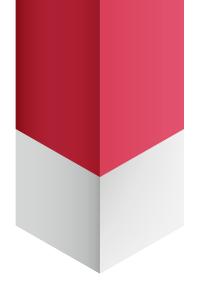


PLAYBOOK

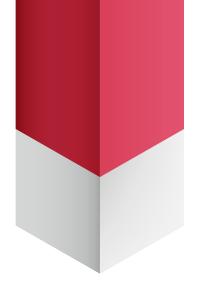


I'm going to start off with a story. There was this little boy who believed very viscerally and deeply that he was two things: a pirate, and a giant. And everywhere he would go, he would behave like a pirate. He was a rebel. He would break the rules. He would play for one. He was full of creativity. He ran his own race. He was a pirate. He would go to school. He would walk around his home. "I'm a pirate. I'm a pirate." He dressed like a pirate. He also believed, very deep in his gut, that he was a giant. He played very big. He thought very big. His visions were magnificent. He had a mighty cause for his life. Because he knew, he was a giant.

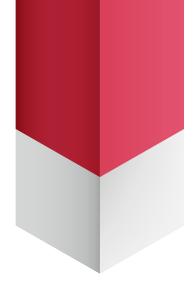
What started happening, though is, his mother and his father, well intentioned as they were, took the limits of their imagination and started putting them into his mind. And they said, "You're not a pirate. You're a little boy. You're not a giant. You're a little child." This kid went to school and he continued with great abandon and emotion. "I'm a pirate. I'm a giant." And all the schoolteachers, well intentioned as they were, took the limits of their vision and made them the limits of this little child.

When this boy got a little older, he still walked around saying, "I'm a pirate, and I'm a giant." But society said to him, "Don't dream so big. Don't play too loud. You're just an ordinary person. Be average. Dress like everyone else. Think like everyone else. Behave like everyone else. Be like everyone else."

Looking back at your childhood, where were you limited?



What	vision did yo	ou have as a o	child that has	s left you?	
Why	did that visio	n leave you v	when you en	tered adulthoo	d?
Why	did that visio	n leave you v	when you en	tered adulthoo	d?
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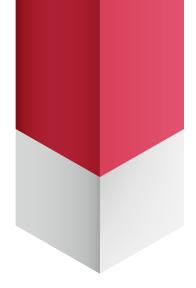


And so this little boy, as he got older, started to forget whom he truly was. He started dressing like everyone else. He started talking like everyone else. He started doing what everyone else did. He lost his originality. He lost his energy. He lost his authenticity. He lost his spark. He began the process of self-forgetting. He became a lawyer. Not because he wanted to be a lawyer, or knew he was a lawyer, but because that's what the people around him suggested he should be.

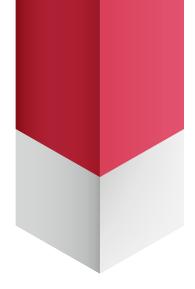
He started forgetting his imagination. He started forgetting his creativity. He started forgetting who he truly was. His spark began to get quieter and quieter. As he got older, he started forgetting people's names. As he got even older, he started forgetting where he lived. As he got older, he even forgot his name.

But here's the thing. As he got really, really, really old, he forgot he was a lawyer. He forgot his status. He forgot about his big house. He forgot about his position in society. And he remembered he was a pirate. And he remembered, he was a giant.

in what ways have	you forgotten who you truly are or were?



Where have you lost your originality?
How do you work to maintain originality in your life?
How do you work to maintain originality in your life?
How do you work to maintain originality in your life?
How do you work to maintain originality in your life?
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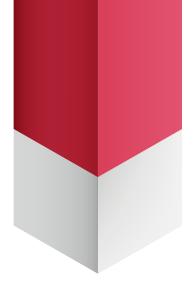
I want to ask you a question. Have you forgotten who you are? When I witness the world, when I work with billionaires, when I work with NBA superstars, when I work with some of the greatest Titans on the planet at my annual event, The Titan Summit, here is one thing they all have: they are mono-maniacally resistant to any form of average.

So the question becomes, why do potentially great human beings and iconic performers become average? And I think that story explains it. We are all like that little boy. I believe we are born into genius. There's a lot of neuro-biology suggesting we use just a fraction of our brain's power. If you look at some of the best athletes, what they do is, they actually use more of their brain. They focus, then there's the release of BDNF, which is like Miracle-Gro for the brain. Their brains build new neural connections. Because they focus so much on one skill versus being addicted to distraction, neurons that fire together, wire together, and then a fatty matter called myelin starts to wrap around that one neural pathway related to their skill. That accelerates their learning, and accelerates their ability to see things that their other competitors can't see.

