenges; focused with certainty and clarity on why I'm here
- 💡 I fall in love with my process; do it every single day; celebrate my commitment; track my metrics and data; master my craft
- 💡 I invest time on the things that challenge me so that I experience breakthroughs to new levels in all areas of my life
- 💡 I move forward every single day; never living conditionally - or waiting to be inspired, excited and ready
- 💡 I am grounded in humility; and obsessed with micro-improvements
- 💡 I am a warrior - an average man with laser focus
- 💡 I move the needle forward in my life and business each day - and delete those activities that don't truly matter
- 💡 I am obsessed with reframing my "busyness" and am falling in love with distraction-free work
- 💡 I engage in deep work - which increases the quality of my output and my feelings of purpose and fulfillment
- 💡 I am addicted to deliberate presence and focus
- 💡 I establish ruthless boundaries - non-negotiable frames to help protect my energy, clarity and focus
- 💡 I establish primed environments that are clutter-free and conducive to concentration & creativity
- 💡 I establish my intentions daily and link them to my overall purpose
- 💡 I practice at least one Pomodoro rep each day (25 minutes of deep work followed by a 5-minute break); and strive to increase my reps over time
- 💡 I get started with clarity and inspiration; then persist with grit through to the end
- 💡 I grow continuously by embracing the full scope of my journey; and through support and challenge
- 💡 I regulate my behavioral, emotional and attentional impulses in the presence of momentarily gratifying temptations and diversions
- 💡 I get emotional about my WHY; enabling me to choose persistence and endurance over and over again
- 💡 I reframe challenges as opportunities; they increase my capacity and give my life deep-rooted meaning
- 💡 I recognize that doubt and resistance are signs that I'm growing - I detach from feelings of the moment and execute anyway
- 💡 I become enthusiastic through progress in meaningful work
- 💡 How I do one thing is how I do everything
- 💡 I train myself until mastery is automatic
- 💡 I recognize that endurance is rare & messy
- 💡 I focus on taking today's step; understanding that I'm building a rock-solid foundation
- 💡 I am crafting my unique story and journey
- 💡 I am focused squarely on what is possible
- 💡 I build confidence through persistence through adversity
- 💡 What can I execute on right now that will prove that my outcome and vision are not only possible, but coming true?
- 💡 If I don't fill my day with high-priority items, then others will fill my day with low-priority items
- 💡 My capacity and bandwidth are crucial, yet extremely limited
- 💡 I delete the things that are not serving me; creating room for production, creativity and real thinking
- 💡 I audit my circle, surroundings and information I'm consuming at regular intervals
- 💡 My mental real estate is priceless
- 💡 I recognize that the level of my fear about an endeavor reflects its level of importance to me
- 💡 I love & laugh at my resistance and recognize it as a sign of my growth
- 💡 I give myself permission to think bold and big
- 💡 I build by vision from within - encompassing all that I am
- 💡 I chase my North Star - letting go of the logic and reason that hold back my belief
- 💡 I commit to life and experiencing true connection - which keeps me grounded and focused
- 💡 I influence others by becoming a beacon and allowing them the space to do the same
- 💡 I surrender to the possibilities that life has in store for me
- 💡 I recognize my resistance and commit to leaning in further to discover a lesson - a new perspective to help me move forward
- 💡 I make room for belief - which I exercise each day like a muscle
- 💡 I stay high by prioritizing possibilities (WHY) over logistics (HOW)
- 💡 When determining what would have to happen to hit my goals, I visualize exactly what has changed; the (in)tangible differences and results
- 💡 Progress (even perceived) is extremely powerful for my continued thrust into action
- 💡 I focus on the four pillars of my life: Business & Purpose, Health & Fitness, Spirituality and Relationships
- 💡 I focus on my core outcome (goal / vision), the underlying core process (essential steps) and the 1% process (daily activity)
- 💡 I identify the nonnegotiable focus that I must have every day
- 💡 I don't have to hit a home run every single day - I simply have to get in the game

- 💡 My growth process is not linear
- 💡 I chase simplicity because it is powerful - though never easy
- 💡 I create momentum through simplicity and streamlining
- 💡 I see the success of others as my own greatness being reflected back to me; I am inspired rather than envious
- 💡 I leverage pain as a powerful way to center myself and focus on what is most important
- 💡 I embrace boredom as part of the process as I chase lasting success
- 💡 I create the perfect timing with bold decisions and the will to execute
- 💡 I recognize that when my WHAT and WHY are bold and vivid, the HOW starts to reveal itself
- 💡 I commit to the next 1-2 steps without needing to have the entire process figured out; allowing me to adjust and discover new paths
- 💡 I know that my fear of what others might think comes from the possibility of validating my own internal critic; I act anyway
- 💡 I am not concerned with what others think of me because I realize that they are rarely thinking of me
- 💡 I recognize that perfect timing is simply a choice
- 💡 I create urgency in my life in order to minimize distractions
- 💡 I create inspiration daily - which fuels my dreams
- 💡 I take action - which generates the feelings that I am looking for (inspiration, purpose, passion, pride, energy, fulfillment, abundance)
- 💡 I leverage 90-day cycles - which provide enough time to create magical results and enough urgency to force execution
- 💡 I set daily targets low enough to ensure success, yet high enough to force me to push past resistance
- 💡 I ignore complacency and keep my foot on the gas
- 💡 I create a foundation of ruthless accountability (systems, people and structures) to ensure that I follow through on consistent production
- 💡 I create clarity by leveraging accountability to provide new perspectives
- 💡 I continuously unlock the greatness that is already within me and others - which has been forgotten, ignored or abandoned
- 💡 I use urgency to strengthen my commitment to awesome outcomes
- 💡 I recognize that reflection is as important as intentional action
- 💡 I employ strategic disconnects - where I am as intentional with my "off" time as my "on" time
- 💡 I set my intentions daily after meditation
- 💡 I disconnect periodically to reflect and focus on what's next
- 💡 I change by becoming greater than my environment
- 💡 I use (physical, spiritual, emotional, mental) interrupts to clear space and let go of what has been so that I can create from a blank slate
- 💡 I change my emotional state quickly by changing my physical state
- 💡 I build belief by creating new insights and gaining awareness about what's possible in my life
- 💡 I believe that everything can change within the span of a few months
- 💡 I am emotional about my WHY; it compels me to action
- 💡 I never let resistance keep me small or distract me from my dreams
- 💡 Nothing will change if I don't
- 💡 I have the courage to go through the ugly, intense and sometimes excruciating process of creation
- 💡 I stretch myself through the process and see magic happen
- 💡 I fall in love with the process and put in the work

### Crucial Confrontations by Patterson, Grenny, McMillan, Switzler

- 💡 I avoid poorly handled disagreements - which lead to poor decisions, strained relationships and disastrous results
- 💡 I constantly improve the way that I handle failed promises, disappointments and other performance gaps
- 💡 I always speak openly and honestly with candor and respect - to resolve problems and enhance relationships
- 💡 I exert influence effectively by holding others accountable in a way that makes them feel good about themselves
- 💡 I avoid awkward silence and embarrassing violence in discussions
- 💡 I am present with others; listening empathetically and building on their ideas
- 💡 I employ policies, systems and programs to strengthen already established practices of communicating effectively with others
- 💡 I master my emotions; describing problems in ways that don't cause defensiveness and making tasks both motivating and easy
- 💡 I manage my body language; always communicating respect, interest, support and empathy
- 💡 I always end discussions gracefully; always leaving the environment ready for continued and productive communication
- 💡 I can only really ever change myself
- 💡 I choose my words and the way I deliver them carefully - to avoid defensiveness in others
- 💡 I clear my thinking before I communicate with others
- 💡 I take time to identify and properly unbundle problems to ensure that I'm dealing with the right one (that bothers me most; stated concisely) in the right way (Content, Pattern, Relationship)
- 💡 I focus on intentions (what came before) and consequences (what comes after) to determine the full scope of a problem
- 💡 I reflect constantly on what I want for myself, for the other person and for the relationship
- 💡 I discern the difference between defaulting to silence and carefully considering whether to engage
- 💡 I improve my influence skills regularly - choosing to and engaging more effectively more often
- 💡 I speak and act consistently in order to build credibility and security with others
- 💡 I set expectations in a way that shows respect for people with different views
- 💡 I use the first few seconds to set a positive tone and establish the climate for difficult discussions
- 💡 I avoid jumping to the conclusion that the other person is guilty of anything; thus avoiding anger and moral superiority
- 💡 I recognize that under the influence of adrenaline and cortisol, blood leaves my brain - making me less likely to think clearly
- 💡 I avoid the fundamental attribution error of assuming people do things purely because of their disposition vs. their situation
- 💡 I keep crucial confrontations professional, respectful and on track to achieve a satisfactory conclusion
- 💡 I tell myself better (more complete & accurate) stories about what leads reasonable, rational and decent humans to actions that I don't understand or agree with
- 💡 I slow down to examine Motivation & Ability across the dimensions of Self, Others and Things to understand why people do what they do; avoiding certainty, smugness and anger in the process
- 💡 I replace anger with curiosity when discussing problems; appreciating others' desire to belong, feel respected and be included
- 💡 I fight the natural tendency to assume the worst of others and engender genuine curiosity to ensure that my first words and deeds create a healthy climate for myself and others
- 💡 I think twice before speaking when angry
- 💡 When communicating with others, I never play games/charades, pass the buck or expect them to read my mind
- 💡 I solve problems while building relationships
- 💡 I create and maintain safety (mutual respect and purpose) in conversation with others; enabling us to discuss any topic
- 💡 I start confrontations by describing the gap between what was expected and what was observed
- 💡 I ensure that others feel respected by managing my tone and body language; and asking for permission to tackle touchy topics (in private)
- 💡 I give others the benefit of the doubt by thinking of them as rational, reasonable and decent
- 💡 I preempt confusion by establishing mutual purpose and contrasting what I intend with what I don't intend
- 💡 I keep conversations clear by stating facts around observations, tentatively sharing conclusions that I have drawn and then asking for the other person's perspective (diagnostic question: "What happened?")
- 💡 I listen to others to determine whether there is an issue with motivation, ability or both
- 💡 I leverage effective communication of expectations and natural consequences (never power) to motivate others
- 💡 I maintain safety and avoid defensiveness
- 💡 I link natural consequences to core values, (short- / long-term) pain vs. benefits and hidden victims
- 💡 I am patient and skillful at navigating difficult conversations
- 💡 I help remove barriers for others by making tasks easy and painless
- 💡 I understand that composite problems contain both motivational and capability elements
- 💡 I work jointly with others (inviting their thoughts) to overcome ability blocks and build motivation
- 💡 Effectiveness = Accuracy \* Commitment
- 💡 I leverage Mutual Purpose and shared solutions to cement relationships
- 💡 With motivation, once source is all it takes; With ability, any single barrier can impede enabling forces
- 💡 I explore all existing and all potential ability barriers (detractors & hidden forces)
- 💡 I make it safe for others to discuss personal challenges
- 💡 I kick-start others' thinking; and test for challenges in systems, physical layouts, processes and policies
- 💡 Once I've dealt with motivation, I check ability; and vice versa
- 💡 I ask for permission, feedback and when necessary, I prime the pump (share possible root causes)
- 💡 I stay focused on resolving problems (without getting sidetracked); and am flexible enough to step away from the current issue to deal with new problems when necessary
- 💡 I watch closely for loss of safety / trust, new issues and explosive emotions
- 💡 I restore safety by pointing to shared purpose, using contrasting to clarify misunderstandings and apologizing when necessary
- 💡 I communicate "If something comes up, let me know as soon as you can" so that others are clear about my expectations
- 💡 I leverage teaching moments to share natural consequences and work through problems
- 💡 I recognize that we all become righteously indignant only when others have tread on sacred ground involving our values
- 💡 I deal with my emotions by dealing with my stories; I tell them differently - leading to different feelings and actions
- 💡 I recognize the futility of attempting to have a rational discussion with someone who is blind with emotion
- 💡 I deal with others' emotions first, and then deal with the content of the argument

