

# What Others Are Saying About George Griffin and His Strategies

“George Griffin’s powerful, practical book guides, directs, and inspires you to unlock your potential to achieve extraordinary results!”

— **BRIAN TRACY**, Legendary speaker and author; top-selling author of 70 books; spoken for 5,000,000 people in U.S., Canada, and 73 other countries

“If you’re serious about taking your business and life to the next level, George Griffin is the master at helping you get there, and no one teaches it better!”

— **JACK CANFIELD**, Star of the movie *The Secret*; author of the best-selling book *The Success Principles*; co-creator, #1 *New York Times* Best-Selling Book series *Chicken Soup for the Soul*; conducted more than 2,500 training events in 32 countries

“George Griffin is inspiring! If you’re someone who’s in need of leadership training, or you want to empower your team under you, his PEAK Leadership system is a great place to start!”

— **FORBES RILEY**, The Queen of Selling on TV — \$2 billion; hosted 100+ infomercials; a regular in selling products on QVC & HSN for years; highlighted by *Forbes Magazine* as a Megabrand CEO for her SpinGym; National Fitness Hall of Fame Inductee

“George Griffin is a Master of Peak Performance, and his ability to teach people exactly how to perform at their highest level is amazing!”

— **JOE THEISMANN**, Legendary NFL world-champion quarterback, NFL Football TV Commentator, featured in the hit movie *The Blind Side*

“George Griffin is a superb communicator, an energetic speaker, and an excellent coach. His peak performance principles are practical and proven. George is a breath of fresh air!”

— **KEVIN HARRINGTON**, Original “Shark” on the hit TV show *Shark Tank* and Inventor of the Infomercial (\$5 billion in sales on TV)

“George Griffin has put significant thought to the concept of self-leadership. His Peak Performance book provides a number of self-leadership ideas that you can put into your life and career right now. If it’s Peak Performance you seek, this book will be a very good step in moving you in that direction!”

— **KEVIN EASTMAN**, 13 years in the NBA; NBA World Championship with the Boston Celtics; 2 NBA All-Star Games; Los Angeles Clippers Vice President of Basketball Operations and Assistant Coach; basketball consultant for Nike

“George Griffin inspires me! He has helped so many people by teaching them how to achieve peak performance and to be unstoppable at what they do!”

— **PATTY AUBERY**, President of Jack Canfield’s Companies and Chicken Soup for the Soul; managed the publication of 230+ books

“George Griffin will inspire you to reach your highest potential. Follow his advice if you want to be unstoppable!”

— **DANIEL “RUDY” RUETTIGER**, The inspiration behind the Tri-Star blockbuster movie *Rudy*

“If you’re ready to become an unstoppable leader and person, then read, absorb, and use the strategies in this brilliant book by my friend George Griffin! This book will change your life!”

— **JAMES MALINCHAK**, Featured on ABC’s hit TV show *Secret Millionaire*; delivered 3,000 presentations and 1,000 consultations, and authored 21 books; founder, [www.MillionaireFreeBook.com](http://www.MillionaireFreeBook.com)

“**Be an Unstoppable You** is a power-packed book for those who are committed to living their best life! George Griffin shows you how to achieve PEAK performance and develop a strong skill-set in self-leadership so you can be unstoppable in life!”

— **JULIE CARRIER**, Emmy nominee, award-winning national speaker, national bestselling author, success coach as seen on MTV’s “*MADE*.”

“The peak-performance principles George Griffin teaches are universal and can be applied to every aspect of business and life. These principles, however, are like an opera. They cannot simply be performed—they must be rehearsed!”

