

Three key habits to improve performance and productivity:



Habit #1: Tension to Intention

Most high performers know they have the power to generate whatever feelings they want in any situation.

High performers know they don't have to carry around the emotions of the day. They don't have sit back and hope to feel the way they want to feel.

Brendon says "It's so thoroughly obvious that high performers are generating the feelings they want more often than taking the emotions that land on them."

Each transition during the day (work to home, school to gym, etc) is a chance to build the habit of releasing the tension and then setting an intention of the feeling you want to bring to the next situation.

Habit Sequence: When you transition from one situation to the next (or one work mode to the next), close your eyes and release the tension in your face, neck and shoulders. Then set an intention for how you want to feel by asking yourself: **"What is the primary feeling I want to bring into this situation?"**



Habit #2: Necessity through Identity

The feeling of necessity might be the most powerful feeling high performers choose to generate. Musician Bob Marley once said, "You never know how strong you are until being strong is your only choice."

High performers don't hope they perform well. High performers create situations and mindsets where they **must** perform well. They do this by creating a sense of identity around their goals and processes.

When Brendon asks high performers why they work so hard or how they stay so focused, their responses often sound something like this, "It's just who I am. I can't imagine doing anything else."

Whatever your important goals (running a marathon, writing a best-selling book, etc) are, form your identity around them. You'll make progress a must, not a nice to have.

Habit Sequence: When you feel unmotivated to work, repeat the following statement to yourself, "This is who I am. This is what I do." Cultivate a feeling of identity around your work process.



Habit #3: Bringing my 'A' Game

Our culture tells us that sense of purpose comes from "helping millions" or "changing the world." However, Brendon Burchard has found that most high performers develop a sense of purpose by focusing on one person. Not millions, not even a group of people, just one person.

To find the person who will give meaning and purpose to your work, ask yourself, "Who needs my A game?"

Brendon Burchard says: "This question gets you looking beyond your individual performance or feelings, and it connects you with a reason to be your best for others. It helps you find somebody worth fighting for. By asking this question, you stoke the necessity to be your best in order to help others, which allows you to hit high performance faster and stay there longer."

When you ask, "Who needs my A game", you might think of a family member, a boss you like, a teammate in need, or a customer you want to help. Whoever it is, see their face in your mind's eye. By doing so, you will tap into a reserve you didn't know you had.

Habit Sequence: When feeling stressed at work, or you find yourself losing focus, ask yourself, **"Who needs my 'A' game right now?"** Think of a person worth pushing yourself for.

By committing to develop high performance habits we are committing to a life of excellence.

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor." - Vince Lombardi