

The Science of Performance

**How to Develop Top Performance
in 20 minutes a day**

Dan Raabe

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Dedication

There is only one person I could possibly dedicate my first book to and that is Arline Raabe. My mother. Who has always had my back. She's strong. She's smart. And she's infinitely adorable. Her comment, at 91, after doing her favorite weekly workouts for 40-plus years is, "That's what keeps me alive and makes me as strong as I am today!"

Thanks, Mom! And thanks to my family for putting up with Dad -the coach.

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A note from the coach

You are an athlete by design. Your brain craves the heightened experience of competitive athletic activity. Your endocrine system begs to be pressed into action. Within each muscle cell is the key to health. If you train and adapt you will survive. Science is on your side. If you slack you will bend to grim statistics.

Allow yourself to appreciate where your athletic power comes from, and how to develop it. Thankfully the executives I coach allow me to guide them to experience their physical power while developing an incredible foundation of health for their future well-being. I'm not a watcher with a list. I'm a participator using your goals as the foundation for functional change. We adapt together.

Athletic abilities are a gift. But they are fleeting. We exist to develop a functional level of conditioning for any person who is willing to put their gifts to highest and best use.

You don't need our coaching, or this book to get fit. You want the guidance so you can get strong. Fitness is general and abstract. Strength is measurable and earned through process. You invest in conditioning to protect and power your physical and mental future. Accelerate your performance. Toughen up your mental machine. The strength is in the movement.

Personal training is the bane of the recreational trainee. Coaching is done together in the context of mental and physical outcomes that change the future. What is the winning picture for you? How will you take on the process of adapting and learning to perform better?

With this book, now you'll know how. Thanks for including me on your journey.

-Dan Raabe
Creator and Founder of
Dan Raabe Express Performance System

Foreword

What is peak performance? Performance begins before the athlete steps onto the playing field. And whether you're an athlete or an executive the basics of polishing your mental and physical skills for the game are the same. Not a believer? Look into some of the successful executives and athletes who played on teams coached by John Wooden or Vince Lombardi***. These incredible coaches didn't simply give pointers to play the game better. They modeled the dynamics of success in the bigger picture of life – and athletics. You can't Trump that.

What does that mean to you? Take a short accounting of where you are now in your life. Are you process oriented? Or do you live simply by words to the wise remembered when you get the inspiration? Performance is a direct result of following the process of learning and practicing functional skills that are completely for and about you. It might be time to look in the mental mirror and discover through learning and polishing your socio-psychological skills, how you might be able to redirect your energies to build a better performing person.

More importantly, how would you and your life be different if you achieved it. What does it do for you when the speaker or the CEO moves the podium out of the way and begins with "Imagine?" Does that open the door to your interest, your focus and your mind? Imagine if you began your day with a more clearly defined model of how you are about to put today's puzzle together. Your top priorities would cease to conflict with the "urgent" details of what you currently assume are your top/easiest/most accomplishable tasks. Maybe your whole day could be over with by noon or before. Thus, giving you time to rehearse your skills and polish for the next creatively powerful day of high priority events. Maybe you would have more time for you kids, or your wife. And your time in the gym wouldn't be a problem because you scheduled it with your priorities, instead of your low level urgent tasks. Remember that process is the focus of our coaching.

As a coach, I must keep ahead of the performance level of my clients. When I feel I'm off it's back to basics. We're all in this together. We want to be leaders. We can never forget we have to work for it.

Search "fitness books" on amazon.com. I get 382,693 choices. By the time this book prints there will be a thousand more. We are inundated with gimmicks, and routines that purport to be the fitness revolution. They lack focus on the *True North* of training. Fifty years ago Jack Lalanne said it simply, "Get up and move. Change your sedentary habits. Exercise is the only activity that will truly create a situation of health you can depend on." He was citing a change on the move. That's what an honest coach can do. Kindness stands taller than nice.

The successful people we meet are already training when they join our programs. They understand the connection between physical health and performance. They come to make themselves even better. They stay motivated with a simple 3-step process to assist them to

create the win they are looking for. Imagine participating in a gym where the physical training is only one of the measures of a performance program. Accountability is high. Focus is absolute. And you must look at the accomplishable as your daily target.