— **CELEB MADDIX**, Entrepreneur, author of 4 books





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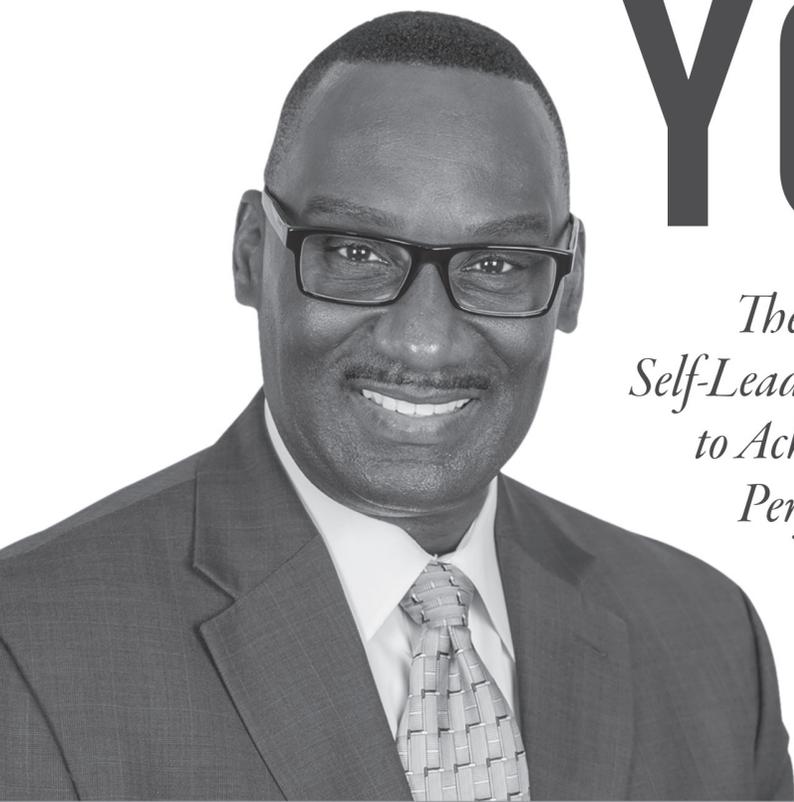
“George is a dynamic executive coach, speaker and trainer who I trust and highly recommend. When it comes to inspiring people to achieve peak performance, there’s no one better than George Griffin!”

—Kevin Harrington

*Original “Shark” on the hit TV show  
Shark Tank, Inventor of the Infomercial  
(\$5 billion in sales on TV)*

# BE AN UNSTOPPABLE YOU

*The Ultimate  
Self-Leadership Formula  
to Achieve PEAK  
Performance*



#1 BEST-SELLING AUTHOR  
GEORGE D. GRIFFIN III

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Be an Unstoppable You

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*I dedicate this book to my beautiful wife, Amy,  
and our wonderful sons, David and Brandon,  
who are my sources of daily inspiration.*

*I love you all very much!*



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Special thanks to my incredible mom, Alma Griffin, whose unconditional love, never-ending support, and constant prayers give me the encouragement to always pursue my big dreams.

Special thanks to my brilliant dad, George Griffin, whose undeniable faith in God and endless examples of what it means to be a man and a father as well as how to be unstoppable inspired me to write this book.

Special thanks to my amazing brothers, Eric Griffin and Darvis Griffin, who hold me accountable to perform at my highest level and whose caring, reliability, and trusted friendship embody the true meaning of the term “My Brother’s Keeper.”



# **You Can Achieve PEAK Performance with Self-Leadership**

**S**elf-Leadership is one of my favorite passions to study as well as speaking, training, and coaching on the subject. I have dedicated more than 25 years of my life to helping others learn what I know about self-leadership. Over the last 20 years, I have focused on self-leadership as it relates to an individual's ability to perform at their highest level and be unstoppable. Why? Because I believe PEAK performance can be achieved only with effective self-leadership. I learned long ago of the importance of peak performance. Those who realize their full potential are the ones who excel in every area of life. PEAK performance allows you to live the best life possible. If you want to reach your optimal ability and elevate your success, effective self-leadership is the way.

After failing out of two colleges and described as “not being college material” by an Admissions Counselor who failed to recognize my full potential, I witnessed my father, who was battling a brain tumor, graduate

from college. Seeing my father refuse to let a seemingly insurmountable obstacle stop him from receiving his degree, I was inspired to realize my full potential like never before.

I returned to San Antonio College, where I'd previously failed out, and immediately made the Dean's List. I eventually transferred to Sam Houston State University and earned a degree in Radio/TV/Film. While at Sam Houston State, I was the recipient of Who's Who Among Students in American Universities and Colleges, as well as the recipient of Outstanding College Students of America. I also became a member of Omega Psi Phi Fraternity, Inc. Later, I attended Texas A&M University and earned a degree in Finance.