- 💡 I ask for permission to engage, mirror others' behavior (by pointing out inconsistencies with what and how they communicate), paraphrase and prime (guessing the root cause of a problem without judgment)
- 💡 I listen actively to understand whether there is a motivational or ability issue; as well as for others' stories about the facts
- 💡 I leverage strategic delays to get a handle on my emotions or come up with the right words
- 💡 I step into problem discussions by choice rather than by accident
- 💡 I create complete plans - including specific expectations about who does what by when - with follow-up
- 💡 When stakes are high, I leave nothing to chance
- 💡 I step up to crucial confrontations; avoiding silence and violence in myself and others
- 💡 I master making others feel safe by seeing problems from their perspective and leveraging empathetic questions over accusations
- 💡 I don't have to be right; I just need to be curious (I may not have all the facts)
- 💡 I frame crucial conversations as opportunities to solve problems that the other person cares about; and acknowledge my contribution
- 💡 I express my appreciation for others' willingness as well as for their results
- 💡 I set clear expectations with others before engaging in crucial confrontations about violations or related problems
- 💡 If I don't know precisely what I'm looking for, then I have no right to expect it
- 💡 I notice "things gone right" and make great use of praise between confrontations
- 💡 I dedicate regular time to doing something to boost the people I work with and care about
- 💡 I offer sincere appreciation to those around me

## Primal Leadership by Daniel Goldman

- 💡 I foster good feelings in those that I lead - freeing the best in people
- 💡 As a leader, I act as an emotional guide and manage meaning for my teams
- 💡 I give praise, criticize well and offer support to others' needs
- 💡 I frame my teams' missions in ways that give more meaning to each person's contribution
- 💡 I give others a sense of clarity and direction
- 💡 I smile often because it is contagious and makes others feel good
- 💡 I find ways to laugh each day
- 💡 I practice emotional positivity so that others feel good around me
- 💡 I stay attuned to the feelings of others and help to move them in a positive emotional direction (by calming fears, assuaging anger or joining in good spirits)
- 💡 I speak authentically from my own values and resonate with the emotions of those around me - leaving people uplifted and inspired
- 💡 I leverage more than my intellect as a leader; I execute a vision by motivating, guiding, inspiring, listening, persuading and creating resonance
- 💡 I stay alert for when I'm stressed and my limbic (emotional) brain begins to take over my thinking brain
- 💡 I leverage self-awareness, self-management, social awareness (empathy) and relationship management to become a more resonant leader
- 💡 I leverage humor (especially when things are tense) to send positive messages that shift the underlying emotional tone of interactions
- 💡 I drive to achieve results, take initiative, foster collaboration & teamwork and lead teams effectively
- 💡 I stay focused on how satisfied I'll feel when I accomplish my goals
- 💡 I take inevitable setbacks, frustrations and failures in stride; focusing instead on the hidden growth opportunities and life lessons
- 💡 I leverage my emotions as part of my rationality
- 💡 I listen to my gut and the wisdom of many years of implicit learning
- 💡 I leverage self-management to free myself from being a prisoner of my feelings
- 💡 I avoid returning aggression of any kind - giving others a chance to calm down
- 💡 I maintain my integrity through impulse control - which keeps me from acting in ways that I will regret
- 💡 I employ empathy by taking others' feelings into thoughtful consideration and making intelligent decisions
- 💡 I am approachable and listen carefully to others - enabling me to help meet their needs
- 💡 I employ authenticity, persuasion, conflict management and collaboration to skillfully handle emotions and lead others effectively
- 💡 I practice friendliness with a purpose; moving people toward meaningful outcomes
- 💡 I leverage what people value most deeply to move them most powerfully
- 💡 I am a company of one - I have no team, no power; I can't tell people what to do - but I convince them by appealing to their agenda
- 💡 I articulate a clear vision that rings true to me and tie it to the shared hopes and values of others
- 💡 I share openly and transparently to create trust and inspiration
- 💡 I help others identify their strengths and weaknesses; and tie them to their personal and career aspirations
- 💡 I am authentic; listening first and then giving advice that is truly in the best interest of others
- 💡 I promote harmony and friendly interactions among team members
- 💡 I keep it safe for others to speak up - recognizing that transparency enables solutions
- 💡 I strive to learn new leadership approaches that raise my own performance and that of those I lead
- 💡 I give others the sense that their jobs / activities fit into a grand, shared mission
- 💡 I value the talents and abilities of others - and focus on correcting ways of working over character
- 💡 I leverage the right approach in the right moment and switch between leadership styles as needed
- 💡 I look for ways to improve my emotional intelligence - self-awareness, self-management, social awareness and relationship management
- 💡 I seek, consider and act on feedback about my performance
- 💡 I seize opportunities for 1:1 coaching and feedback sessions with my team members; balancing criticism with positive reinforcement
- 💡 I maintain a positive attitude about learning so that I retain what I learn
- 💡 I practice new skills repeatedly so that I can strengthen new neural pathways and form new useful habits
- 💡 I recognize that when a limbic connection (emotional experience) has established a neural pattern, it takes a limbic connection to revise it
- 💡 I look for opportunities and external help to confront discontinuity - the gap between my ideal self and my current real self
- 💡 Connecting with my dreams releases my passion, energy and excitement about life
- 💡 I make lasting changes through my strong commitment to a future vision of myself
- 💡 I am emotionally engaged in my self-development and connected to what really matters to me
- 💡 I am in tune with others' vision because I am open to their hopes and dreams
- 💡 I actively seek out negative as well as positive feedback so that I can improve
- 💡 I look for and address gaps between my ideal and real selves
- 💡 I focus my leadership development plan on learning goals according to my strengths and key gaps
- 💡 I leverage on-the-job daily events and environments to practice my learning goals
- 💡 I ensure that my learning goals resonate with my dreams
- 💡 I perform better when I visualize activities beforehand
- 💡 I fit my learning goals into the structure and rhythm of my life
- 💡 I improve my leadership style by becoming aware of bad habits, consciously practicing better ways and rehearsing new behaviors until they become automatic
- 💡 I manage my emotional impulses first and then practice new habits and modes of leadership
- 💡 The more time I put into practicing, the greater the payoff
- 💡 I use mental rehearsal to anticipate how I might handle challenging situations rather than resorting to impatience and judgment
- 💡 I clearly picture myself achieving my ideal state and then maintain that focus
- 💡 I draw on others as I work on closing the gap between my real and ideal selves
- 💡 I manage stress effectively to maintain my ability to learn, reason and communicate effectively
- 💡 I use coaching and mentoring to help others discover their dreams, strengths & gaps and establish a learning plan
- 💡 I focus on open discussion and disagreement about ideas -- as opposed to attacks on people who hold disparate views
- 💡 I help my teams face our collective emotional reality and examine our shared habits that create and hold that reality in place
- 💡 I recognize that norms represent implicit learning at the group level

- 💡 I help my teams uncover less productive norms and come together around new ways of working
- 💡 As a leader, I leverage emotional intelligence to ensure that people feel competent, confident and creative
- 💡 I leverage dynamic inquiry to let people discuss their feelings about what is and isn't working
- 💡 I am a model of the changes that I want to see; involving others in the process of creating a new vision
- 💡 I put systems in place to support new habits and ways of doing things
- 💡 I ensure that how teams feel about what they do is just as important as what they do
- 💡 I leverage attunement to win hearts and minds by moving people emotionally as well as intellectually
- 💡 I recognize that none of us is as smart as all of us
- 💡 I am available, accessible and transparent
- 💡 I maintain enough distance in relationships to retain accountability
- 💡 I focus on underlying issues and solutions to create common ground and understanding about what needs to change and why
- 💡 I connect people's personal goals with meaningful vision and make it safe to explore ways to reach the vision
- 💡 I get involved, look for places to contribute and live my mission
- 💡 I slow down in order to speed up
- 💡 I turn vision into action by demonstrating what the vision looks and feels like; and how people can live it today and into the future
- 💡 I create and change rules to support my vision
- 💡 I recognize that for a new vision to take hold, it must spread through every level of an organization
- 💡 I help to transform organizations from the top as a strategic priority
- 💡 I break rules when necessary; without scaring people away
- 💡 I generate emotional engagement with my own passion and dreams, those of my team and our overall strategy / vision
- 💡 I give people good reasons to improve and grow
- 💡 I manage my disruptive emotions so that I can maintain focus and think clearly - especially under pressure
- 💡 I lead through relationships rather than power
- 💡 I hone my leadership instincts - to know when to be collaborative and when to be visionary, when to listen and when to command
- 💡 I naturally nurture relationships, surface simmering issues and create the synergies of a group in harmony
- 💡 I work constantly on improving emotional intelligence because it becomes more important the larger my roles and responsibilities
- 💡 I pay attention to how my emotions affect my relationships and my overall effectiveness
- 💡 I strive to be authentic - able to speak candidly about my emotions and with conviction about my guiding vision
- 💡 I am graceful in learning where I need to improve and welcome constructive criticism and feedback
- 💡 I manage my disturbing emotions and impulses - and channel them in useful ways
- 💡 I create and seize opportunities - rather than simply waiting
- 💡 I see others positively and expect the best of/from them
- 💡 I seek to understand and appreciate others' perspectives
- 💡 I embody what I ask of others and articulate a shared mission in a way that inspires them
- 💡 I surface conflicts, acknowledge feelings and views from all sides, then redirect energy toward shared ideals
- 💡 I model respect, helpfulness and cooperation

**Make Your Bed by William H. McRaven**

- 💡 I demonstrate discipline - which is expected of me
- 💡 I need and rely on others to help me through difficult times
- 💡 It takes a team of good people to get me to my destination in life
- 💡 I recognize that life isn't fair, so don't always expect things to go my way
- 💡 I don't complain or blame others for my misfortune; I stand tall, look to the future and drive on
- 💡 I pay for my failures - and let them teach me and strengthen me so that I can handle life's toughest moments
- 💡 I push my limits and dare greatly to discover what's possible in my life
- 💡 I am courageous - nothing stands in my way and I can accomplish any goal
- 💡 I rise above my fears, doubts and fatigue to complete my missions
- 💡 No matter how difficult my life circumstance, someone always has it worse
- 💡 I recognize that little things in life matter



**Acres of Diamonds by Dr. Russell Conwell**

- 💡 I have success within my reach
- 💡 I am ambitious and seek wealth because I can do more good with it than without it
- 💡 I am trustworthy because I care for my character, relationships and finances
- 💡 I take interest in others to understand what drives them, what they need and how I can add value
- 💡 I grow myself into the capacity to lead larger teams with greater responsibility
- 💡 I focus intently on what is most important - until that thing is done
- 💡 I recognize that leadership is a function of influence; so I build my influence by being trustworthy and competent
- 💡 I contribute fully regardless of my role or responsibility
- 💡 In order to become great, I do great deeds - beginning where I am and with what I am

