

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)