While at Texas A&M, I was the recipient of The James L. Courtney Award for Outstanding Academic Achievement. What is remarkable is the fact that I became an Admissions Counselor at The University of Texas at San Antonio, where I'd previously failed out. What is even more remarkable is the fact that I occupied the exact office as the Admissions Counselor who'd told me many years before I was not "college material." In this position, I was able to help countless students who had previously failed realize their full potential. Many of these students eventually graduated, and some went on to earn PhDs and Law degrees. I realized that by effectively leading myself, I could reach my optimal ability and elevate my success as well as help others do the same. I also realized that anything is possible after you fail and that I could perform at my highest level and be unstoppable, just like my father.

My purpose is to help individuals realize that anything is possible after failing. I firmly believe that, deep down, everyone wants to realize their full potential and be the very best they can be.

In all the years I have spoken, trained, and coached on self-leadership, there has been one question I have pondered more often than any other:

Can anyone effectively lead themselves to achieve PEAK performance? This is an important question because how we lead ourselves determines our performance level for success, whether we know it or not. *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance* provides the answer.

My belief that PEAK performance can be achieved only with effective self-leadership was solidified in 1989, and it set me on a self-leadership journey I am still traveling on to this day. I began the journey by asking: *Can anyone be unstoppable? How is effective self-leadership defined? How is PEAK performance achieved? What impact does effective self-leadership have on achieving PEAK performance? Can anyone effectively lead themselves to achieve PEAK performance?* Unfortunately, people's usual answers to these questions are not very helpful. Some people describe achieving peak performance as being reserved for people in a state of hypnosis or for those who have special mental powers. This is not the case! I have known individuals who have achieved peak performance who did not possess either. Would you agree?

Some can choose to call it self-hypnosis if they want, but I call it self-leadership. There is nothing mysterious about it, and anyone can effectively lead themselves with the necessary mental capacity to achieve PEAK performance. Other people say of achieving peak performance, "It is possible only for those who were born with special ability." This is not the case, either! Anyone can achieve PEAK performance using effective self-leadership with the right training and coaching.

The conclusion I came to early on is PEAK performance can be achieved only with effective self-leadership. However, realizing your full potential is not an overnight process. It takes effort and commitment. The ability to perform at your highest level and be unstoppable starts with understanding the essential psychological and behavioral

skills. Over time, you can become one of the best in your field if you keep it up. If your goal is to be the top salesperson in your company, be the most effective leader for your team, be a leading business owner in your industry, be a straight-A student at your college, or be the greatest athlete to play your game—effective self-leadership is the answer. As I reflected on self-leadership, a formula for how anyone can effectively lead themselves to peak performance began to take shape in my mind. This led to *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance*, which took me more than four years to develop and allowed me to finally answer that one question I have pondered for so many years.

## **You Can Learn the Self-Leadership Formula™ to Achieve PEAK Performance**

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*There are countless books* on achieving peak performance lining people's bookshelves all over the world. Why should you read this one? Because it will work for you. Your ability to effectively lead yourself has a direct relationship to your ability to perform at the highest level. Each of us has the capability to have a peak-performance life. We may have started at different baselines, but we can rise above them. It does take some effort on your part. However, this effort will allow you to perform at your highest level and be unstoppable. PEAK performance is simply being the best you possible. *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance* was developed to help anyone learn how to be their best. It provides the principles you need to achieve PEAK performance. Learning to effectively lead yourself is one of the most important things you will ever do. If you want to perform at your highest level and be unstoppable, it is necessary for you to learn the Self-Leadership Formula. In addition, it offers several other benefits:

**BE AN UNSTOPPABLE YOU™****Provides a Clear Picture of How to Achieve PEAK Performance**

How do people achieve PEAK performance? For those who are not familiar with the process, PEAK performance can appear unattainable. For them, achieving PEAK performance is reserved for people in a state of hypnosis; people who have special mental powers or people who are born with special ability.

They may have a vague sense of what it takes for others to achieve PEAK performance, but they are unable to clearly see how their own effective self-leadership can make it possible for them. For

**The smallest crowd you will ever lead is you—but it is the most important one.**

others, self-leadership is a mystery, a confusing and overwhelming exercise. In contrast, *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance* is visually straightforward, so anyone can learn it.