## Crucial Conversations by Patterson, Grenny, McMillan, Switzler

- 💡 Nothing fails like success
- 💡 I transform others and my relationship to them through crucial conversations
- 💡 I bond with others by collaborating to produce something truly creative
- 💡 I clarify what I want to have happen, focus on what is actually happening, create safety and leverage self-awareness / self-knowledge
- 💡 I watch how I behave when others disagree with me about high-stakes, emotional issues
- 💡 The single biggest problem in communication is the illusion that it has taken place
- 💡 I focus on face-to-face conversations to skillfully address emotionally and politically risky issues and reach productive outcomes
- 💡 I choose and achieve absolute candor, but in a way that shows deep respect
- 💡 I find ways to get all relevant (meaningful) information out into the open
- 💡 I make it safe for others to add their meaning into the shared pool
- 💡 I realize that more accurate and relevant information enables better choices and decisions
- 💡 I recognize that when meaning is shared, people willingly act on whatever decisions they make - with unity and conviction
- 💡 I invest time establishing shared pools of meaning in exchange for faster, more unified and more committed action
- 💡 I work on changing myself instead of trying to change others
- 💡 I stay focused on the right motives no matter what happens
- 💡 I remind myself of what I really want for myself, for others and for my relationships; and how I would behave if I really wanted those results
- 💡 I avoid speaking in absolutes, pointing out only those facts that support my view and withdrawing from uncomfortable discussions
- 💡 During conversations, I pay particular attention to how others are feeling and acting; and the tones they use to express themselves
- 💡 I watch for the moment conversations become unhealthy (when others feel unsafe), so that I can respond quickly
- 💡 I notice when my brain is beginning to disengage and I'm at risk of moving away from healthy dialogue
- 💡 I create safety and intimacy in conversation so that others feel comfortable saying anything
- 💡 I choose curiosity and empathy over judgment and indifference
- 💡 When experiencing crucial conversations, I step out of the content and focus on restoring safety and the free flow of shared meaning
- 💡 During conversations, I work to establish and maintain mutual purpose and mutual respect
- 💡 I identify and find ways to care about the interests of others - not just my own
- 💡 I always provide ways for others to gain and maintain dignity
- 💡 I always identify similarities and common ground as a basis for respect and connection
- 💡 I apologize and take ownership for causing (or at least not preventing) pain or difficulty to others
- 💡 I give up being right, saving face and winning in order to focus on what I really want from an interaction or exchange
- 💡 I use contrasting to provide context and clarify misinterpretations - reassuring others of my intentions
- 💡 I ask others what they're really after and why - so that I can understand their purpose and help create something shared
- 💡 I commit to stay in conversations until a solution is identified that serves the shared purpose
- 💡 I focus on higher and longer-term objectives to transcend short-term conflicts and compromises
- 💡 I create my emotions - no one else; I either master them or fall hostage to them
- 💡 I control my emotions by controlling the stories that I tell myself
- 💡 I notice my behavior, get in touch with my feelings, analyze my stories and get back to the facts
- 💡 I expand my emotional vocabulary so that I can better understand how I feel and why
- 💡 I focus on what I can see or hear rather than subjective speculation
- 💡 I watch out for "Clever" (victim, villain, helpless) stories
- 💡 I admit mistakes and avoid obsessing over others' faults
- 💡 I tell useful stories by filling in gaps and taking ownership for my role, normalizing others' motives and focusing on what I really want
- 💡 I watch for difficulty when discussion topics turn from things to people
- 💡 I speak my mind completely (frank) - in a way that makes it safe for others (respectful)
- 💡 I employ confidence, humility and skill in conversation with others
- 💡 I sort facts from conclusions when sharing my point of view; and encourage others to do the same
- 💡 I am willing to abandon or reshape my stories as more information becomes available
- 💡 I soften my messages so that others remain open-minded vs. feeling forced
- 💡 I encourage others to offer different points of view - realizing that my view is only one possible perspective
- 💡 I am prepared to listen when I ask others to open up
- 💡 When others are silent or violent, I become curious and get to the source of their feelings
- 💡 I seek to understand why a reasonable, rational and decent person would say something that I don't initially understand or agree with
- 💡 I am patient with others, allowing their emotions to catch up with the safety that I create
- 💡 I respectfully mirror others to help them acknowledge that their tone and body language may not match their words
- 💡 I am vulnerable with others and sometimes prime them by suggesting what I think may be at issue re their thoughts and/or feelings
- 💡 I find ways to agree with and then build on the perspectives of others; otherwise, I compare rather than debate differences
- 💡 I help dialogue by getting more meaning into the shared pool
- 💡 I recognize that dialogue is not the same as decision making
- 💡 I am clear about how decisions will be made, who will be involved and why
- 💡 In making decisions, I involve people who care, who contribute relevant information and whose commitment is required
- 💡 I always help identify who does what by when; and how we will follow-up key decisions
- 💡 I document key conclusions, decisions and assignments; and give others the opportunity to be accountable
- 💡 I continually ask myself whether I'm in or out of dialogue
- 💡 I accept and act on the challenge of keeping dialogue safe
- 💡 It is possible for me to be both candid and respectful with the right skills
- 💡 The current quality of my leadership and my life is fundamentally a function of how I am presently handling crucial conversations
- 💡 I ask the right question to get the right solution
- 💡 I remain suspicious of my convictions during moments of strong emotion; in crucial moments, they are almost always wrong
- 💡 I keep others safe in dialogue by persisting over time, refusing to take offense, making my motive genuine, showing respect and constantly searching for Mutual Purpose

## Breaking the Habit of Being Yourself by Dr. Joe Dispenza

- 💡 I have within my reach, all I need to make significant changes in my life
- 💡 I change my inner world of thoughts and feelings; and confirm that my mind affects my outer world
- 💡 I am a divine creator
- 💡 I experience true empowerment when I look deeply at my beliefs - then weigh old ideas against new paradigms that serve me better
- 💡 I evolve in a state of joy and inspiration
- 💡 It is not enough for me to "think positive" because most of who I am might reside subconsciously as negativity in my body
- 💡 I am truly free when how I appear is who I am
- 💡 I meditate to get beyond my analytical mind and enter into my subconscious mind so I can make real and permanent changes
- 💡 I am on my way to mastery when I know that I know how to do something
- 💡 I live life as an idealized version of who I think and believe I can be
- 💡 I accept a new understanding of myself and the world so that I can embrace new knowledge and have new experiences
- 💡 I think, feel and act intentionally; knowing that my thoughts and feelings create my reality
- 💡 I get better each day at observing the life that I want
- 💡 Intentional thoughts need emotional energizers
- 💡 I focus my thoughts and harness my emotions to pull myself toward the potential reality that matches what I want
- 💡 I am grateful for what I know is coming my way
- 💡 The way I think directly affects my life
- 💡 I think greater than the circumstances of my life and am greater than the feelings that I have memorized in my body
- 💡 I chase my ideal self every day
- 💡 I gain power from the alignment of my mind & body, my intentions & behaviors, my thoughts & actions, and my words & deeds
- 💡 My dreams are independent of my environment
- 💡 I can change my beliefs, attitudes and behaviors just by thinking differently (mental rehearsal)
- 💡 I influence my brain to change before my desired experiences in preparation for better alignment
- 💡 I feel the way I think, then think the way I feel
- 💡 I think and act greater than how I feel
- 💡 I remain aware of my thoughts, actions and emotions
- 💡 I work to keep my new mind and reconditioned body in alignment and harmony
- 💡 I never let familiar feelings allow me to talk or think myself out of greatness
- 💡 I stretch myself to become better despite my inner addict who would rather remain in familiar territory
- 💡 I eliminate negative memorized emotions
- 💡 I focus on intended future events and plan how I will prepare and behave; leading to alignment of thoughts and experience
- 💡 I am more energy than physical matter; vibrating at the higher and more productive frequency of love
- 💡 I reduce stress and keep my ego in healthy balance between my needs and the needs of others
- 💡 My attention is where I place my energy
- 💡 I observe my present personality and unlearn who I used to be - so that I can free up energy to create a new personal reality
- 💡 I imagine fresh possibilities by asking open questions about what I really want, who I want to be and what I want to change
- 💡 I engage my creative mode to transform my thoughts into my new experiences
- 💡 I can change my brain at any time by focusing on new experiences and feelings; and thinking about modifying my behavior to match
- 💡 I record experiences chemically through my emotions
- 💡 I teach my body what my mind has learned by applying new knowledge and creating new experiences
- 💡 I personalize knowledge to help imagine a better version of myself and my resulting experiences
- 💡 I mentally rehearse my ideal self daily
- 💡 I match my intentions with my behaviors; thinking, acting and feeling differently whenever I choose
- 💡 Wisdom is accumulated knowledge that has been gained through repeated experience
- 💡 I reflect daily on what it would feel like to be happy, content, satisfied and at peace
- 💡 I change my reality by changing my state of being (coherent thoughts and feelings)
- 💡 I am grateful for my future experiences and give thanks ahead of the actual events
- 💡 I open my heart and think about how it would feel to embody a combination of all the traits that comprise my ideal self
- 💡 I align how I appear with who I really am
- 💡 I observe my emotions to understand who I am and who I want to be
- 💡 I learn from my experiences and transcend emotions to gain understanding and wisdom
- 💡 I remove all addictions - understanding that external stimuli is not the cure for internal feelings
- 💡 I leverage my internal world to change and improve my external experiences
- 💡 I confront my true self daily to create a new personality (personal reality)
- 💡 I un-memorize my self-limiting emotions; gaining freedom to live, think and act independently of restrained or constrained feelings
- 💡 I achieve freedom by staying consciously aware of my every thought, emotion and behavior
- 💡 I release energy from past experiences that attach me to current circumstances; and apply it to creating new and ambitious outcomes
- 💡 I meditate each day, observing unwanted emotions and focusing on who I want to become until it happens
- 💡 I observe how elements in my environment might trigger emotional responses
- 💡 I observe myself precisely and vigilantly so that I don't allow any unconscious thought, emotion or behavior to go unnoticed
- 💡 I focus consistently on becoming the greater version of myself that I want to be
- 💡 I plan my actions, speculate on possibilities, and dream of new states of mind - all to transform my thinking into new experiences
- 💡 I meditate to descend from Beta to Alpha to Theta state - where I can reprogram my subconscious mind
- 💡 I maintain a coherent and orderly mind so that I produce synchronized signals for a balanced and healthy body (homeostasis)
- 💡 I observe and change from Theta rather than analyze from Beta
- 💡 I leverage the power of highly synchronous and patterned energy
- 💡 I am clear and coherent in the creation of new empowering emotions and experiences
- 💡 I align my new personality and behaviors with my intended objectives
- 💡 I replace judgment with curiosity, disappointment with empathy and frustration with determination

- 💡 I notice the difference in the clarity and focus of my thoughts, intentions and feelings
- 💡 I claim power over my problems by naming and facing them
- 💡 I own who I really am, what my past mistakes have been and asking to be accepted
- 💡 I choose trust-based surrender vs. ego-controlled outcomes
- 💡 I accept that my outer world is a reflection of my inner reality
- 💡 I notice the beginnings of the feelings that drive my unconscious thoughts and habits
- 💡 I am aware of self-limiting states of being and behaviors
- 💡 I question whether my thoughts are true - or simply just what I think when I'm feeling limited
- 💡 I question whether acting on impulse will lead me to the same of different outcomes
- 💡 I strengthen who I am emotionally knowing that my unconscious actions and habits will align to match
- 💡 I un-memorize negative emotions and eliminate my destructive unconscious behaviors
- 💡 I pay attention to how I think and act when specific emotions are driving me; and interrupt old, destructive patterns
- 💡 I use my will, intention and sincerity to go beyond my urges
- 💡 I practice becoming unconsciously skilled through frequent and intense mind rehearsal
- 💡 I craft the future events that I want to experience by observing them into reality
- 💡 I keep my body aligned with my new mind so that nothing in my environment emotionally hooks me back to my old reality
- 💡 I make choices that are consistent with my new state of being
- 💡 I look for feedback in the form of opportunities, coincidences, flow, effortless change, better health, and insights
- 💡 I am the same person in my external environment that I am in my internal one during meditation
- 💡 I am greater than my present environment, past memories and associations
- 💡 I am able to cease my routine reactions to the same situations
- 💡 I release ego-driven overanalytical and critical thoughts in favor of becoming transparent
- 💡 My attention is where my energy is
- 💡 My new habits are true greatness, compassion, empowerment, love, awareness and generosity

### **Sometimes You Win; Sometimes You Learn by John C. Maxwell**

- 💡 I never fear making mistakes and never see them as self-betrayal
- 💡 I recognize that I am not perfect and that mistakes are an opportunity for growth
- 💡 I find ways to get unstuck emotionally; especially by actively changing my perception
- 💡 I consistently increase my capacity to manage disappointment and loss
- 💡 I train for failure because I know that I learn, change and grow as a result
- 💡 I am careful about what I do, think and say to myself
- 💡 I overcome early losses; preventing them from becoming magnified
- 💡 I am humble because I think of myself less; concerned about what is right rather than who is right
- 💡 I am confident, but work every day to keep that confidence from becoming a barrier to my ability to learn
- 💡 It's the finish, not the start that counts the most in life
- 💡 I maintain an open-minded and clear view of myself and the world around me
- 💡 I respond with indifference to both praise and criticism - focused merely on achieving my goals
- 💡 I leverage my humility to see things as they really are, to learn and to improve
- 💡 I grow through and with my troubles and mistakes to achieve success
- 💡 I am wisely humble; and always admit when I'm wrong
- 💡 I let go of perfection and keep trying; turning my mistakes into possibilities for innovation and success
- 💡 I face reality and use it as a foundation for growth
- 💡 It is easier to go from failure to success than it is from excuses to success
- 💡 I accept the fact that life is hard - and I continue to grow
- 💡 I use hardships as a test of my character
- 💡 I am never satisfied with my gains, so I never plateau
- 💡 I grow my business continuously, independent of my level of success
- 💡 I am honest and realistic in my evaluation of my activities and results
- 💡 I am always on the lookout for ways to improve
- 💡 I respond to challenges with understanding and determination - which determines my outcomes
- 💡 I build my problem-solving, planning and performance on a solid foundation
- 💡 Responsibility is the most important ability that a person can possess
- 💡 When I fail, I take responsibility so that I can learn and take the right actions for my eventual success
- 💡 I never make the same mistake twice
- 💡 I approach success as a journey and maintain a long-term mindset
- 💡 I am responsible for who I am and where I am today
- 💡 Pain and losses are inevitable, but misery and excuses are optional
- 💡 I determine my reputation by deciding who and what I am - and by always keeping that lofty vision in my mind
- 💡 I accelerate my learning by striking a balance between taking responsibility for what I can control and letting go of what I cannot
- 💡 I am never more discontented with others than when I am discontented with myself
- 💡 Failure is like puberty; awkward and uncomfortable, but also a transforming experience that precedes maturity
- 💡 I learn more by doing more --- but also by paying attention and making adjustments
- 💡 I always do the thing that I think I cannot do
- 💡 I do the things that I ought to do when I ought to do them so that eventually, I will get to do the things that I want to do when I want to do them
- 💡 I am relentlessly inquisitive about people and what they want out of life
- 💡 I am dedicated to continuous improvement
- 💡 There are no shortcuts to success
- 💡 The highest reward for my toil is not what I get for it, but what I become by it
- 💡 I improve my life, family, work, economic situation and influence by first improving myself
- 💡 I'll never get anywhere interesting if I always do the safe thing
- 💡 I equate failure with innovation instead of defeat; freeing me up to get out of my comfort zone and try new things
- 💡 I fail quickly and get it out of the way
- 💡 Improvement demands my commitment to grow long after the mood in which that commitment was made has passed
- 💡 I keep working at getting better - taking small steps and knowing that improvement is never-ending
- 💡 I set my intention to improve each day
- 💡 I am worth the effort, time and energy needed to develop myself
- 💡 I am a dealer in hope; and am courageous in choosing it daily
- 💡 I find something positive and meaningful in myself and life every day
- 💡 Hope provides the power that energizes me with life
- 💡 I expect great things from myself and from life; and attract great people along my journey
- 💡 I follow positive thinking with positive doing
- 💡 I encourage hope by stacking multiple small successes
- 💡 I am teachable; I have the intentional attitude and behavior to keep learning and growing throughout life
- 💡 I always find the right approach; and set the stage for creating all the results I hope for
- 💡 I am successful and choose to learn each day
- 💡 I regularly improve my capacity and attitude
- 💡 I am open-minded - increasing my self-discovery and growth
- 💡 Everyone has something to teach me
- 💡 Every day, I have something to learn
- 💡 Every time I learn something, I benefit myself and others
- 💡 I never trust anyone with power that can't be checked --- especially me
- 💡 I grow and improve each day in small incremental changes
- 💡 I prepare early in anticipation of opportunity