There is nothing more powerful than a mind that is made up. That's proved to be the main motivator for the busy people who place performance training into their weekly priorities. They like knowing that there is a powerful set of skills they are continuously polishing that are not only clearly constructed, but portable, and fast. There is a deep commitment to the science behind mental and physical training with its psychological and physiological rewards. It's a proven fact that your brain revels in physical activity, especially at the athletic level. That is why I developed the Dan Raabe Express Performance System. Peak performance is not about physical exercise alone. We need to get our brains activated for a reason. It's a process that involves mind, body, and true grit. We are executives coaching executives.

I love Jason Selk's comment that "we never outperform nor underperform our self-image..." A program that puts process before goals is a better lab to evolve a strong self-image for the busy person who understands systems and pre-planning for business and life.

We love science because it connects us to intelligent people and the truths they seek. In the beginning, I immersed myself in the facts of training. The first question on my list being "how do I get strong?", followed by "how do I teach others?" I discovered verifiable truths that can be taught, and but appreciated by busy people.

First, physical training cannot stand alone as a prescriptive force to achieve top performance. Every health club in the universe has the tools of the trade to entertain you for hours on end. Those who know how to use a handful of those "features" will at least look and feel better. A smaller group will develop functional strength. What I have never seen is the group who has excelled at performance. That requires a process, delivered over time with consistency, openness to our unique differences, and our need for relevancy and meaning of the content.

Second, time is not the issue. You have the time. Priorities are the issue. Higher brain function is achieved through exercise (work), that turns the dial up on system demands. This is a positive stress that comes from focusing on the goals in front of you. One of our battle cries is *train for a reason*. It implies that training has to be a priority. A CEO I interviewed recently said to me, "training is who I am." Can honesty be any more fun than that?

And Third, there is science behind our general level of health. Without good health, our chance to become a top performing individual diminishes exponentially. Just as positive mental tasks work on your creative intelligence, modern physical training enables powerful internal systems the chance to adapt and flourish. Not only does training profoundly affect us from the cellular level but our endocrine, metabolic, and cardio-vascular systems activate and adapt to higher levels of physical performance.

Call it getting in shape, getting fit, remodeling (the coach terminology), or any other name. If your workout is casual, without direction, unmeasurable, then you need to rethink the time you are investing at the health club. It often comes up in questions after a talk, "what is the

difference between my Y workout, and your X workout?” There is only one answer. It’s terrific if you are consistent, you measure and record your statistics, and you can explain to a child exactly what you did that was so exciting you had to tell them all about it.

[The executives I train are already versed in performance. They are driven to achieve peak performance, which is mental state of being. I call it “becoming strong.” This doesn’t mean you can bench press your own weight, though you may be able to. This means you operate at optimal psychological and physiological clarity. Everyone wants that, but not everyone has the habits to achieve it. This is why I designed a program with the 3 most critical components that applies to every human to achieve peak performance. I call it the Dan Raabe Performance System.]

Programs evolve from experience and needs. It’s hard to believe it’s been a decade. I was the consummate neophyte when I started coaching. Experience comes at you from all directions and you must relax and plan a response that satisfies the customer – who is paying the bills. I was the “old” guy in the gym. The joke with the members was, “If you can’t outperform someone twice your age you might need to work a little harder!” It took a while to build up the strength to be competitive athletically and acquire better coaching skills. During business coaching and involvement in a shockingly honest mastermind group I saw the need to find out what people really wanted from training. I took steps. I identified why I train and where my program could go. I interviewed many business people to find out that they were not only performance oriented, but physical exercise was highly important to them. They were discerning and demanded programming that catered to their specific physical needs, time constraints, and portability. I created a niche market and the message (some of it expressed in this book) is that there is a process to training. Relevancy is always on my mind. And the process must be consistent.

Along the way I discovered social psychology, the mindset of the dynamic athlete, John Wooden, Olympic weightlifting, Boxing, and the work it takes to become a top performing professional – in business, life, athletics.... Thanks to the scientists who output knowledge and useful tools that we can use to create programming which creates some steam. There is nothing worse than being boilerplate. Look to science and smart people for inspiration. Then turn it all into something practical and life-changing for people who simply want to make today better.

Top performers are the people who have a winning work ethic. They are the seekers who don’t pick up on three letter acronyms or buzz words that signal they may have jumped over truth and knowledge to develop their message. They dig deeper for truth and understanding. Whether they express it or not they trade on “make me better.” They understand the benefits of human movement – whether they are weekend warriors or simply love the idea of having a sport as a hobby. And they are honest and respect when the coach commands alpha status and teaches from a position of power and concern. It’s funny, but almost every client who has sustained a level of training over time revels in having the “benevolent dictator” for a coach. They know I watch their movements, guide them to polish their skills, and set goals they can reach by their own volition and drive. The strength is always found in the movement.

