

# Note Revisions From Brendon Burchard's High Performance Academy Seminar Nov 3 – 6 2011

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Brendon diagram shows the components of living a high performance and charged life; With Purpose as the foundation and Physiology and Psychology being the blocks that all Productivity and Persuasion is built upon.



## Physiology

### 1. Leveling Up Mind Mobilization

Ask yourself your energy and physical vibrancy level on a scale of 1 – 10. Now using nothing but your mind bring it up a level all throughout your body. (I find this exercise more effective with my eye closed but can be done while open).

## 2. Massive Leveling up with breathing

Diaphragm breathing 20 times through nose and out mouth (through the nose cleanses the head)

## 3. Qigong Meridian Tapping – To get a boost of level energy (Lasts for about 20 mins)

1. Start on ankle and move up patting both sides of like tapping an inch higher than the previous tap all the way up to the hamstrings
2. Likewise do the second leg
3. Start at hip and move up to armpit tapping
4. With outreached arm tap from finger tips and move up to neck tapping
5. Likewise on other side
6. Bend over and tap kidney area

## Brendon's Breakfast Smoothie

- spinach
- Blueberry
- Vega powder
- Almond milk
- Vega sport protein

## Other food and Physiology recommendations by Brendon

- Organic food bar (meal supplement)
- Amazing Grass (green supplement – one with cocoa flavor)
- FRS Energy Drink
- Whole foods
- Keep hydrated (liters of water a day)
- Rainbow light products
- Vegetable based 3 – 6 – 9
- Vitamin D
- Calcium (helps you feel satiated or full)

## Know where you stand

- Get your blood work done every year (know where your levels are at)
  - o I'm thinking get a live blood test done too
  - o Where are my hormones at?

## Exercise

- 1 hour of cardio per week at least
- 65 – 70 range in heart rate
- Increases oxygen volume and activation is determine by cardio
- 3 short intense workouts a week
- P90X is recommended

## Psychology

### Focus on the uplifting to generate a positive frame.

Answer the question: What is it in my life that I can give credit to?

Answer the question: What are my virtues, values and strengths that allowed me to live this remarkable positive life?

### 10 Reasons why we do things

This is a great tool to refer to when composing a persuasion piece or to reflect upon making a personal decision.

1. Future Value – what does this mean to me and what value will it bring to my life? : when persuading you must “paint the picture” for them.
2. Intrinsic Value – does it have non tangible value like personal growth and positive identity transformation.
3. Utility value – how it solves a physical problem or gives a physical benefit (like a toaster, or a house)
4. Opportunity cost – what is trade off in my life, what is the sacrifice? (time, money, relationship).
5. Delay Time – Powerful motivator (people want stuff now!) most decisions are based on delay time.
6. Personal Control – If you don’t feel like you have influence you disconnect. We engage when we believe we can make a difference.
7. Social Support – We do something when it comes to social accountability, connection and support
8. Bandwidth – Can we take this on with our energy reserves and capacity to manage it
9. Resource Availability – Do I have the things to accomplish it. (could just be a feeling) The reality is to be resourceful.
10. Autonomy – will I be able to have the decision making ability in this venture

### This not That – Getting clarity about setting vision, goals, direction and change in your life.

So what do I want and what do I not want (This not That).

Get a blank page put a line down the middle, over column one write the heading THIS and over column 2 write Not that. Start brainstorming... Write down everything that you don’t want in your life and opposite side write what you do want.

In the same way do a MORE OF THIS, LESS OF THAT exercise. (ie. I may want to eat out less and have more nutrient rich meals per week).

By doing this exercise I gain clarity on what I want, and can calibrate a strategy to better achieve these ends.

### **This Now That Later – Setting Priority of Engagement and Obtainment**

With the list of “this” things from the “this not that and more of this less of that” exercise I can now put them into priority of obtainment.

Put all the “this” and “more of this” items into the “now” column. Do a top down comparison of now column comparing the first item to each subsequent item. Crossing off the first item in the Now column and writing it opposite to the first item in the now column that has higher priority. Move down the now column in likewise matter.

### **When This Then That – Setting up the conditions to a more fulfilling life.**

After I got clarity and priority I can now exercise action into my routines and setup myself for success by applying rules. To setup an action that leads to change you must have a trigger or an anchor on something you do in your life (exercise right after I wake up, read a chapter before you eat dinner, etc.).

### **Insight**

The topics of my conversation become the themes of my life – so live from your highest self and talk about it to make it your theme of life.