- 💡 Where are the potential learning moments for today?
- 💡 Who will I meet and what can I ask them?
- 💡 What will I experience and what might I be able to learn from it?
- 💡 What can I learn from what I read/saw/heard/experienced/discussed/did wrong - or whom I met today?
- 💡 I create time to contemplate and reflect on what I learn
- 💡 I make mistakes and see the lessons as feedback, rather than failure
- 💡 I use the pain of adversity to make myself smarter and better
- 💡 I face adversity with the right mindset - to learn and create advantages
- 💡 If I respond wisely, my circumstances will serve me
- 💡 I avoid tragedy by wanting to learn from life's difficulties
- 💡 I accept that life is filled with one transition after another; nothing is static, nor should it be
- 💡 I take problems seriously and manage them effectively
- 💡 I never underestimate or overestimate a problem; nor my ability to cope with it
- 💡 Does this REALLY MATTER?
- 💡 I always look for the opportunity within a problem; and expect the problem within an opportunity
- 💡 If I'm willing to see the humor in my bad experiences, I will never run out of things to laugh about
- 💡 I gain experience from my mistakes and seek help when possible
- 💡 I may fail (and learn), but I never quit
- 💡 In order to gain, I determine what I am prepared to lose
- 💡 I am willing to change so that I can get better
- 💡 I change when I hurt enough that I have to, learn enough that I want to and receive enough that I'm able to
- 💡 I am only one defining decision away from a totally different life
- 💡 I decide to change - engaging an act of will as well as a process to be started and manage
- 💡 I want more, so I become more - starting with small changes
- 💡 I never try to change others; nor those things outside of my control
- 💡 I control my attitude and choose to think correctly
- 💡 I know who I am becoming, where I am now, where I'm going and how I need to change to get there
- 💡 I never allow my feelings to determine my behavior
- 💡 I behave my way into feeling so that I can do what I must to grow and keep moving forward
- 💡 I initiate action and finish what I start
- 💡 I learn from losses, gain wisdom and possess a strong emotional and mental stability in the face of life's difficulties
- 💡 I feed my positive thoughts until they become dominant over the negative ones
- 💡 I do something every day that I don't want to do - so that I acquire the habit of doing my duty without pain
- 💡 I do what I am supposed to be doing when I'm supposed to be doing it no matter how I feel
- 💡 I always execute and follow through
- 💡 I delay gratification and give up some things today for greater gains tomorrow
- 💡 I perform with excellence, take responsibility for myself when I don't succeed and learn from my failures without being defensive
- 💡 I earn and confirm my self-esteem every day
- 💡 Winning isn't everything; learning is
- 💡 I continue to grow and improve and become more even though what I have is already pretty good
- 💡 I never take a break after a win; I capitalize on my momentum
- 💡 I stay hungry and keep learning so that I keep winning by getting better
- 💡 I determine my success by how I think
- 💡 I simply can't learn what I think I already know
- 💡 Maintaining a consistently positive mental attitude will be my greatest ally in growing and learning
- 💡 The worst thing that could happen to me today could lead to the best thing that happens today
- 💡 I free myself from imaginary boundaries, see new relationships and explore options to accomplish more things of value
- 💡 I haven't learned anything until I take action and use it
- 💡 Life is a succession of lessons which must be lived to be understood
- 💡 I get out of my comfort zone by taking risks while working in my strength zone

### **Influence - The Psychology of Persuasion by Robert B. Cialdini**

- 💡 I understand how consistency, reciprocation, social proof, authority, liking and scarcity can be applied to get to desired outcomes
- 💡 I watch out for fixed-action patterns or sequences of behavior to see which are helpful vs. unhelpful
- 💡 I provide compelling reasons when I make requests of others
- 💡 I understand that people look for shortcuts, so I make it easy for them to change for the better
- 💡 Reciprocity can be a powerful way to increase influence
- 💡 There is an obligation to give, to receive and to repay
- 💡 The state of obligation can be uncomfortable - which can lead to action
- 💡 We tend to make concessions to those who have made concessions to us first
- 💡 I find ways to use reciprocity responsibly in order to increase influence and gain trust
- 💡 Once we have made a choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment
- 💡 Consistency is valued and adaptive; and offers us a way to evade the rigors of continuing thought
- 💡 We all fool ourselves from time to time in order to keep our thoughts and beliefs consistent with what we have already done or decided
- 💡 I can leverage small commitments to positively impact a person's self-image
- 💡 Our behavior is a primary source of information about our beliefs, values and attitudes
- 💡 I leverage written declarations to strengthen commitments
- 💡 I make my commitments active, public and effortful to ensure that they are lasting
- 💡 I will not let what other people think determine what I believe is correct
- 💡 I never attempt to prove anything to anyone because 95% of people are imitators vs. initiators
- 💡 I am watchful for pluralistic ignorance - in which each person decides that since nobody is concerned, nothing is wrong
- 💡 A halo effect occurs when one positive characteristic of a person dominates the way that person is viewed by others
- 💡 We like people who are similar to us
- 💡 The knowledge that someone likes us can be effective for producing return liking and willing compliance
- 💡 We are phenomenal suckers for flattery
- 💡 Exposure can lead to influence
- 💡 Cooperative learning can help decrease hostility promoted by competition
- 💡 I always look for common goals to foster cooperation and likeability
- 💡 We purposely manipulate the visibility of our connections with winners and losers in order to make ourselves look good
- 💡 It is always a good idea to keep separate our feelings about the requester and the request
- 💡 We are extremely willing to go to almost any lengths on the command of an authority
- 💡 Information from a recognized and authorized authority can provide a valuable shortcut for deciding how to act in a situation
- 💡 We are often as vulnerable to the symbols of authority as to the substance
- 💡 Two questions: Is this authority truly an expert? How truthful can I expect the expert to be here?
- 💡 Opportunities seem more valuable when their availability is limited, and others are in competition for them
- 💡 I recognize that potential loss plays a large role in decision making
- 💡 People seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value
- 💡 I always remain calm and maintain rational perspective



## Good Leaders Ask Great Questions by John C. Maxwell

- 💡 I share experiences transparently
- 💡 It is better to look uninformed than to be uninformed
- 💡 The ability to ask the right question is more than half the battle of finding the answer
- 💡 Commonality leads to connection and communication
- 💡 I am willing to admit mistakes and weaknesses
- 💡 Leadership maturity means considering others before myself
- 💡 I spend time regularly in deep thought asking myself tough questions
- 💡 I ask myself tough questions to maintain my integrity, increase my energy and improve my leadership capacity
- 💡 The most important investment I will ever make is in myself
- 💡 The size of my dream determines the size of my investment
- 💡 I work harder on myself than I do on my job
- 💡 I never wish things were easier - just that I were better
- 💡 My dreams are bigger than my surroundings or circumstances - and fuel my desire to grow
- 💡 My motives matter - I am genuinely interested in others
- 💡 I am humble about my weaknesses; and am open and vulnerable with others
- 💡 The freedom to do my own thing ends when I have obligations and responsibilities
- 💡 I understand my team's strengths & weaknesses; and leverage the strengths to help us all win
- 💡 I discipline myself daily to work within and improve on my strengths
- 💡 I focus on my strengths so that I am better positioned to see and seize opportunities as they arise
- 💡 I make every day my masterpiece
- 💡 I know that people tend to do business with people they like
- 💡 I know the qualities that I look for in leaders; and am very selective in choosing partners
- 💡 I listen to others first to show them that I value them and their input
- 💡 I listen at Level II (others) or Level III (global); I have limited use for Level I (self)
- 💡 I listen to find meaning and understanding
- 💡 I ask great questions that inspire others to dream more, think more, learn more, do more and become more
- 💡 I often ask others: What do you think? How can I serve you? What do I need to communicate? Did we exceed expectations? What did you learn? Did we add value? How do we maximize this experience? What do I need to know? How do we make the most of this opportunity? How are the numbers? What am I missing?
- 💡 I connect with people by asking them questions and asking them for help; I cause others to dream and reflect
- 💡 I lead myself effectively so that I can lead others effectively
- 💡 I recognize and work on my blind spots with the help of those close to me
- 💡 I keep an open mind and think twice before acting or speaking as though I am "right"
- 💡 I think of others first and never worry about what others think or say about me
- 💡 I am always at ease with myself because I leverage my strengths to live my values
- 💡 I always take extreme responsibility and never, ever blame others
- 💡 I am sensitive about how I communicate with others - always leaving them feeling better after having spent time with me
- 💡 I strengthen my character each day by maintaining consistency between my values, thoughts, beliefs, feelings, words and actions
- 💡 I inspire others through my energy - communicating passion and credibility
- 💡 I make every day my masterpiece by practicing daily disciplines for my personal growth
- 💡 I make the world a better place by serving others and helping them live inspired lives
- 💡 I live with authenticity - treating people with kindness & respect, and connecting daily
- 💡 I will only possess what I pursue - so I pursue good relationships with others
- 💡 I nurture and refresh myself daily; replenishing my energy, feeding my soul and renewing my mind
- 💡 I always look for ways to give more than I receive
- 💡 I live abundantly and give generously
- 💡 I strive to add value to others through the use of my time and expertise
- 💡 I learn what others value and look for ways to help them get it
- 💡 I decide each day to love people and be authentic and vulnerable with them
- 💡 I grow continuously because I know that what got me to where I am won't get me to where I need to be
- 💡 I plan to grow by setting aside time, determining improvement areas, finding appropriate resources and applying what I learn daily
- 💡 I remain humble despite the amount of success that I experience
- 💡 I never make decisions at emotional low points
- 💡 I leverage intuition and trust my gut
- 💡 I help people and grow my organizations
- 💡 Leadership is influence; I am authentic in my leadership and positively influence others
- 💡 I become better each day because I live in a growth-based leadership environment
- 💡 I love to hear great leaders speak so that I can get and apply new ideas
- 💡 I practice connecting with people, communicating effectively, planning, strategizing, prioritizing, getting teams to work together effectively, training & equipping people, and inspiring & motivating others
- 💡 I am intentional about equipping myself to become a better leader
- 💡 I get others to participate through my invitations; this is the essence of influence
- 💡 I am inclusive, positive and cooperative
- 💡 Influence starts with Position, grows to Permission (developing relationships), builds upon Production (helping others get things done), strengthens as I engage in People Development and culminates at the Pinnacle (developing other leaders who develop people)
- 💡 I am helpful, caring and constructive - focused on making everything and everyone I touch a little bit better
- 💡 I believe in others and encourage them to reach their potential
- 💡 I earn the right to lead in greater things by serving in smaller ones
- 💡 I remind others why they do what they do and the benefits that await them as a reward for their hard work