Social-psychology: https://en.m.wikipedia.org/wiki/Social_psychology - the social psychology aspect of what we do is implied in the behavior changes instigated by training in a group.

Better isn't better when it comes to training. Anyone who writes a book is better. Different is better. In fact, the concept of physical training has evolved in a way that betrays the legacy concept of lifting weights, hours on a treadmill or stair-master, and group classes with Brazilian disco music blaring at volume. We've come to understand new adjectives: functional, interval, tactical.... And this is the cool part. Training kicks up your brain function. Creating a program where the physical training is reflective of the mental and emotional work we do with professionals is the way to expand on a relatively tired theme of learning a few exercises at the gym. We concentrate on the skills and axioms we need to live our lives better, not what we do at a health club. Physical training is the soup that we can taste every week to see if our ingredients for the bigger picture of performance are working. It's the answer to the question, "Do you have the grit to succeed?"

Imagine that you are in the popcorn store and the shelves are filled with Cracker Jacks (with the prize in the box.) From your point of view in the entrance Cracker Jacks are the hot item. The difference is the featured "prize" hidden inside each box. But you discover that in the back of the store is a mountain of typical white popcorn. Between the Mt. Everest of popped corn and the paper bags are a limitless number of ingredients to add that make the popcorn your version of this incredible treat. There are a lot of tasty, provocative ingredients to build a truly one of a kind popcorn experience. Which do you choose? Boilerplate Cracker Jacks (features) or the gourmet popcorn experience (benefits)? I identify with Coach Wooden. He was a teacher first and a coach second. His premise was always to be the best you can be.

Training is the **conative path towards building the strength and stamina** that bridges our business and personal activities into a creative and functional powerhouse. Have you identified your "wins" and laid out steps to achieve them? Do you have a process that is general enough for you develop your personal and professional goals? Do you have a path to create and visualize every step in your process? Can you apply the mindset training of the athlete to your "wins" that reflects your business and life expectations? And do you have a physical training path that reinforces your power as a high performance professional? A program that builds skill, endurance, and growth – growth comes from adapting to increasing levels of activity and demands. High performing people face incredible physical and mental demands that need to be appreciated and managed. Performance requires mental and physical adaptation.

This book is the starting gate for the *Science of Performance*. It's your companion, not your study guide. It's the basics. We take inspiration from people, concepts and life. Motivation, Learning, and Follow Through are the topics that keep us engaged in the process of learning the science of performance.

Do you understand the mechanics of change? Performance minded professionals must look at their habits and appreciate their role in our culture. Why New Year's Resolutions don't stick, diets don't always result in the expected outcomes, and relationships fail can be tracked back to the powerful force they exert on our lives. We must address routines if we are to take positive

steps forward in life. To understand the mechanics of habits will put your performance machine into a whole new gear. Remember, professionals learn from their shortcomings and failures. I have to address my shortcomings. I may only be a few steps ahead of the smart people I train, but having ingrained routines keeps me on track with my goals.

I call each of our clients an athlete. They define themselves not by what they've lost athletically over the years but by what the performance program has awakened in them today. Do they have a powerful focus on their immediate goals? Do they plan better? Are they using skill to prioritize their day's activities? Are they building mental endurance? Are they diligent? Are they actively participating in rolling back their athletic years? This is today's training. Performance is built from the inside out.

To attain our beloved goals, we all use the same cues and hold out for the same rewards. It's the routines we subscribe to that derail us and make goals evaporate. You can strike any pose you want in the mirror Mr. Universe, but if you are using tired routines to achieve your specific targets, the whole inflated picture hits it's jiggling rock bottom when you exhale.

Coaching assists the athlete to create improved goals with definitions of the processes needed to achieve them. We can define the mechanics of habits, but changing routines is a matter of honestly accounting for the time spent in discovering and adapting to new routines. If we use the metaphor of the boxing ring and we're the contender, are we wanting to expand our influence by making the ring bigger, or do we want to perform better in the current space we have? We rely on process to address these changes. Then we put the changes into practice.