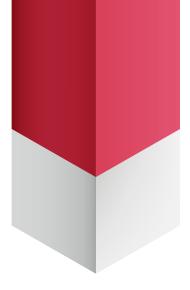
I guess what I'm really suggesting to you is, science is confirming that every single person on the planet has the potential for genius. Think about this please. Every single person alive today has the potential to be a Rembrandt at one thing. Most of them, because of their mindset and their beliefs, don't believe they can be a genius at any one thing so they don't even start the process of mastering that one skill.

This is the Descent into Average. We're like the little kids who believe in themselves when we're first born. We're very innocent. We have great imaginations. We're full of passion. Our natural state is energy. We have the opportunity for mastery. And then the world around us, our parents, our teachers, our peers, the media, which is relentless, starts this process of seduction, in what I call, **Hypnosis Against Mastery.** With all of this messaging, what happens is your brain actually starts to be reconditioned. You actually believe that people who are world-class athletes, and world-class entrepreneurs, and world-class artists, and world-class managers, and world-class mothers, and world-class fathers, and world-class human beings are cut from a different cloth. You've heard me share this before. This is the process.

What areas in your life have you allowed forms of average to creep in?

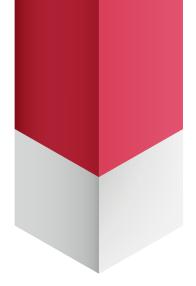


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How do you think using more brainpower can be a positive influence in your life	?
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What does genius look like to you?	
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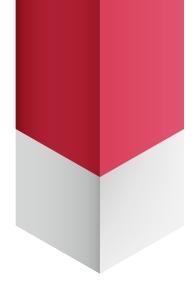


How has hypnosis against mastery affected you?

After this mass hypnosis, bred by society, the next step is **Resignation into Mediocrity.** And you see people who have betrayed their talent because they were resigned. They literally say, "I don't have what it takes to be world-class. I can't be a Titan of my field." And because of that belief, your behavior always matches your identity and your beliefs, and so they start spending their best hours watching television. Or medicating themselves with video games. Or surfing the Internet for hours and hours. Or being addicted to technology. That's just an escape because potential unexpressed turns to pain. If you're not expressing your potential for years and years and years, you'll subconsciously have all this pain deep inside.

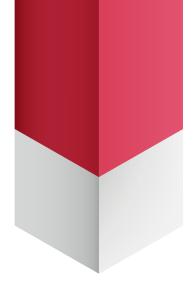


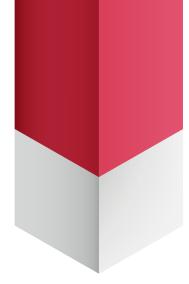
110**	have your own	, p = 1 = 1 = 1 = 1	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
How	do you feel yo	ur behavior ma	atches iden	tities and beli	efs?
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Very few people have the wisdom and the awareness to feel the pain and release it. So what do they do? There's some angst inside them, and they want to run away from it. So they run away from it by their drug of choice. Their drug of choice could be too much TV, too much gossip, too much doing, too much technology, too much hanging out with friends, too much entertainment. That's all borne from this deep pain within, but they don't even know it and they blame society. Every great human being has had the same journey. It's born into innocence, hypnotized by society, descent into mediocrity. Then there is a trigger point. There is an inflection point. Maybe it's a divorce. Maybe it's an illness. Maybe you lose your job. Maybe you just can't take the pain anymore, and it surfaces from your vast subconscious into your conscious and you just feel so unhappy, you need to do something about it.

What potential have you left unexpressed?	



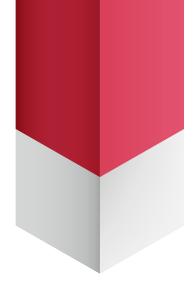


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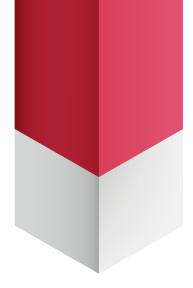
On the hero's journey, that is really the changing point and it's born of suffering. Something happens and there's a crisis, and you just start to suffer. That's when the mask over your mastery gets shattered. Like I say, for a lot of people it's an illness, a divorce, a bankruptcy, some kind of a tragedy. And they turn within, and they become very reflective. They start reading the great heroic books. They start spending time reflecting. They start asking themselves the big questions. Who am I? What are my values? What are my talents? What will I want said about me when I'm no longer here? What do I want to stand for? How can I be the icon of my own life? How can I shift from average into iconic?

And through all of that suffering, the suffering creates an intimacy with your best self. Your weaker self and your shadow self starts to get burned off, if you choose not to be a victim. Right? If you go into the pain, the pain can be a great servant. The next step is really integration. You start to realize who you are. You start to connect with your talent. You start to find the great call on your life, what I call your mighty cause.

