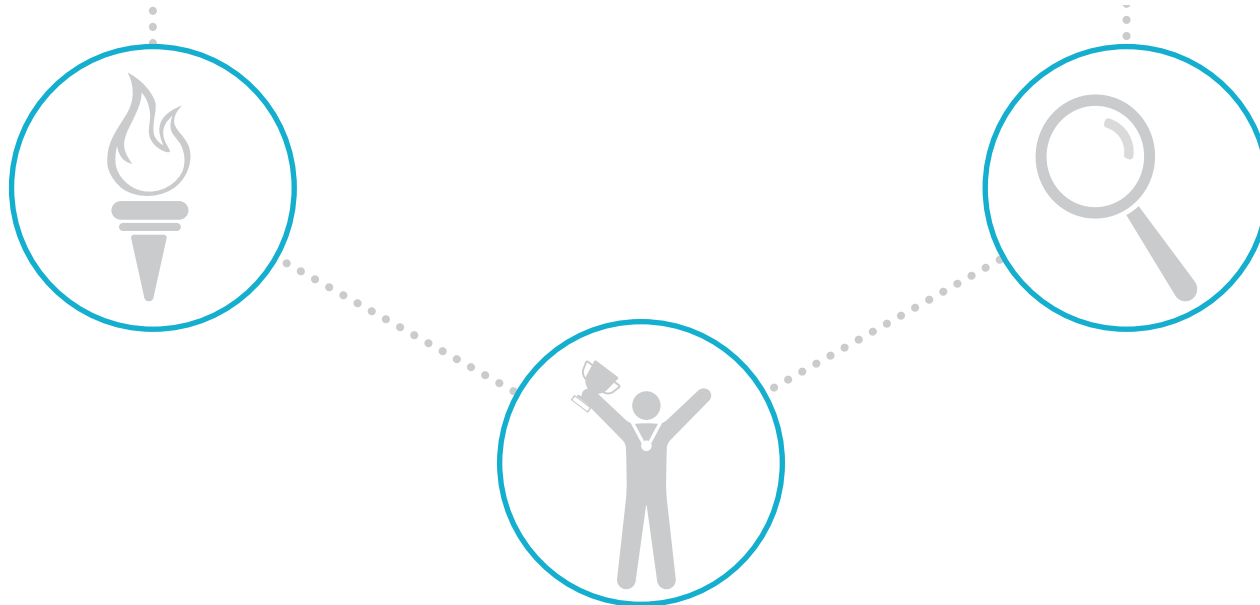


THE CHAMPION'S MINDSET

Approach life like a high-performance athlete



Successful people — ones that continually improve and produce consistent results — share a lot in common with high-performance athletes. Both must consistently outperform their competition and produce winning results. Creativity, discipline and productivity must merge into a force that's greater than the sum of its parts. What will happen in your life if you decide to make a habit of winning?



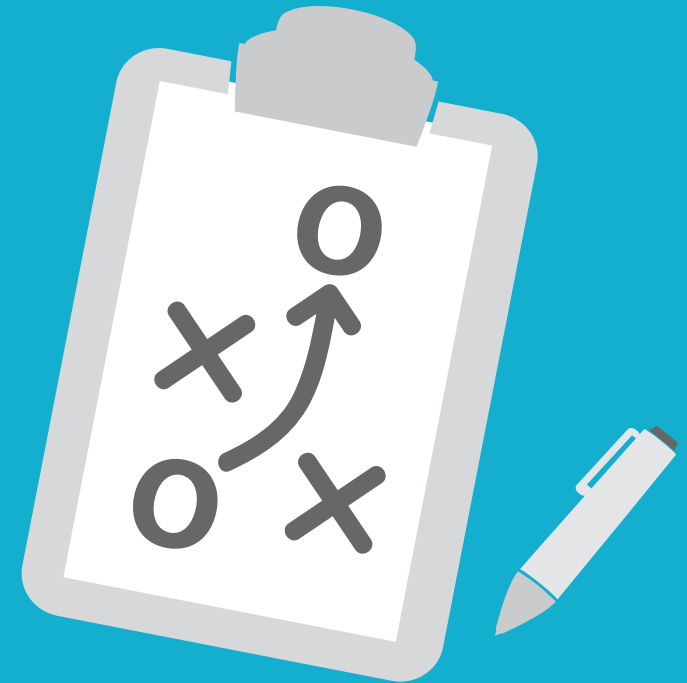
Start using these 4 tools to approach your life like an athlete:

- Develop the Mindset of a Champion
- Execute, Adapt and Routinely Optimize Your Results
- Use the Post-Game Analysis to Your Advantage
- Model the Best

Develop the Mindset of a Champion

High performers have clarity of vision— they attack their goals and are committed to preparing for “the game.” A champion studies their strengths and weaknesses as well as those of their competition and then develops a game plan that leverages their skills and expertise to bring about the desired outcomes. **This mindset also requires effective leadership skills where you have a mission or purpose that not only drives you, but inspires others as well. Step into that winning mindset.**

WINNERS WIN BECAUSE THEY DECIDE TO



Execute, Adapt and Routinely Optimize Your Results

To constantly optimize your life, you must be completely focused and committed to specific outcomes.