Desperation breeds mental fatigue, and mental fatigue promotes desperation and bad decisions. Are you still trying to "technique" your way through sales calls and business relationships? Are you fully committed to your relationships, your family, your communication skills, and your positive beliefs in a healthy, productive future? What gets you to your destination? The saddle or the horse? If you have strength, balance, and can anticipate the road ahead, the saddle becomes the tool that keeps you looking ahead between the ears of the horse. Safe, challenging, creative athletic training develops physical strength and mental power BECAUSE we get stronger from the cellular level outward.

In Colorado, we live and train for the lifestyle. The mountains. The open sky. The lakes and rivers. The peaks that touch the clouds. Where do you live? What is your lifestyle? What makes you whole? How do you train for it? If you do train for your higher experience, you are most likely a seeker. The signposts along your highway are colorful, and lead to meaningful experiences, colorful people, and fun.

We work for higher output. Clients make personal changes during the program. Maybe their priorities are off. Maybe they've operated with a winner take all attitude yet they're miserable inside. There are ways to win without killing the competitors. Your career doesn't have to make you miserable. Professionals who address issues, move forward. In improvisation, we say we must move back to move ahead. You must remember where you've been to get a benefit from the future.

We understand how a well-conditioned body and mind generates a stronger sense of self. We accept that athletic prowess has a direct parallel in business success. We seek meaning in life beyond the glamor of new cars and electronics. We are believers. We listen to the science. **We understand the relationship between activity and higher brain function.** If you're looking for data to motivate you to train, you just aren't yet in enough pain. Take your time. **Unrecognized pain is like dust. Undisturbed it collects.**

This, in part, is our training culture. ***Train for a Reason*** happens best in the context of the performance education lab called life. If we are physically active and understand that movement builds free-traveling micro-components of creativity, we can appreciate the universal application. If you want to be athletic, you must train. If you want to be an athlete, there's no question about what you need to do with your day. If you want to be a mental athlete (or a successful student, businessman, or parent), you must train. Activity directly impacts brain function. ***RATEY, SPARK...** We learn to move better BECAUSE a broader experience of success begins with movement.

Dynamic people are a product of the activities they choose to engage in. Top business professionals track themselves with exercise powering their endurance and creativity. It's possible that their progress can stall. It's a natural occurrence and if recognized, a change of path can often get them back on track.

We use the term adaptation to describe how we grow. Physically cells break down and rebuild. They "adapt" to higher levels of stress. We make physical demands and our muscle cells respond. Mentally we might need to develop new routines that are healthier and more productive. As we script new images of success for ourselves we must adopt new routines and look forward to better outcomes. The more wins in life and business we accomplish, the more broadly we accept increases in intensity. This is the connection between training and performance outside the gym. We train BECAUSE we want to **adapt to higher levels of performance.**

Performance is a process undertaken with the timer running. Professionals respect time. How does 20 minutes of focused training parallel a twenty-minute business pitch? Both take skill. .

And both are within the limits of a busy schedule. You can ruin a pitch that over-runs its welcome. You can ruin the potential benefit of physical exercise by ignoring the timing and skills that make change possible. Concentrate on the basics. We are here to discover why we need to move, think, and act at full speed.

Your brain is on board for 20 minutes of extreme focus. It lives to get work done in short steps. Try taking a hike for two hours while daydreaming on one topic. Many mental dramas later you'll remember what you were thinking when you started. You are built to have an active mind. Physical training activates brain function. That's why it's important. If we are to train how the mind works, we must remember to give it the activity it needs to dial the volume up. And don't forget sleep. The higher you turn the volume up the more sleep you need to refresh your mental hardware.

Starbucks is my writing office. Sitting on an uncomfortable stool in the heavy coffee atmosphere, the din of the baristas and steamed coffee in my ears, it's the aromatic creative center of the neighborhood. My nose and my right brain seem to be connected to the keyboard. I'm at work. I'm visualizing my message. My workout gear is in the car. I'm always ready. Training isn't my life. It's a tool I use to make life better. It's a part of who I am. My business relationships are based on physical training, speaking, and writing. I do business with people who train. And the news is, successful people train. They're out there pitching home runs because they get the ball across the plate. They train to score and win. Well-conditioned professionals do better, BECAUSE they do better for themselves. [Blog? Section about Dan Raabe?](#)

Don't pat me on the back if you see me in a Dan Raabe Training Hoodie. Please don't tell me that I look good while blathering that you would train if you simply had the time. I have one thing to say, "Get off the excuse-mill already." You have time. Orchestrate your day to produce a step forward. Your day isn't about being busy. It's about getting things done. People who get things done think "priorities." Those who can't get off the treadmill are crisis managers. Orchestration of tasks is impossible in that frame of mind. We prioritize BECAUSE we crave a win for each day.