Presence overcomes past

Truth is dynamic (it’s relative to human understanding of reality) and can change with focus and reference experience (neuro pathways can change with conditioning).

Higher vision/call is required for human motivation and to transcend short-term pain and pleasure. Consciousness can be directed and enhanced through will power.

### **To Live a Charged Life Incorporate the following**

1. Open / Observant to the moment – full engagement
2. Be future oriented – Positive expectancy of Looking forward to a future time of things being better
3. Be Challenge Seeking – be involved with a contributing effort or overcoming a set challenge to grow
4. Love Connection – be involved with growing relationships in family, and growth friends (Brendon recommends 10 growth friends)
5. Be Self reliant – know that you can face life challenges, no blaming, no excuses, I am accountable for everything in my life.
6. Be Creativity Driven and Expressive – Imagine and invent use more of those facilities
7. Make Meaning – Engage and make the connection / moment count. Find Meaning by framing the situation. Know that you can shape the meaning

## Incorporate Novelty Into My Life and Share it

Go out and do something new – It does not need to be fancy or expensive just something never done before or seen before. To release dopamine molecule in the brain; most of the meaning from this event comes when you can share it

## Keep a Journal

Keep a Journal and write down your thoughts about life – something cool to give your kids later in life. To live a changed life I must routinely get out of my comfort zone – How do I do this? – Set Challenges

## Cap Strategy (Capture > Action > Process)

**Capture** = time to think, be observant, brainstorm and plan

**Action** = Hyper awareness and take action on the plan. *Action Accelerator: have someone who will observe you and hold you accountable and also who will celebrate your success.*

**Process** = process the resulting information, debrief and know what to do better, have someone do with you for an objective opinion.

## Basic Human Drives and Activators

### Control – Your own life

**Control for new experiences and verity – to get a natural lively high on life**

**Control for workflow** – to get the ownership experience (from beginning to end), and to get what your passionate about.

**Control for physical vibrancy** – 8 hours of sleep a night, stay hydrated, nutrition rich diet, and exercise

**Control for challenge, creative expression and connection**

### Competence / Confidence - Understand and Master Your World

With more confidence comes more confidence ( feedback loop) most skill building is confidence building. The amount of confidence you have in your competence will determine how hard you try at something.

**Activator: Your Competence: Integrate your success.** – Put some music on close your eyes and envision your past successes; feel them on every level. Envision your future

**Activator: Write down your successes.**

**Activator: 60 or 30 day challenge** – what am I going to learn and do in the next 60 days that will excite me?

**Activator: CAP Strategy (Capture > Action > Process)** ~ see the cap strategy above ~

## Congruence – Who Am I

Your life narrative is how you make sense of who you are. Your congruence with your words help elevate your self-image.

**Congruence exercise:** in 5 year segments starting from birth determine what was positive and what was negative in your experience and find out the story of why you act like you do.

**Activator: 6 word standards** – choose 3 words that define you and 3 words that define your interactions with others. Read these words in the morning and at night before bed to get them ingrained. Affirm these words through-out your day mentally and when interacting with others.

**Activator: Define your default mood** and work from this place.

**Activator: Keep your word** – if you don't keep your word your integrity suffers (a piece dies). But if you keep your promises you'll be more driven integral and have a higher well being and mental health.

DELIVER what you said you would

## Caring / Love – Developing your heart center (left brain)

Caring will sometimes encounter no recipication and sometimes negative reactions when this happens it can cause us to get hurt which can overload the left brain and signal a right brain dampening shutdown. Repeated events like this can cause us to use our right brain less in effect being less creative and caring.

There is a correspondence between creative right-brain activity and caring / love. The right brain can be reactivated.

**Activator:** Consistent focus and engagement with new experience. Consistent exercise in demonstrating caring and love.

**Activator:** Observe and record emotions in a journal to force reflection (becoming more emotionality evolved). “How did you feel about this day and why?”.

**Activator:** Ask others how do you feel about life

**Activator: Forgive** - Who do I need to ask for forgiveness and who do I need to forgive

## Connection – developing meaningful relationships

**Connection with others / relationship;** like all other drives is to be tempered. Not enough connection you may feel lonely too much you may feel your loosing autonomy. Likewise it works when giving caring as well. Respect others autonomy see it as being important and celebrate the difference.

**Activator: Presence and curiosity** – put your focus completely on them in the engagement ask open questions

**Activator: Positive Projection** – Assume the best of a person in the beginning put on a positive projection on the other as they will almost certainly demonstrate your projection.