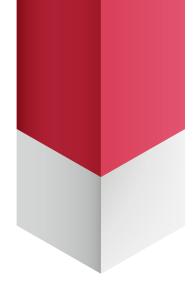
See, the average person has a tiny cause. They sleep too much, they drink too much, they eat too much, they talk too much. They waste time because they're bored. They have no mighty cause that defines and inspires their life. When you find that cause, maybe it's to be a great teacher, a great filmmaker, a great manager, a great mum, a great taxi driver, a great chef, that fuels this obsession. An obsession is only a non-healthy thing if it's an unhealthy obsession.



vvno are you?	
What are your values?	
What are your values?	



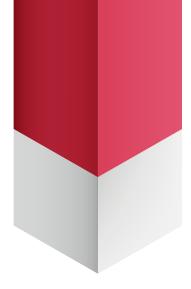
What are your talents?
What will you want said about you when you are no longer here?
What will you want said about you when you are no longer here?
What will you want said about you when you are no longer here?



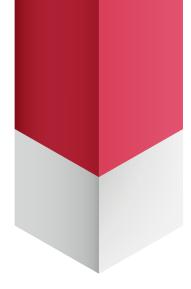
The other morning, while I was working out. Yes, 5am. Join the 5am club. I got up at 5 and I was watching the speeches (https://youtu.be/o0FiCxZKuv8) of Martin Luther King, Nelson Mandela, Mother Teresa, John F. Kennedy, the man on the moon speech. You know what? He actually said we're going to put a man on the moon before the materials for that spacecraft had ever been created. You talk about a visionary.

But what I want to dial in on is Martin Luther King's last speech (https://youtu.be/o0FiCxZKuv8). It was the speech he gave the day before he died. Before he was killed, before he was assassinated. You've heard it. It's the one where he said, "I have seen the Promised Land. I may not get there with you. But I have seen the Promised Land." And you could palpably, viscerally, even now, there's a shiver up my spine. That man had detected his mighty cause. That man said, "Until you have found something you are willing to die for, you're not fit to live."

What do you stand for?	
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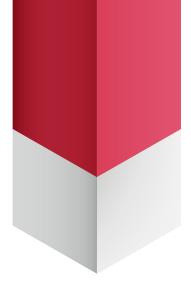
How can you be th	e icon of your own lite?		
How can you shift	from average into iconi	c?	
How can you shift	from average into iconi	c?	
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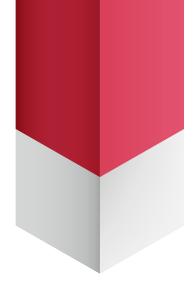
How can you turn your pain into a great servant?	

So, I just want to remind you about the importance of resisting average. One thing about every billionaire that I've worked with, every great performer, every great visionary, every great artist and every great entrepreneur and all the people who come from around the world to *The Titan Summit* every year, they were all ridiculed before they were revered. The very nature of resisting average and ascending to world-class means you will be called eccentric. People will think you're strange; people will call you bizarre. You will be misunderstood. Being misunderstood is the price of legendary. Why? Because if you're behaving like everyone else, you're going to get the result that most people have. And most people don't have big results. When you stray from the crowd and start installing the right mindsets, behaviors, habits, values, you'll be called different. But that's the price of living your true life.

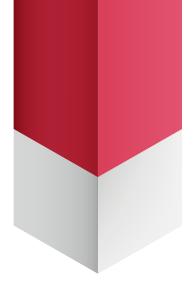
I'm going to challenge you. Today is the day to start living that life, thinking those thoughts, installing the right habits, being truly your values, getting up early, playing it world-class, being a student of your craft. Surrounding yourself, not with energy vampires, but with people whose lives you want to be living. Putting in your mind, not toxic influences, like violent movies, violent commercials, violent conversations. Put in your mind beautiful information, inspiring information, valuable information. In creating a life that really serves you and your loved ones, and respect your talents, so you can go out into the world and bring it on. That's my great wish for you.



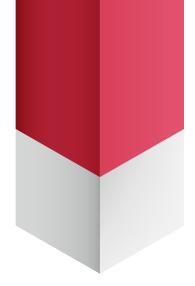
What is your mighty cause?
What inspires your life?



How did you detect your might cause?
How will you resist average moving forward?
How will you resist average moving forward?
How will you resist average moving forward?
How will you resist average moving forward?



What does a life look like to you that will serve you and your loved ones?	
What was your biggest take away from this playbook?	
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How will you put these tactics into play in your life, professional and personally?
Who will you share this with, why?
Who will you share this with, why?
Who will you share this with, why?