The Dan Raabe Performance System is the platinum level functional fitness scenario. What gave birth to the "20-Minute" concept? My clients of course. They are busy. They're underserved in a typical gym. Aerobics doesn't work. Interesting training is like interesting dishwashing. What is needed is a working model of action, coaching, and adult community. If the focus is on the process of building the skills of performance, and the positive mind of the athlete, the physical training component functions to deliver an immediate result. It becomes a measure of our diligence. It's honest. It's simple. It delivers an immediate benefit we can feel.

[Add how does aerobics or traditional gyms with fitness trainers not meet these needs and how your system does.](#)

We provide the optimum duration of work time for a win. In 20 minutes, we can hit measurable training thresholds. [how is it different than target heart-rate –because that was the first thing I thought and it's not what you meant.](#)

Putting yourself in a high challenge environment demands your best effort. Performance training is a higher functioning activity than casually riding a bicycle, an aerobics class, or even playing tennis. Becoming more dynamic with your given set of tools and talents is the differentiator. We are not all top performing athletes. Even among the ranks of the stars we know there are widely differing abilities. We have to start from where we are now if performance is the skill needed to live life better. There are steps to take to define our wins, plan our days, set our priorities, and polish our performance skills. Building grit takes work. If there is a good process in place, you are willing to write things down, identify what you really want, and take certain executive steps to bring your goals to fruition, you will find yourself performing better.

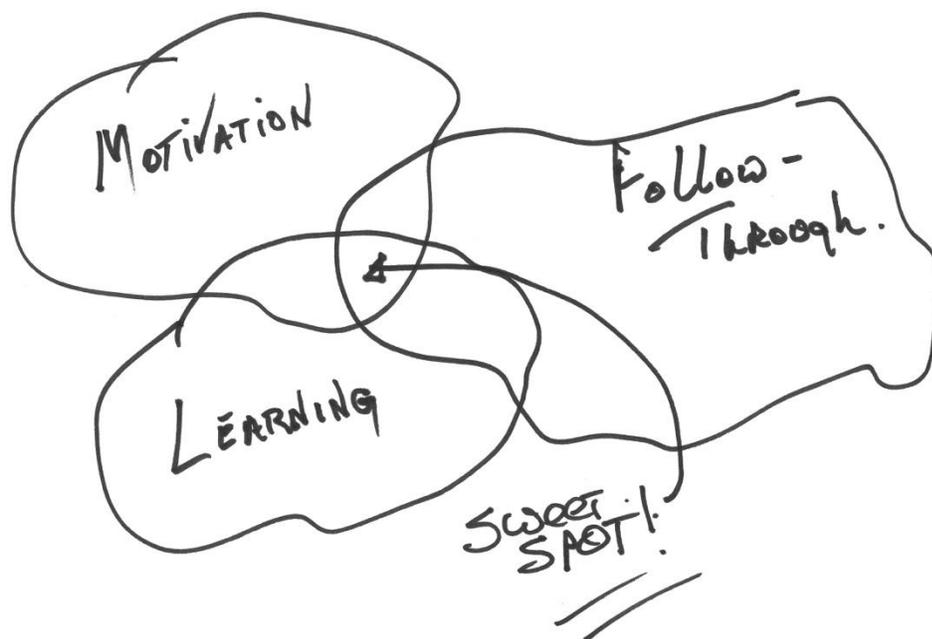
There's a change on the move. The smart money doesn't wait for the pain to be too great. Today's training culture is a door opened wider than ever and accepting anyone who recognizes

results as reward for effort. We train BECAUSE we can do “the common, uncommonly well.”
Greg Glassman.

When I sold Harley Davidson motorcycles, a sales comrade, Steve, used to remind me, “I’m simply a rider, assisting another rider, to get the right ride!” I’m a business professional teaching other business people how to win better in their lives and careers in 20 minutes. We train BECAUSE we want the right ride.

“People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily.” –Zig Ziglar

“Train for a reason!” –Dan Raabe



Inspiration

Inspiration precedes every action. Why? Because inspiration is the *fuel* of motivation, learning and follow through.