- 💡 I strengthen my character and competence so that I can build credibility, trust and influence with others
- 💡 I exude passion and confidence because they attract others to me
- 💡 I reinforce my purpose through my strengths
- 💡 I reach success by moving forward, crashing, reflecting, evaluating, changing and moving forward again
- 💡 I increasingly target my work toward my strengths
- 💡 I work at connecting with people every day; and rarely miss an opportunity to connect with someone new
- 💡 I work to make others feel strong and capable
- 💡 I delegate effectively so that I can make the most with the time that I have
- 💡 I get joy from doing the things that produce the greatest return on my investment
- 💡 I always do what is best - not necessarily what is best for me
- 💡 I live for a purpose bigger than myself and know that my comfort is not the priority
- 💡 I possess enough conviction about where I'm headed to keep me from worrying about what others think or say
- 💡 I set and maintain high standards of excellence for myself - others follow
- 💡 I am confident about my strengths and avoid comparing myself to others
- 💡 Most misunderstandings come from misaligned assumptions
- 💡 I look for ways to agree with others - to establish common ground
- 💡 I set goals and incentives to reach them; then plan and execute to win
- 💡 I attract others like myself, so I improve constantly so that I attract better people
- 💡 I model and reward the behaviors that I want duplicated - in all my relationships
- 💡 I strive to understand what is special and unique about each person I encounter so that I can validate, uplift and encourage them
- 💡 I recognize that almost all of life's are on the back end - after finishing well
- 💡 I improve my self-esteem by finishing what I start
- 💡 I recognize when I am about to sabotage my success; and then make an empowering decision
- 💡 I quickly turn my focus from losses to lessons
- 💡 As a Leader, I just have to go do what needs to be done
- 💡 When I see a growth opportunity to become something more than I currently am, I seize it and pay the price for the next stage of the journey
- 💡 I show others who they can become
- 💡 I never blame others; but rather assume that I am at fault and give them the benefit of the doubt
- 💡 I am humble; never ashamed to apologize and ask for forgiveness
- 💡 I respond to each situation with an Above the Line attitude; asking - what does this situation require of me?
- 💡 I take extreme ownership and work proactively and collaboratively with others to solve problems
- 💡 I build my reputation and credibility by always following through on what I say I will do
- 💡 I think more about others' motivations and probably reactions than my own
- 💡 I add value while staying true to myself in all situations
- 💡 I support my teams through my individual effort
- 💡 I see the world through others' eyes so that I can connect with them more effectively
- 💡 I build on common ground rather than detract with differences
- 💡 I am consistently pleasant all the time because I realize that I can be more successful if others like interacting with me
- 💡 I always treat others with kindness and regularly exceed expectations
- 💡 I create, articulate, evangelize and execute on my vision
- 💡 I hold myself to the highest standard and positively influence others in the areas of attitude and character
- 💡 I get what I want in life by helping others get what they want
- 💡 I give the best to each activity and look for ways to add the most value
- 💡 I make complex things simple
- 💡 I communicate my vision clearly and provide multiple reasons for required changes
- 💡 I help others to understand what's in it for them
- 💡 I get to know people so that I can determine how best to add value to them and help them contribute
- 💡 I surround myself with others with complementary strengths so that we can be more effective together
- 💡 I develop structure to serve my vision
- 💡 I am believable, credible and trustworthy because I behave consistently
- 💡 My success is more dependent on my ability to find and attract good people than on anything else
- 💡 I will only develop good leaders if I find people who have strong leadership potential
- 💡 I look actively for people who are self-aware, make things happen, attract, build relationships and influence others, add value, seize opportunities and finish strongly
- 💡 I help people believe in themselves by seeing the potential in them and expecting the best out of them
- 💡 I look for people with great attitudes and who want to grow
- 💡 I focus on developing my strengths to the point of mastery
- 💡 I set people up for success so that they gain confidence and experience

### **The Five Love Languages by Gary Chapman**

- 💡 Love is the fundamental building block of all human relationships
- 💡 I choose intentional love over ego every day because I am committed to adding value to others and making them feel good about themselves
- 💡 I feel joy each day because of the great relationships in my life
- 💡 I am mature in loving others because I'm open to other perceptions and never seek to win through logic
- 💡 I never spoil today with what happened yesterday because all we have is today
- 💡 I always choose my words carefully because I want to build others up - not tear them down
- 💡 I give gifts when appropriate to those who appreciate them because I value them
- 💡 I make the conscious choice to listen closely to those I care about because I want to understand what interests and drives them
- 💡 I keep an active list of gift ideas so that I can show appreciation to those I care about
- 💡 I excel because I have a genuine desire to serve others
- 💡 I never take rejection personally because I'm not being judged; others may simply not be ready to be significantly impacted
- 💡 I give my undivided attention so that others know that I value them
- 💡 I always ask reflective questions with the genuine intention of understanding how others think and feel; and what they desire most
- 💡 I never give advice unless asked
- 💡 The purpose of love is to enhance the well-being of another, not to satisfy my own desires
- 💡 I never force my love language onto others; rather, I learn to speak the language of others
- 💡 I choose to serve my partners and look out for their best interests
- 💡 I respond to my partners with meaningful, positive behavior
- 💡 Feeling loved makes the difference in the way that a person responds to requests
- 💡 No one is perfect; maturity is not flawless
- 💡 I am quick to listen, slow to speak and slow to anger
- 💡 Change takes effort, but it is effort well invested
- 💡 True greatness is expressed in serving
- 💡 I genuinely care about the well-being of others
- 💡 I never criticize others (especially for their intellect, judgment or logic)
- 💡 I accept that others think differently than I do; and experience emotions that I may not experience
- 💡 I recognize and acknowledge the value of others' contributions
- 💡 I observe others' actions, words, attitudes and personality; then I take the initiative to express my gratitude
- 💡 I influence others authentically to make positive changes in their lives
- 💡 I make others feel good about themselves by expressing love in their preferred love language
- 💡 Reciprocal love is the fabric of lasting friendships
- 💡 Much of the misbehavior of children is rooted in empty love tanks
- 💡 I make the most of who I am with what I have
- 💡 Every person has the potential to make a positive impact on the world
- 💡 I succeed because I love and serve others
- 💡 Love is sometimes the choice to go against my feelings
- 💡 Love is a way of behaving

## What To Say When You Talk To Yourself by Shad Helmstetter

- 💡 Repetition is a convincing argument
- 💡 We become the living result of our own thoughts; I will become what I think about most
- 💡 How successful I become is tied to the words and beliefs about myself that are stored in my subconscious mind
- 💡 I control everything in my life (my health, relationships, career and future) with my mind
- 💡 I can do amazing things with absolute belief
- 💡 The more I believe something, the more my brain will accept other similar ideas
- 💡 My subconscious is unbiased about what I tell myself; it simply listens, believes and carries out the directives
- 💡 Programming → Beliefs → Attitudes → Feelings → Actions
- 💡 I am reprogramming my subconscious each day with better and better self-talk
- 💡 I am using Level II and Level III Self-Talk to change my mind and my reality
- 💡 I state my decisions as though desired changes have already taken place
- 💡 I never have a problem connecting with and appreciating people
- 💡 I never eat when I'm not hungry; I never eat more than I should
- 💡 I actively look for ways to contribute to others
- 💡 I enjoy getting things done well and ahead of time
- 💡 All external motivation is temporary
- 💡 I rely on myself to always automatically and unconsciously energize my spirit, focus my attention and keep me in tune, on top, in touch, and going for it
- 💡 Personal responsibility is the bedrock of all individual action
- 💡 When I improve myself, the things that I would like to have in my life follow naturally
- 💡 The more successful I become on the inside, the more successes I automatically create on the outside
- 💡 Types of Self-Talk: Silent, Self-Speak, Self-Conversation, Self-Write, Tape-Talk
- 💡 When I speak, each of my statements is a directive to my subconscious mind
- 💡 Winners use self-speak to build an attitude that produces winning results
- 💡 Speaking aloud to myself forces me to clarify my thinking by putting my thoughts into words
- 💡 Self-talk works best when I focus on root causes vs. symptoms
- 💡 I am successful at managing myself; and as a result, effectiveness at managing others
- 💡 I am worthy, deserving, capable and willing to serve more; and thus, earn more
- 💡 I talk to myself in the right way each day to continuously achieve my goals
- 💡 I always do everything I need to do, when I need to do it
- 💡 I never argue or let my emotions work against me
- 💡 I seek out old negative habits and actively reprogram myself through holistic self-talk covering the root causes
- 💡 I create supportive environments to feed and support my decisions to change
- 💡 I protect my attitude and use it to project the best of me
- 💡 I take full responsibility for everything about me - even the thoughts that I think
- 💡 I am responsible for what I think/feel/say/do and what I tell myself about me; and choose to leave nothing to chance
- 💡 I always meet all of the obligations which I accept; and I don't accept obligations which I will not meet
- 💡 I am trustworthy and can be counted on to do what I say I will do
- 💡 I like being around others and they like being around me
- 💡 I believe the very best about myself; and am sure that my attitude always supports me by giving me the courage and conviction to live my life in the most fulfilling and positive way possible
- 💡 Overcoming problems and accomplishing goals are one and the same
- 💡 I am great at solving problems; I love challenges and I meet them head on
- 💡 I am great at breaking large challenges into smaller pieces that are easier to handle
- 💡 I know what to do, when to do it; and I do everything I need to do, when I need to do it
- 💡 I never waste time - I always plan time; and because I plan my time, I always have time to do the things I choose to do
- 💡 Each day, I become more organized and in control of all areas of my life - at home, at work, in my mind and in my thoughts, in everything that I do
- 💡 I leverage simple and direct self-talk to deal with every facet of the challenges I face and goals that I want to achieve
- 💡 I use the right words to give myself the motivation that I need whenever I need it
- 💡 I set goals and I reach them; I know what I want out of life - I go after it and I get it
- 💡 I know that I can accomplish anything I choose; and I refuse to let anything negative hold me back or stand in my way
- 💡 I trust myself
- 💡 I know that what I believe about myself is what I will become, so I believe in the best for myself
- 💡 I never limit myself by the short-sighted beliefs of or about others - instead, I open myself up to unlimited possibilities
- 💡 I have drive, spirit, stamina and endurance; I have a good strong winning attitude about myself and about everything I do
- 💡 I have the ability to focus on one thing at a time, so I concentrate my attention on the job at hand - and I get it done
- 💡 Nothing can stand in my way; I generate energy, determination, power and patience to overcome challenges and achieve my goals
- 💡 I begin each day with a clear mind and a specific plan to get the most from my time and my effort; I follow my plan and I reach my goals
- 💡 I know how to listen - and I do; I have learned to hear not only the words being said, but I also listen to the unspoken thoughts behind them
- 💡 I am always prepared and take the time to do things right; I am confident, self-assured and successful
- 💡 I talk to myself all day every day - to reprogram myself for success in all parts of my life
- 💡 My brain is a powerful machine; I absorb, understand and remember vast amounts of useful information - ready to use at the appropriate time
- 💡 I always focus on the present - knowing that this is the only moment that I truly have to make a difference
- 💡 I nurture my body which strengthens and supports my mind; I nurture my mind which strengthens and supports my body
- 💡 I set myself up for success by getting my mind right before any task or encounter
- 💡 When things don't go my way, I look for what I can learn and rely on my new programming to take a more helpful perspective
- 💡 I never react; I respond - with an attitude of gratitude, appreciation and contribution
- 💡 I leverage situational self-talk to change how I see things during challenging moments

- 💡 I put the useful things that I learn into practice immediately
- 💡 I listen to the self-talk of others to determine their motivations - and see where I can add value
- 💡 I give myself every opportunity to improve my programming by practicing all forms of positive self-talk (spoken, silent, recorded, situational)
- 💡 I enjoy meeting great people, learning about them and determining how I can add value to their lives
- 💡 I get energized by great conversations and knowing that I can make valuable contributions to others
- 💡 I create time for the activities that accelerate success; I choose how I invest my time and take pride in creating beneficial results
- 💡 I create, read and listen to new self-talk scripts to improve each area of my life
- 💡 I experiment with self-talk audios to find the optimal length and background music for each area