**Activator: Growth friends** – cultivate relationships with people you would like to be like and be involved and engage them into your activities and events.

## Forward Drives and Activators:

### Change

Life change comes when something new enters my life or I purposefully create something new. I either accept change or resist it.

Why we resist change:

- Loss pain
- Process pain – energy expelled is felt to be too great
- Outcome pain – what if it does not work?

How we embrace and persuade change

- Preserve the favorite thing – the thing they don't want to lose
- Make the process more enjoyable
- Make evident what is to be gained
- Remove the risk
- Minimize the risk – what's the worst that can happen?

\*\* Also see the 10 reasons why people do things

**Activator: Get clear on the change you want to create** (make it inspirational, bold and significant). Ask what kind of change in my life would inspire me? – see the this/that exercise on making change happen

**Activator: Overcome the fear of rejection**

**Activator: courage** – Feel the fear and do it anyway

### Challenge

You grow with challenge – just like weight training your muscles grow with slight over exertion with a higher weight.

Challenge need to be regulated to be a slight stretch from your current skill level to meet fulfillment and engagement in the challenge.

Fulfillment comes with completion and results of the challenge and the ability to share your experience with others (either you tell them about it or your do it with them).

**Activator: Personal challenge** – What's going to stretch and take me to the next level or gain a new skill?

**Activator: Social challenge** – Making a difference in a community setting

**Activator: World Challenge** – Making a difference in the world

### Creative Expression

How much of you is expressed in your home, your relationships, in your work, in your living out in the world. The way you creatively express in one area sets a precedent for every other part of your life.

Make things your own

**Activator: Put drama and tone into your speech** which also becomes themes in your life.

**Activator: Share, Observe and be a Positive commentator** (Like a blog)

**Activator: Physicalizer: put your ideas out there**, get physical express out put the boundaries and challenge your creativity.

### Contribution

My biggest contribution is myself, my uniquely creative self. In expressing to humanity I contribute to humanity.

Fulfillment in contribution comes is easily obtained when

- Using strengths that are best expressed in my contribution.
- Seeing the direct social impact of my contribution (soup kitchen counter)
- Involved in a community with caring peers (be around givers makes you feel like a giver)
- Mentoring (kicks it over the edge) Like big brothers and sisters
- Choose a contribution effort that makes you feel alive

Activator: Integration of your past and current contributions – feel the sence of contribution that you do every day. Meditation / Affirmation > “I am giving”, “I am enough”, “I have given enough to feel good”

Activator: fate funding – Charitable giving can be given based on a your closest community or an recent encounter that requires funding. (it may be the reason this person crossed paths with you).

Activator: Mentor Integration – set that person up with a new standard and strategy (it can be 1 to 1 or 1 to many)

\*\* Ask myself: “what are my contributions going to be”, “what message would I send all over the world if I had that button that could do that for me?”

### Consciousness

Three types of consciousness:

1. Medical Consciousness – Vital signs are active “conscious”
2. Thought Consciousness - aware and in control of ones thoughts and experience (controlled by brain and mind). The dashboard – thought, mood, interaction with other, behavior
3. Transcendent Consciousness – connected with the bigger purpose, sprit, God.



Activator: Be present and at peace with the moment

Activator: Live and be in wonder – In God, in human ingenuity, in opportunity, the mystery. (insight don't be overwhelmed but be in awe, don't be controlled by it but connect)

Activator: Live in and thru love – we descend and return to love.

## Productivity

The main thing is to keep the main thing the main thing

Set the Agenda with Block Time [Time set to get one thing done] 45 – 60 minutes work time intervals with 10 min breaks. This recommendation is much like the <http://www.pomodorotechnique.com/> or the 60 60 30 solution

I own my agenda, damn it! Life is where I put my attention, I'm not a stimulus response creature, I direct my attention and I keep my destination on mental dashboard nothing takes me off of it; Absolutely no browsing.

Book it all - including breaks

Check my email and phone messages once at 5pm, and capture what's actionable and schedule it for the next day.

In my opinion it's best to book out the following day in the evening but I can see merit in booking it in the morning as your reserves are built up and can make better decisions.

## Persuasion

Know how to make desired and positive change in people's lives and present it that way. Persuasion is not about control the other but offering to help.

People are most influenced by those who they admire and believe care for them. The traits of an admirable person are

- Strong will and standards
- Create and produce more
- Have more success
- High integrity
- Have engagement with life and enthusiasm
- Optimist
- They overcame struggle
- They really care – to the core (in demonstration, tone and words)