How many projects have you undertaken with no inspiration? Your determination might have seen you through to the end. Or perhaps it fizzled, unfinished. Lacking inspiration, your motivation waned and the effort soon became drudgery.

We have one precious chance to impact our life's outcome. If our actions are congruent with our desired outcomes, then it's easy to understand why finding inspiration is such a necessary component. It improves how we arrive at an outcome that we've decided is best. You will hear me say, "Train for a reason." Actions taken towards goals are not decisions. They are dates with your future.

How many people must we meet, interview, and build relationships with before we find someone who asks the magic question, "Can you teach me how to do that?" Life would be so easy if adults automatically got inspired just by intrinsic enthusiasm.

A coach can inspire athletes to act for their own good. A good coach can also teach the executive athlete how to use their prowess to accomplish the enormous goals in their life. The motivation to act on a healthy premise comes from inspiration.

Watching the Olympics, I never fail to ask, "How did she/he do that?" Every event requires a special skill set. There must be some tipping point when you cease to accept the status quo for yourself, and your physical preparedness. I became a coach when I realized that I could answer

the question, "How do I get strong?" My inspiration came from meeting successful, healthy people, and taking account of where I fit into this potentially powerful group. When I felt weak, I found inspiration to train from adopting, "I train because I want to be strong," as my positive *why* statement. Once you identify and commit to your goals, it's done. There can be no considerations to keep you from achieving peak performance.

In the training culture, the kid inside you plays, and the adult safely does the work. We work in a different context that puts training on our calendar. Physical accomplishments become congruent with life's goals. We operate *outside* of the *reason* to train. We train BECAUSE we are focused on the outcomes.

Quote:

"Taking action to participate requires three motivators: autonomy, competence, and relatedness. It's my idea. I'm confident I can do it. I belong here and I'm worthy." - Richard Ryan and Edward Deci

Mo-ti-va-tion.

ˌmōdəˈvāSH(ə)n/ noun: motivation; plural noun: motivations. the reason or reasons one has for acting or behaving in a particular way. Eg.: "escape can be a strong motivation for travel"

Synonyms: [motive](#), motivating force, [incentive](#), [stimulus](#), stimulation, [inspiration](#), [inducement](#), [incitement](#), [spur](#), [reason](#); informal [carrot](#), eg.: "his motivation was financial."

the general desire or willingness of someone to do something.

"keep staff up to date and maintain interest and motivation"

synonyms :[enthusiasm](#), [drive](#), [ambition](#), [initiative](#), [determination](#), [enterprise](#);

Informal: get-up-and-go

Where does your personal motivation come from? And more specifically, what is the catalyst that drives your higher purpose when motivation seems to take flight? Is it intrinsic, autonomous? Or both? Some of us are simply drawn to move, play, climb, run. We participate in activity simply because it makes us feel good, and we have fun participating. Autonomy comes as we make deliberate choices – we discover or choose activities based on our need to be selective, or unique. Training can become who we are. It's that simple.

I'm motivated to buy a Ferrari. But indulging myself in writing the check brings up the deepest guilt I can imagine. Do the kids go to college, or does dad get to live out a fantasy? My solution is a Mini Cooper... It roars. It's cute. It gives me a kick. I saved \$300,000. The cue is getting to my destination. The routine is driving an economical, yet fun Mini. The reward is arriving at my destination, in my shiny little Mini.

How do you quantify motivation and the value to be achieved? Identify your goals. Dollars, Yen, fourteeners climbed, X-treme water parks enjoyed in one summer, Nathan's hot dogs eaten. (In 2015 Matt Stonie ate 62 dogs in 10 minutes, not quite beating Joey Chestnut's 2013 victory of 69 dogs! This is information you can really use!)

Here is a shortlist of goals achieved by highly motivated mortals:

- Reverend Kevin Fast of Canada pulled a Semi-truck weighing 126,200 pounds 137 feet before millions of viewers on “Live with Regis & Kelly,” in New York City.
http://www.worldrecordacademy.com/strength/heaviest_vehicle_pulled_over_100_feet-world_record_set_by_Kevin_Fast_80389.htm
- 13-year-old Jordan Romero, from California, instantly became the coolest kid in school when he made the Everest climb with his father and several Sherpas, breaking the previous record of 15 years old held, by Ming Kipa of Nepal.
https://en.m.wikipedia.org/wiki/Jordan_Romero
- September 13, 2008 Maren Zonker of Germany became the new world record holder, running the 100 meter hurdles wearing swim fins, with a time of 22.35 seconds. The photo is on Google. <http://list25.com/25-most-insane-world-records/5/>

Put a big statement out there: "We are living life, and we need to focus on some important goals, and have a bit of fun doing it." We're talking about a level of motivation and personal drive that makes life a little bit better – in fact a lot better. Stay focused, lighten up, keep your humor alive with a dip in the sublime. And never forget that you only live once. How much of the color of life do you allow for yourself? I can almost guarantee that the world's most successful people take the time to enjoy their journey, BECAUSE work is the vehicle to enjoy life.