## Mindset by Carol Dweck

- 💡 With purposeful engagement (practice, training and method), I can manage to increase my attention, memory, judgment; and literally become more intelligent
- 💡 I will develop a passion for stretching myself (through risk and effort) and stick to it (especially when things are not going well)
- 💡 I only fail when I stop growing, reaching for the things that I value and fulfilling my potential
- 💡 Effort creates real intelligence and talent; becoming is better than being
- 💡 I will face, deal with and learn from problems; rather than blame, complain or defend
- 💡 Failure will not define me; instead, it will provide me opportunities to grow and learn
- 💡 Effort is the key to progress - rich, educates, connected effort works best
- 💡 A growth mindset will enable me to love and value what I do despite outcomes
- 💡 I will look for themes and underlying principles - learning for the sake of teaching others rather than being measured
- 💡 Praising effort over ability provides more sustainable results in others
- 💡 Failure is simply a lack of skill and/or experience; both can be gained with consistent effort over time
- 💡 With a growth mindset, I can take something useful from any environment
- 💡 I will create environments that encourage a growth mindset in others
- 💡 It's all about character and mental toughness
- 💡 I will work hard, keep my focus under pressure and stretch beyond my ordinary abilities when I need to
- 💡 How good I am will always improve if I work harder
- 💡 To be successful, I need to learn techniques and skills and practice them regularly
- 💡 Real winners focus on being part of a team vs playing as individuals
- 💡 I will face my failures and keep faith in the fact that I will succeed
- 💡 I will improve by examining my mistakes and building my skills
- 💡 I will focus on longer term goals over what feels good in the moment
- 💡 I am no better than anyone else and will place importance on the needs of others as well as my own
- 💡 I will welcome change and new ideas regardless of the source
- 💡 I will guide rather than judge
- 💡 I will let my devotion to growth keep my ego in check, keep me connected to reality and keep me in touch with my humanity
- 💡 To understand all is to forgive all
- 💡 I'll be damned if I'm going to sit here and feel sorry for myself
- 💡 I am capable of growth and change; so is my partner; so is our relationship
- 💡 A good, lasting relationship comes from effort and from working through inevitable differences; there is constant tension between the forces that hold us together and those that can tear us apart
- 💡 Just as there are no great achievements without setbacks, there are no great relationships without conflicts and problems along the way
- 💡 What is the mature thing to do?
- 💡 In a relationship, the growth mindset lets us rise above blame, understand the problem and try to fix it - together
- 💡 In our relationship, we will help each other do the things that we want to do and become the people that we want to be
- 💡 Praising intelligence harms motivation and performance
- 💡 Skills and achievement come through commitment and effort
- 💡 Speed and perfection are the enemy of difficult learning
- 💡 I will teach vs. judge; it's a learning process
- 💡 I will become fascinated with the process of learning
- 💡 Teaching is about watching something grow - and figuring out how to make it happen
- 💡 I will create an atmosphere of trust over judgement
- 💡 I will focus on hard work, new strategies and seeking input from others
- 💡 What can I learn from this? How can I improve? How can I help my partner do this better?
- 💡 When I learn and practice new things, my brain changes to form new connections
- 💡 Opening myself up to growth makes me more myself, not less
- 💡 Vowing is useless; what works is creating and sticking to a vivid, growth-oriented, concrete plan - no matter how I feel
- 💡 My suit of armor no longer protects me; it now constricts my growth and cuts me off from satisfying, mutual relationships
- 💡 I am capable of intimacy and growth-oriented communication; developing, understanding and using new skills
- 💡 I will listen to others again and apply my growth mindset
- 💡 I will approach new material in interesting and enjoyable ways - the effort of learning can be fun and useful
- 💡 I realize that willpower needs help - a concrete and visual plan of action designed to produce meaningful results
- 💡 I will search for and leverage new strategies to change my unproductive behaviors to success habits that produce meaningful outcomes
- 💡 When faced with setbacks, I will expect my fixed-mindset persona to be triggered, but will let him calm down and then ask growth-mindset questions: What can I learn from this? What will I do next time when I'm in this situation?
- 💡 I will communicate clearly and compassionately - even when my fixed mindset has been triggered
- 💡 I will practice laughing when I feel that my "rules" have been violated
- 💡 I am a work in progress - and will continue to work in order to maintain progress
- 💡 I will move from "judge-and-be-judged" to "learn-and-help-learn"
- 💡 What are the opportunities for learning and growth today? For myself? For the people around me?
- 💡 When, where and how will I act on my (new) plan? What do I have to do to maintain and continue the growth?

### **The Delusion of Passion by David Anderson & Mark Nathan**

- 💡 The further I plan to go, the more damaging 1-degree off becomes
- 💡 Instead of wanting more out of life, I want the most out of life
- 💡 I will focus on creating passion vs searching for it
- 💡 Pursuing passion and overcoming problems are inextricably tied together
- 💡 Increased commitment always comes before increased success
- 💡 Getting started and being involved doesn't require passion; moving from engagement to commitment doesn't require passion; staying committed until I accomplish small goals doesn't require passion
- 💡 I will work through engagement, commitment and achievement to produce passion and success
- 💡 I will learn to get good at the boring, painful and fearful stuff in order to get the results that I want
- 💡 I will be passionate about the rewards and results and stick to the process to get me there
- 💡 I will chase purpose and let passion find me
- 💡 I will get clear in what I want (resolve) as well as what I don't want (refusal)
- 💡 I will replace old, non-productive habits with better ones
- 💡 When I have a dream that I am passionate about, I will develop the character it takes and search for the skills that I need to accomplish it
- 💡 I will learn to break down my improvement areas into daily habits that help me to succeed
- 💡 My personal development is my foundation for larger accomplishments; mentorship is the fastest way to accelerate my personal development
- 💡 The best way to find people that add to me is to find people to whom I can add value first
- 💡 I will look for ways to consistently add value to others by starting small, ignoring the haters and helping to solve problems (where wanted and in ways that are needed)
- 💡 Life is one big video game - leveling up to address more complicated problems
- 💡 I can't win at the higher levels in life by avoiding things I don't like
- 💡 I will level-up in my personal life (organization and time management), my professional life (industry knowledge and client service), my business life (connecting and adding value) and in my relationship life (appreciation, communication and adding value)
- 💡 I will embrace the changes in my life



**The Go-Giver Leader by Bob Burg & John David Mann**

- 💡 The less I say, the more influence I will have; the more I yield, the more power I have
- 💡 It's easy to inspire and motivate people and say hold a vision - for the moment; the hard part is the holding
- 💡 Building anything is an act of faith - because I'm creating something out of nothing
- 💡 My job as a leader is to hold fast to the big picture, to keep seeing in my mind's eye with crystal clarity, where it is that I'm going
- 💡 I will practice responding vs. reacting
- 💡 Yielding is giving, but not giving up
- 💡 Letting others win is the beginning of my triumph
- 💡 Expecting someone to be helpful doesn't change them, it changes me - which is what changes them
- 💡 Whether I react or respond, it tends to foster the same behavior in others
- 💡 I can only control who I am
- 💡 People will read the real me behind my words
- 💡 Life leaves a mark that I must be willing to embrace
- 💡 I can lead only as far as I grow - and I will only grow as far as I let myself
- 💡 Mind, connection, flow, honor
- 💡 I will learn to give leadership

### **Personality Plus by Florence Littauer**

- 💡 4 Personality Types: Popular Sanguine, Perfect Melancholy, Powerful Choleric, Peaceful Phlegmatic
- 💡 No one is 100% one personality type
- 💡 Sanguines are Expressive
- 💡 Melancholies are Analytical
- 💡 Sanguines and Melancholies are both emotional
- 💡 Strengths taken to extreme are weaknesses
- 💡 I will acknowledge my faults and get to work on improving them
- 💡 I will develop a teachable spirit
- 💡 I will be grateful for differences in my relationships and will focus on improving myself rather than changing others
- 💡 I will learn to spot the talker, the doer, the thinker and the watcher
- 💡 I will remember to be patient with other types and focus on connecting with them as individuals

## The Business of the 21st Century by Robert Kiyosaki

- 💡 Nobody is going to take care of you; it's a new century and the rules have changed
- 💡 If I want a solid future, I need to create it; I can take charge of my future only if I take control of my income source
- 💡 By living and working in the B-quadrant, I make myself recession-proof
- 💡 Moving to the B quadrant will require that I change who I am and how I think
- 💡 How I view my business tends to be how I view everything
- 💡 Entrepreneurs make things happen (figure it out!)
- 💡 Wealth is the product of man's capacity to think
- 💡 If I want to become financially free, then it will take a lot of determination and a willingness to learn quickly
- 💡 In network marketing, I can make the kind of money that I need in order to do some serious investing
- 💡 The B and I quadrants are not about earning more income; they are about owning assets that generate income
- 💡 I will benefit from a real-world business / financial education - where I will learn to make money work for me
- 💡 I will get organized and set my own agenda for achieving my objectives
- 💡 I will overcome self-doubt and fear of rejection; I will learn to pick myself up after failure and keep going
- 💡 I will retain the mindset of a student
- 💡 I will learn to share my vision and tell a powerful, persuasive story
- 💡 I will face my fears and overcome them - learning to handle disappointments and always keeping my vision in sight
- 💡 Financial freedom leads to real freedom
- 💡 I am only as good as the community of people with whom I associate
- 💡 I will secure success through building continuing to grow a strong and lasting network (the value of which increases exponentially)
- 💡 I will leverage duplication to scale and increase the effectiveness of my network
- 💡 As a leader, I will develop the ability to speak directly to other people's spirits
- 💡 I will help myself and others to become better and better; and to fulfill our life's dreams
- 💡 I will focus on developing my mental, physical, **emotional** and **spiritual** abilities
- 💡 Wealth is measured by the richness of my life experience today plus the number of days into the future that I have the capacity to continue living at that level of experience
- 💡 I will leverage my business to invest in income-generating assets; and then live from the resulting income
- 💡 I will dream big, achieve those dreams and then dream even bigger
- 💡 I can choose to be rich in spirit, ambition, courage, determination and attitude
- 💡 I will connect with others and teach them how to go for their WHY
- 💡 The people who profit from my growth want me to grow
- 💡 My job is to lead, train and build people
- 💡 I will develop a burning desire and determination fueled by a strong dose of passion
- 💡 I will move beyond my comfort zone, be willing to be led and learn to lead others
- 💡 I will focus on building a network of hundreds of thousands of people
- 💡 I will increase my number of daily contacts - improving my average from 1 in 10 over time
- 💡 I will give myself time to get good at contacting and connecting with others