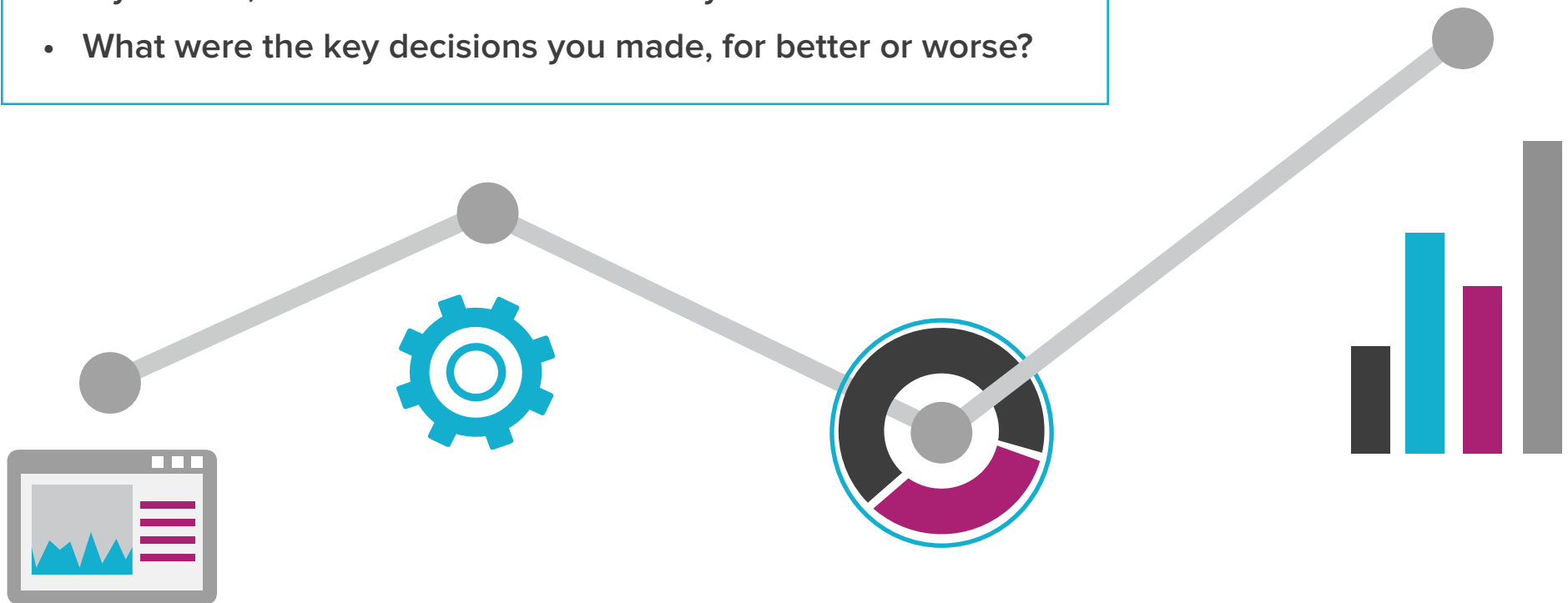
Opportunities for maximization can be found in almost every area of your life – it's time to take what you already do and do it better. The key is to understand and document your current processes and results in each area. Identify and anticipate the biggest areas of potential challenge and develop a clear plan so you can target specific improvements that will make the biggest impact. Optimization is one of the most overlooked but important opportunities for sustainable, geometric growth. When you focus on your biggest areas of improvement and then create and implement a clear plan, the results can be astounding. **Sometimes all it takes is a 2 mm shift in the right direction.**



Use the Post-Game Analysis to Your Advantage

You can't manage what you don't measure. Learn from your past experiences and results. Evaluate your successes and failures, and in reliving the game, mentally prepare for the next one.

- If you lost, how will you keep pushing your practices forward?
- If you won, what factors contributed to your success?
- What were the key decisions you made, for better or worse?



Model the Best

You don't need to invent a way to succeed. Many of the most ambitious, driven and remarkable people didn't originate; they innovated.

Before you can innovate or improve anything, you must first walk the same steps, learn the initial brush strokes and discover the model to recreate the same results.

| The pathway to power may be directly in front of you.



“Success leaves clues. In other words, if someone is successful, not once, not twice, but continuously, they're not lucky. There's something they're doing that's making their life extraordinary.”

- Tony Robbins



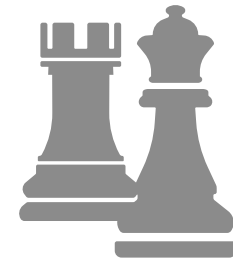
Power Secret #1

The surest way to achieve greater success is to model someone who has achieved and mastered your area of focus. Who in your life or professional arena can serve as a model? If you don't have strong models, make it a point to seek out one. You don't need to reinvent the wheel — simply learn from the best.



Power Secret #2

Seek mentorship from someone influential. Whatever you want in life, someone has already discovered how to get it or do it — and you need to know what they are doing right while avoiding amateur mistakes. First, figure out how you can be of value to them, and then they will be more likely to reciprocate with their proven methods.



Power Secret #3

Success leaves clues. People who succeed consistently are not lucky; they're doing something different than anyone else. They have a strategy and tools that work, and if you follow their strategy and you sow the same seeds, then you'll reap the same rewards.



About Tony:

Tony Robbins is an entrepreneur, best-selling author, philanthropist and the nation's #1 Life and Business Strategist. A recognized authority on the psychology of leadership, negotiations and organizational turnaround, he has served as an advisor to leaders around the world for more than 38 years. Author of five internationally bestselling books, including the recent New York Times #1 best-seller *MONEY: MASTER THE GAME*, Mr. Robbins has empowered more than 50 million people from 100 countries through his audio, video and life training programs. He created the #1 personal and professional development program of all time, and more than 4 million people have attended his live seminars. His strategies have helped people like Serena Williams, Usher, Bill Clinton, and Hugh Jackman to identify and overcome their limiting beliefs – and he wants to you to break through too.