Neurologically there is a small machine in the center of your brain. It's called the striatum. It's a central communication junction for messages traversing the brain. It's almost like the Place de l'Étoile around the *Arc de Triomphe*. It's a busy place. It assists the brain to take the impulses of decisions and direct them to actions. Beware! This vital chip on your motherboard can be damaged with a resulting loss in motivation. That's why we need to up our motivation now towards bringing our outcomes to fruition. It's a selfish endeavor, but without the negative connotation. Our goal is to understand a working process that addresses all of our neurological and emotional limitations. Once exposed for us to examine we can change, edit, and revise.

Having the willpower and freedom to change the aspects of our life that keep us from stagnating is why I'm involved in this discussion. Remember coaching isn't limited to teaching people exercises. It's about reaching people on an intellectual, and emotional plane where they really communicate and learn.

Happiness is an outcome. Getting there is the goal. Your toil fuels the fires of change. Inside you reside the images of freedom you may have only imagined. John Wooden says "it takes imagination and planning to make changes and win."

"Coaching is the door opener to the gifts of life only a true seeker can enjoy."

Let's assume we are already motivated. We have systems and processes in place and we follow them daily. Why do we need to have a coach illustrate the benefits and logic of becoming motivated?

What comes to mind when I say Thomas Edison? Do you think he invented the light bulb, or did he refine the light bulb? The story began before Tom was born. About 1806 a fellow, Humphrey Davy, created an arc-lamp. The concept of incandescence was utilized in light bulb experiments in the mid-1800's. When Thomas Edison took a chance on the electric light in the 1870's it was already in existence. He and his team of researchers found a filament to create the light and developed a way to make the light bulb commercially viable. The moral of the story. The efficient application of knowledge and effort can make what began as a good idea, better. We can add to the success equation through knowledge (or science) and come up with a more dynamic rewarding experience.

You must be truthful to win. There is no truth in dreaming that maybe someday success, top performance, and sustainable health will happen. Having a great body, eternal youth, and a six-pack that would bring Marilyn Monroe back from the grave isn't worth wishing for. Understand the context of the documentary you make of yourself. It is solely for you and the people you love the most. They depend on you, and with that knowledge, you have the freedom to be a little selfish. Give to yourself. You deserve it. You are in this for the outcome.

Training is your best friend. It will never let you down. It goes with you everywhere. It never says no. It always makes you better. No matter what the circumstance, training will always support your higher experience. **(Dan-ism)** It's foundational. It's the pressure to do the right thing when you need it most. It's support when good intentions and energy turn around and bite you in the backside. Because it is simple, functional, rejuvenative, creative, inspirational, portable, available... It's a noun and a verb! Training is the autonym in this book - the thing itself and the action. Motivation towards higher performance and investing the work to get there is the fundamental concept of our performance training. Getting to a gym is only part of the equation. Building a process, working out the details, and focusing your mental lens is the other part.

Find your bottom line. That would be the wet eyed, passionately desired, emotionally anchored, drop dead, bottom-of-the-barrel reason that you are alive on the planet. The reason you made kids, and put them on the same journey as you. Or the reason you just made your first house payment. Or bought a Ferrari.

Having an innate drive for purpose, meaning, and yes, peak performance is not something you create. These are already inside you. It's something you surrender to. It's the sunshiny side of your accountability to yourself. It's not the reward, but there is reward in sampling it every day.

Quote:

John A. Johnson, Ph.D. - The label [self-care](#) refers to prioritizing your own physical [health](#) and psychological well-being by engaging in good eating habits, exercise, [sleep](#), relaxation, and enjoyable activities every day. [Proponents of self-care](#) like to point out that unless we take care of ourselves first, we will not be well enough to help and take care of others.

<https://www.psychologytoday.com/blog/cui-bono/201501/good-neutral-and-bad-selfishness>