## Atomic Habits by James Clear

- 💡 I will embrace the value of making small improvements on a daily basis vs. looking for one defining moment
- 💡 My habits are the compound interest of my self-improvement - my work is not wasted; it is just being stored
- 💡 My outcomes are a lagging measure of my habits - I get what I repeat
- 💡 My breakthrough moments will be the result of many earlier actions, which build up the potential required to unleash a major change
- 💡 I will focus on establishing winning systems and processes that consistently lead to the continuous improvements that I want
- 💡 The ultimate form of motivation is when a habit becomes part of my identity
- 💡 The more pride I have in a particular aspect of my identity, the more motivated I will be to maintain the associated habits
- 💡 There is internal pressure for me to maintain my self-image and behave in a way consistent with my beliefs
- 💡 The more I repeat a behavior, the more I reinforce the associated identity; each experience modifies my self-image
- 💡 Once I identify the type of person I want to be, I can begin taking small steps to reinforce my desired identity
- 💡 Habits are reliable and repeatable solutions (shortcuts) to environment problems which are learned through experience
- 💡 Habits reduce cognitive load (brain activity) and free up mental capacity
- 💡 I will understand and leverage the four habit execution steps: cue, craving, response, reward
- 💡 Cravings are about changing my internal state
- 💡 Creating good or eliminating bad habits is a matter of leveraging the steps: 1. Cue (make it obvious / invisible), 2. Craving (make it attractive / unattractive), 3. Response (make it easy / difficult), 4. Reward (make it satisfying / unsatisfying)
- 💡 I will leverage good habits to create / expand my freedom
- 💡 The human brain is a prediction machine
- 💡 I don't need to be aware of the cue for a habit to begin
- 💡 Until I make the unconscious conscious, it will direct my life
- 💡 I will maintain awareness of what I'm doing so that I can change negative habits
- 💡 I will leverage implementation intentions to instantiate new habits (using time and location cues)
- 💡 I will leverage habit stacking to tie new habits to existing habits
- 💡 I will find ways to make starting new habits easy
- 💡 I will design my environment to embed helpful cues
- 💡 I will work to remove the temptation of bad habits
- 💡 Habits are a dopamine-driven feedback loop
- 💡 Desire is the engine that will drive my behavior
- 💡 I will use temptation bundling to reinforce new habits
- 💡 I will surround myself with those who have the habits that I want to build
- 💡 Every behavior has a surface level craving (desire to change my internal state) and a deeper, underlying motive (basic need)
- 💡 My behavior is heavily dependent on how I interpret the events that happen to me, not necessarily the objective reality of the events themselves
- 💡 I will reframe desired habits to highlight benefits and make them more attractive
- 💡 I will leverage motivation rituals to link desired habits to things that enjoy (positive conditioning)
- 💡 I will focus on Action (delivering outcomes) over Motion (being busy)
- 💡 I will master habits by focusing on repetition over perfection - putting in my reps to get to automatic
- 💡 I will make new habits so easy that I'll do them even when I don't feel like it
- 💡 I will practice environment design to automate, eliminate or simplify as many steps as possible
- 💡 I will learn to adjust friction to encourage good habits and discourage bad ones
- 💡 I will pay attention to decisive moments that impact the options available to my future self
- 💡 I will leverage gateway habits that lead to my desired outcomes (very easy to very hard)
- 💡 I will leverage habit shaping: mastering the first two minutes of each new habit (very easy) - and then moving on to harder phases
- 💡 I will leverage commitment devices to control my future actions (lock in productive behaviors)
- 💡 I will make my bad habits impractical to complete by increasing friction and removing options to act unproductively
- 💡 I will automate as many tasks as possible in order to free up cognitive capacity
- 💡 I will leverage strategic one-time decisions to further tailor my environments for success
- 💡 What is immediately rewarded is repeated; what is immediately punished is avoided
- 💡 The costs of my good habits will be in the present; the cost of my bad habits will be in the future
- 💡 I will leverage immediate rewards (reinforcement) when forming new good habits to keep me engaged until the delayed rewards accumulate
- 💡 Incentives can start a habit; identity sustains it
- 💡 The most effective form of motivation is progress
- 💡 I will focus on keeping my habit streaks alive (never missing twice in a row)
- 💡 I can use habit tracking to keep myself honest
- 💡 The more immediate and costly a mistake, the more I will learn from it
- 💡 I can use accountability partners and habit contracts to strengthen my commitments
- 💡 Genes do not determine my destiny, they determine my areas of opportunity
- 💡 I will find ways to play to my strengths
- 💡 I will maintain motivation and peak levels of desire by working on tasks of "just manageable difficulty"; getting a bit better over time
- 💡 I will keep habit behaviors easy to maintain consistency and motivation
- 💡 Habit + Deliberate Practice = Mastery
- 💡 I will narrow my focus to tiny elements of success; repeating until I internalize the required skills - and then building and reflecting
- 💡 Success is a system to improve, an endless process to refine
- 💡 The secret to getting results that last is to never stop making improvements; it's remarkable what I can build if I just don't stop
- 💡 Happiness is simply the absence of desire - the state I enter when I no longer want to change my state
- 💡 With a big enough WHY, I can overcome any HOW
- 💡 Being curious (leads to action) is better than being smart (doesn't deliver results)

### The Entrepreneurship Roller Coaster by Darren Hardy

- 💡 To win in this business, I need to be tough, think big and become skilled
- 💡 I need to push through fear, strengthen my resolve and prepare for what's next
- 💡 I will learn to Model the Masters; and have the courage to live my dreams
- 💡 I will learn to love my business so that I'm ready to persevere through the grind
- 💡 My passion is always available - I just need to ignite it in service of my WHY (including What, How and Who)
- 💡 Once I've found my fight, I will push harder, go farther and hang on longer than I ever would otherwise
- 💡 I will become obsessed about what I do, and maintain an unrelenting desire to get better and better and better
- 💡 If I am going to be a change-maker, then I need to shake the status quo by the shoulders; progress is only achieved through change
- 💡 What does success mean to me? The freedom to invest increasing amounts of my time and resources in pursuit of meaningful outcomes in service to others
- 💡 I will not be negatively influenced by others' opinions - particularly since they will likely be pre-occupied with thinking about themselves
- 💡 I will focus my attention on the lessons and opportunities presented by challenges; I will continue to push myself... fall... and then get back up
- 💡 The most important factor in building a business is sales (big ideas, vision, candidates, teams, etc.)
- 💡 Empathy and service will help me to connect best with others
- 💡 I will focus on how building this business can help address a candidate's deepest needs or fears
- 💡 I will learn how to ask better questions to understand others and what they're after most
- 💡 I will focus on selecting quality candidates who are hungry, appreciative and humble
- 💡 I will focus on finding and selecting A-players for our team; the more we have, the more I'll find
- 💡 The culture of our team will be shaped by the attitudes and attributes of the people I select
- 💡 I will learn to help people with their lives through holistic coaching and mentoring
- 💡 What makes work fun is doing meaningful work
- 💡 The bigger my dream, the more important our team
- 💡 As a leader, I am my only constraint; the most important thing I manage is myself
- 💡 I will set the pace, lead by example and be the change that I want to see in others
- 💡 I will grow others and let them lead
- 💡 I will focus relentlessly on my Vital Factors: Functions (Roles), Priorities (Tasks), Metrics and Improvements
- 💡 I will master my Vital Functions (leveraging the Stopwatch) and find ways to delegate (or say "No" to) everything else
- 💡 I will narrow and clearly define my Vital Priorities; so that all my mental, financial and spiritual resources can be fully invested in them
- 💡 I will define and track progress against my Vital Metrics
- 💡 I will master my Vital Improvements by regularly and consistently applying the things that I learn
- 💡 Courage is not the absence of fear - it's feeling the fear and proceeding anyway
- 💡 I will focus on reality rather than on how my mind interprets things - the fear response will be turned off
- 💡 I focus on the tasks and consistently do the things I fear until they become new strengths
- 💡 I will fail my way to success - matching pendulum swings
- 💡 I will focus on what I want most
- 💡 I will keep my resolve through adversity and nay-sayers
- 💡 I will become the best version of me that I can be
- 💡 I will build our business with integrity
- 💡 I will believe in myself, my teams and others that I meet; we can all succeed
- 💡 Knowing is not enough - we must apply; willing is not enough - we must do
- 💡 I will ensure that my learning leads to action; getting off my butt and doing something positive for someone else

### **The Like Switch by Jack Schafer with Marvin Karlins**

- 💡 I will employ the Friendship Formula to increase my likeability: Friendship = Proximity + Frequency + Duration + Intensity
- 💡 I will learn how to improve my non-verbal friendship signals (eye contact, nodding, raised eyebrows, titled head and jutted chin)
- 💡 The more time I spend with a person, the more influence I can have on their thoughts and actions
- 💡 I never get a second chance to make a good first impression
- 💡 I will become aware of and send friendship signals (smiling and nodding)
- 💡 I will make myself available and non-threatening
- 💡 I will practice observing people to determine who might be open to having a conversation
- 💡 I will employ the Golden Rule of Friendship to make people feel good about themselves; including asking small favors
- 💡 I will master empathic statements to acknowledge others and what they might be experiencing
- 💡 I will create opportunities for others to step into compliments; I will also leverage third parties to pass along genuine comments of appreciation about others
- 💡 I will remember to use peoples' names frequently - especially when meeting them for the first time
- 💡 I will leverage the Laws of Attraction to increase my effectiveness at communicating and connecting with others
- 💡 If I am intent on being a friend, I will attract more friends
- 💡 The more I encourage others to speak, listen to what they say, empathize and respond positively, the greater likelihood that they will feel good about themselves
- 💡 People who like me will want to be around me and will likely be more open to my suggestions
- 💡 I will learn to consistently LOVE: Listen, Observe, Vocalize and Empathize
- 💡 I will learn to use empathic statements, observe body language and watch my tone when connecting
- 💡 I will focus on building and testing for rapport
- 💡 I will watch for subtle changes in nonverbal language
- 💡 I will focus on maintaining passion and keeping my partnership intact and intense
- 💡 I will show a genuine sense of compassion for what others experience and a commitment to help make things better
- 💡 I will praise others publicly when they do something well
- 💡 I will avoid rationally engaging others when they are angry
- 💡 I will actively work to break anger cycles by employing sophisticated empathic statements (until venting is completed), and then presumptive statements (turning the anger toward acceptable resolution)
- 💡 I will focus on establishing real-world relationships over internet connections
- 💡 The truth is simple, direct and uncomplicated
- 💡 Revealing too much information too soon will dampen relationships

### **Eat That Frog! by Brian Tracy**

- 💡 You cannot teach a man anything; you can only help him find it within himself
- 💡 I will duplicate what successful people of done to achieve similar results; then teach others to do the same
- 💡 My ability to concentrate single-mindedly on my most important tasks, do them well and finish completely will lead to success
- 💡 I will focus on completing the biggest, hairiest activities first, so that I can lock-in progress and improve my self-image
- 💡 I will employ Decision, Discipline and Determination to get the most important things done quickly and effectively
- 💡 Clarity is the most important quality in personal productivity
- 💡 I will be specific about my goals and act on them daily
- 💡 My top goal when working is to get the highest possible return on investment of my mental, emotional and physical energy
- 💡 My ability to set goals, make plans and take action will determine the course of my life; planning enables me to do something about my future today
- 💡 When planning, I will start with my desired and meaningful outcomes in mind and work backward
- 💡 I will think and act LONG TERM; delaying gratification and resisting the temptation to work on small, easy, but unimportant activities
- 💡 The more important and valuable a task is to me, the more likely I will be motivated to overcome procrastination
- 💡 I will discipline myself to start immediately on my most important task and stay at it until it is complete
- 💡 I will identify and internalize the key result areas of my work in all aspects of my life
- 💡 Focusing on my key tasks will transform my life
- 💡 I will overcome my fears by facing them and performing one task at a time
- 💡 I will continue to learn and provide improved service to others
- 💡 I will identify and improve my limiting factors
- 💡 I will set higher standards for myself than anyone else can set for me; or that I set for anyone else
- 💡 I will find ways to go the extra mile and contribute more; accomplishing more in less time
- 💡 I will increase my capacity by being intentional about my energy levels and optimizing what gets done when
- 💡 I will remain optimistic and respond positively to setbacks and challenges
- 💡 I will focus exclusively on higher value activities
- 💡 I will break major tasks into smaller bite-sized pieces and schedule specific times to tackle each without distraction
- 💡 I will consistently enter the state of flow by starting with a sense of urgency and a bias for action
- 💡 I will be disciplined about working non-stop through my most important tasks until I can claim victory



### **Ego Is The Enemy by Ryan Holiday**

- 💡 The cure for ego is humility; being willing to connect to and be affected by the world around me
- 💡 I will be humble in my aspirations, gracious in my success and resilient in my failures
- 💡 Talking and doing fight for the same resources; silence is strength - the respite of the confident and strong
- 💡 When my purpose is large enough, it will become easier to overcome resistance and do what I know is required
- 💡 I will remain a student - operating with a beginner's mind and actively seeking feedback to improve
- 💡 Passion is a mask for weakness; what is really called for is clarity, deliberateness, methodological determination, discipline, mastery, strength, perseverance, purpose and realism
- 💡 I will actively look for ways to help others to their benefit (clear the path)
- 💡 Those who have accomplished the greatest results are those who never grow excited or lose self-control, but are always calm, self-possessed, patient and polite
- 💡 Living clearly and presently takes courage; there's no one to perform for - just work to be done and lessons to be learned
- 💡 Pride leads to arrogance and then away from humility and connection with others
- 💡 What am I missing right now that a more humble person might see?
- 💡 Where I put my energy decides what I'll ultimately accomplish
- 💡 I'm making an investment in myself instead of my ego; practicing, working, improving
- 💡 I will move forward with quiet confidence - being pulled by my values in spite of distractions
- 💡 Learn from everyone and everything; I will understand how I learn and then setup processes to facilitate continual education
- 💡 As I become successful, my ability to listen, hear feedback, improve and grow will matter more than before
- 💡 I will keep focused on what's really important to me and forsake the rest
- 💡 I will learn to value myself and others equally
- 💡 Based on my purpose, I will seek clarity, think big-picture and set appropriate goals and priorities for myself and my teams
- 💡 I will stay humble and keep my focus on meaningful results over recognition
- 💡 I learn to be connected to the world around me as I look to help change it for the better
- 💡 I will keep a clear and sober mind so that I'm not blinded by what my ego thinks is important
- 💡 I will learn to balance between extremes - the undisciplined pursuit of "more" vs. complacency
- 💡 The way to rise from failure requires a reorientation and increased self-awareness to accept and push through
- 💡 Regardless of whether what I'm going through is my fault or my problem, it's my trial to endure and see past & through; I will look for evidence of good decisions and positive changes
- 💡 I will not waste time being stubborn! My transformation will be powered by humility, acceptance and strength
- 💡 I will detach from outcomes and instead focus on and take pride in consistently doing good work
- 💡 I will listen to criticism without escalating; seeking instead to improve
- 💡 I will let my values and principles guide my (inter)actions
- 💡 I will focus on getting better every day; striving to be the absolute best that I'm capable of being
- 💡 Setbacks are temporary; Laugh, Love, Do better
- 💡 Aspiration leads to success; success creates adversity; adversity leads to aspiration and more success
- 💡 Perfecting the person leads to success as a professional; I will sweep the floor every day - and then sweep again

## Extreme Ownership by Jocko Willink & Leif Babin

- 💡 The only meaningful measure for a leader is whether the team succeeds or fails; effective leaders lead successful teams that accomplish their mission and win
- 💡 The humility to admit and own mistakes and develop a plan to overcome them is essential to success; the best leaders are not driven by ego or personal agendas - they are simply focused on the mission and how best to accomplish it
- 💡 Leaders must own everything in their world - there is no one else to blame
- 💡 A leader is truly and ultimately responsible for EVERYTHING; bearing full responsibility for explaining the vision / mission, developing the tactics / plans, and securing the training and resources to enable the team to properly and successfully execute
- 💡 Taking ownership when things go wrong requires extraordinary humility and courage; without emotional attachments to ego, agendas or plans
- 💡 There are no bad teams, only bad leaders
- 💡 My team can only deliver exceptional performance if I ensure the team works together toward a focused goal and that I enforce high standards of performance, working to continuously improve
- 💡 It's not what I preach, it's what I tolerate
- 💡 I need to believe in and convey a vision effectively to my teams in order for them to believe in it enough to execute it effectively
- 💡 If I have doubts or questions about the direction, I need to get them clarified so that I can buy-in fully; and translate my belief to my teams
- 💡 Discipline creates vigilance and operational readiness, which translates to high performance and success; never get complacent
- 💡 Implementing extreme ownership requires checking my ego and operating with a high degree of humility; it's not about me - it's about the vision / mission and how to beat accomplish it
- 💡 If the overall team fails, then everyone fails
- 💡 Real teamwork is ensuring that every member supports every other team member; this scales to teams of teams
- 💡 I will help my teams overcome the "us" vs. "them" mentality and work together to win; it starts with building personal relationships and looking for ways to add value
- 💡 Keeping plans and communications simple reduces confusion and enables effective adjustment when things go wrong
- 💡 I can add tremendous value by translating complex concepts into simple steps for others to understand and follow
- 💡 Prioritize & Execute: I will focus on the most important things first and do them well.
- 💡 I will develop and communicate contingency plans so that when things get chaotic, my teams and I can focus on the top priority and be ready to pivot
- 💡 I will empower my teams to make good decisions by ensuring they understand the vision and have the tools and training to operate effectively
- 💡 Proper planning prevents poor performance
- 💡 I will make time to plan - including contingencies, communications and post-operations reviews
- 💡 Lead down the line: I will provide my teams with clear direction and big picture rationale
- 💡 Lead up the line: I will provide my leadership with the information they need to understand and provide direction
- 💡 As a leader, I am comfortable with making decisions despite uncertainty
- 💡 I am also prepared to put my ego aside and adjust decisions as I learn more
- 💡 I will establish a baseline of solid discipline so that it is easy to make minor adjustments to improve efficiency and effectiveness; discipline is the pathway to freedom
- 💡 As a leader, I must find the balance between seemingly contradictory qualities (e.g., discipline vs. freedom, leader vs. follower, aggressive vs. overbearing, calm vs. robotic, logical vs. emotionless, confident vs. cocky, brave vs. foolhardy, competitive vs. gracious loser, attention to detail vs. obsessed by detail, strength vs. endurance - physically & mentally, humble vs. passive, quiet vs. silent, close with team vs. too close, Extreme Ownership vs. Decentralized Command)
- 💡 Every day is an opportunity to train as a leader

### **Everyone Communicates, Few Connect by John C. Maxwell**

- 💡 Authentically connecting with people will enhance every part of my life
- 💡 People want to know if I care about them, if I can help them and if they can trust me; I do, I can and they can!
- 💡 Over 90% of my communication is non-verbal; I will learn to connect better through full attention, positive body language & tone and removing obstacles
- 💡 Any message I convey must contain a piece of me and be valuable to the other person
- 💡 Connecting takes energy; to initiate, to prepare, to be patient, to give and to be consistent over time
- 💡 Four unpardonable sins: being unprepared, uncommitted, uninteresting or uncomfortable
- 💡 If I wait to do everything for everybody, instead of something for somebody, I'll end up not doing anything for anybody; I will be the first to help
- 💡 I can learn to improve my ability to connect with people by increasing my confidence, being authentic, preparing ahead of time, harnessing humor and staying focused on others
- 💡 I will learn about, include and honor people for who they are and what they want to accomplish
- 💡 I will cultivate my ability to find common ground by Choosing to spend time with others, Listening attentively, Asking probing and empowering questions, Looking for ways to help and thank others, Being open and authentic, Finding something to care about within others, Putting others first and Placing myself into THEIR worlds
- 💡 I will focus on finding the reasons that someone may be interested in connecting with me - and then build a bridge so that we can both win
- 💡 Simple communication requires effort, and helps with connection
- 💡 Remember brevity, levity and repetition
- 💡 I will focus on creating memorable experiences for others
- 💡 I will engage others through their stories - listening for their needs and desires
- 💡 I will give the gift of interest and acknowledgement - letting them know that they have been heard; and then look for ways to add value
- 💡 Everyone wants to be inspired; Inspiration = What They Know + What They See + What They Feel
- 💡 People need to know that I understand them, that I'm on their side, that I believe in them and that I have high expectations of them
- 💡 People need to see my conviction, my credibility and evidence of my character
- 💡 People need to feel my passion, my confidence ("Will it be worth it?", "Can I do it?") and my gratitude
- 💡 People won't always remember what I said or did, but they will always remember how I made them feel
- 💡 The effectiveness of my communication relies more on my character than on the content of my message
- 💡 In order to connect effectively with others, I need to know, get comfortable with and like myself; acknowledge and correct mistakes; build trust by making and keeping commitments; model my messages; show integrity by being honest and vulnerable; take chances; and deliver results
- 💡 A great definition of success: Those who are the closest to me and know me the best, love and respect me the most

**Be a People Person by John C. Maxwell**

- 💡 People won't care how much I know until they know how much I care - see them as assets, not as adversaries
- 💡 Treat people the way that I want to be treated - encourage, appreciate, forgive, listen, understand
- 💡 I put myself in someone else's place, instead of putting them in their place
- 💡 Charisma is developing and giving concern, help, action, results, influence, sensitivity, motivation and affirmation
- 💡 I need to be more concerned about making others feel good about themselves than I am in making them feel good about me
- 💡 Developing my confidence is essential: I cannot consistently perform in a manner that is inconsistent with the way I see myself
- 💡 I will find ways to get small wins under my belt and build from there
- 💡 I will not devote large chunks of time to peripheral issues
- 💡 Leadership is influence; I will develop and share a clear vision that inspires and grows others
- 💡 In reaching my goals, I will decide what I want, then decide what I'm willing to give up, and then finally, take action!
- 💡 I will motivate others best when I operate from their perspectives; helping them to get what they want
- 💡 When leaders stumble, others can fall; stay accountable and credible
- 💡 I will lead for the good of others rather than for personal gain
- 💡 I will get the behaviors and results that I reward
- 💡 I need to understand what gives people courage and spurs them into action
- 💡 Applying what I learn and getting results are what really matter most
- 💡 I act as I see myself; others do the same; I take responsibility for seeing and acknowledging the good in others
- 💡 I take myself less and less seriously each day; accepting constructive criticism so that I can improve and serve others
- 💡 Accept people as they are; see them as they can be; help them experience success
- 💡 Help others see and grasp a vision; understand their talents, interests and values; set expectations; inspire them with belief

### **Above the Line by Urban Meyer**

- 💡 Live each day skillfully, on purpose and intentionally
- 💡 Leaders set the standard, and then supply the tools, inspiration and support to meet that standard
- 💡 The way that I respond to events will determine my outcomes
- 💡 Remember to Press Pause, Get My Mind Right, Step Up, Adapt and Adjust, Make a Difference and Build Skill
- 💡 Leadership define Culture; Culture produces beliefs and behaviors that lead to outcomes
- 💡 I need to lead myself first; and then lead others by example
- 💡 Relentless effort is the key to achieving success and significance
- 💡 I need to develop my mental toughness and be clear about the process required to reach my goals
- 💡 Elite performance requires elite preparation
- 💡 You never know when your opportunity will come; the key is to be ready
- 💡 People do not experience my intentions; they experience my behavior
- 💡 Trust is built when people have repeated experience of my behavior in three areas: Character, Competence and Connection
- 💡 Alignment to a common vision is required for team success
- 💡 I will find people who will enhance my approach without changing the core
- 💡 The real power of my leadership is not my level of authority, but my level of influence
- 💡 Do whatever I can to reinforce someone's confidence by helping them achieve small victories; giving up on someone takes nothing - but helping them change takes a tremendous amount of time, energy, discipline and love
- 💡 Invest the time to THINK - deeply, originally and bravely
- 💡 Exceptional leaders think about common things in an uncommon way
- 💡 The highest levels of performance are empowered by the deepest levels of belief
- 💡 Belief creates vision, strength of will and resilience; and is a force multiplier

**#MAXOUT Your Life by Ed Mylett**

- 💡 Each day, I will strive to get closer to being the person that I'm destined to be
- 💡 Self-Confidence comes from repeatedly doing what I say I will do - keeping my word to myself (as well as others)

### **The Compound Effect by Darren Hardy**

- 💡 Small consistent actions compounded over time can make huge positive or negative differences - I get to decide which
- 💡 There is no substitute for hard work
- 💡 Track the things that I want to improve most
- 💡 Take 100% responsibility for every outcome - leave no excuses and abandon all blame
- 💡 Determine the most helpful new habits that I can form through daily practice -
- 💡 Determine the unhelpful behaviors that I can eliminate or substitute
- 💡 Habits lead to routines that invite momentum - disrupting consistency kills momentum
- 💡 Bookend the day with positive morning and evening routines
- 💡 Feed my mind like I want to feed my body - with a healthy diet
- 💡 Weed my social environment - get more time with those whose characteristics I admire
- 💡 Invest in mentors and develop personal Board of Advisors
- 💡 Just a little more effort can add exponentially to my outcomes - I can do more than expected (and something unexpected) in every aspect of my life



## **Intentional Living by John Maxwell**

- 💡 I live a story worth telling
- 💡 I write my story to date and determine how I want it to end
- 💡 I start small and believe big - the cumulative power of consistency will kick in and create significance
- 💡 I focus on what I already do well and become better
- 💡 I understand my WHY (and the fact that it will become more refined over time) which allows me to focus more effectively on adding value to (serving) others - or as I like to term it "helping others achieve meaningful outcomes"
- 💡 I always ask myself "How can I add value?" to help me shift from my fixed mindset of "I won't let anyone take advantage of me" to a growth mindset of "Serving more people more effectively leads to meaningful outcomes and greater fulfillment"
- 💡 I harness success into significance by putting others first and applying my strengths to make huge differences for them
- 💡 I really appreciate others for their stories - gaining clues about how to add value for them
- 💡 I don't always need to be right to add value
- 💡 I improve how I see others by first sharing authentically and improving my self-image (confidence & motivation)
- 💡 As an effective leader, I ensure that what I learn flows through me into others so that they can also grow and contribute; maintaining an endless cycle of worthwhile activities and outcomes
- 💡 I am crystal clear on my vision and what I want to accomplish (through serving others) in order to attract like-minded people
- 💡 I sacrifice for significance through trade-offs (how I invest my time, giving up non-productive attitudes, serving others before myself, etc.); and have faith that doing the work will result in meaningful outcomes
- 💡 Great partnerships based on like minds and values multiply overall influence and outcomes - these are the friends that I want to spend most of my time with!
- 💡 I actively seek people who DEMONSTRATE behaviors that I value - then grow them as leaders
- 💡 I leverage anticipation to help prepare for significance
- 💡 I adopt and maintain a mindset of abundance - which creates an expectation of achievement and creativity
- 💡 Seize the opportunity each day to make a difference for someone - no matter how small
- 💡 Continue to grow into and refine my WHY so that I see new opportunities to add value where others might not

**The Go-Giver by Bob Burg & John David Mann**

- 💡 I put new ideas into action immediately
- 💡 I deliver more value in all aspects of life