**BE AN UNSTOPPABLE YOU™****Defines the Principles of PEAK Performance**

PEAK performance is based on principles, not myths or wishful thinking. In order to perform at your highest level and be unstoppable, it is important to understand these underlying principles. I wrote this book to help individuals like you recognize that effectively leading yourself requires you to hold true to the Principles of PEAK Performance.

The smallest crowd you will ever lead is you—but it is the most important one. Following the Principles of PEAK Performance is essential in advancing from one self-leadership formula variable to the next.

**BE AN UNSTOPPABLE YOU™****Breaks Down the Principles of PEAK Performance  
into an Understandable Process**

**When you learn to  
effectively lead yourself,  
achieving PEAK performance  
is guaranteed!**

The subject of self-leadership can be overwhelming and confusing when it comes to achieving PEAK performance. Where do you start with your self-leadership? What should you do next? What process should you follow? How does self-leadership help you achieve PEAK performance? *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance* provides answers to these questions using an understandable process in each principle.

**BE AN UNSTOPPABLE YOU™****Provides a Self-Leadership Assessment to Weigh Current Mastery  
of Each Variable**

Too often, when people think of how to achieve PEAK performance, they assess the need to practice specific behaviors. What they should also ponder is the mastery of internal principles! Assessments can be helpful in weighing where you are. In this case, an assessment can assist in determining whether your self-leadership is effective in helping you achieve PEAK performance or preventing you from achieving it. Participating in self-assessments can also help you determine in what areas to focus your desired training and coaching. *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK*

*Performance* provides an assessment tool for effective self-leadership. When you learn to effectively lead yourself, achieving PEAK performance is guaranteed!

## **BE AN UNSTOPPABLE YOU™**

### **Describes the Importance of Following Principles**

When I developed *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance*, I conceived each variable as a behavior anyone could put into practice to effectively lead themselves. As time went by and I practiced the variables for myself, I realized they were actually principles. Here is the difference: a behavior is an action that may work in one situation but not necessarily in another. A principle is an internal belief that works in all situations. Nothing is more important to achieving PEAK performance than the principles you hold dear to your heart. *Be an Unstoppable You: The Ultimate Self-Leadership Formula to Achieve PEAK Performance* reinforces my principles every day.

## **Overview of the Self-Leadership Formula™ Variables**

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*Each of the subsequent sections* of this book is dedicated to one of the self-leadership formula variables. It takes effective self-leadership to achieve PEAK performance. In each section you will learn how the variable relates to achieving PEAK performance. There are principles for each variable. Your understanding will be enhanced by seeing how they fit in the self-leadership formula. You will understand the basic concept behind each principle and how it is applicable in the variable. Before we dive into the variables, I want to give you an overview of them and how they fit together.

$$\begin{array}{r}
 \mathbf{P} \quad \text{PURPOSE} \\
 + \mathbf{E} \quad \text{EMOTION} \\
 + \mathbf{A} \quad \text{ATTITUDE} \\
 + \mathbf{K} \quad \text{KNOWLEDGE} \\
 \hline
 = \quad \mathbf{PEAK Performance}
 \end{array}$$

### Self-Leadership Formula Variable P: Purpose

*P*, for *Purpose*, is the first self-leadership formula variable. Why is the *Purpose* variable important? Because a person's purpose defines not only who they are and how they live but also how they lead themselves. The only way to be aligned with your purpose is to lead yourself to it. When aligned, you will effectively lead yourself with the first variable of the formula to perform at your highest level and be unstoppable. Self-leaders understand the importance of this alignment. They lead themselves to their purpose and live on purpose each and every day. Adding this variable into the self-leadership formula requires you to passionately pursue your purpose and relentlessly challenge yourself to achieve PEAK performance.

The *Purpose* variable principles are about determining your "why." Purpose is the reason "why" you are who you are. Self-leaders are confident in who they are because they know "why" they are who they are. Self-leaders do not seek permission or approval from others; they choose to shape the world to their desired purpose with self-direction.

The agenda with the *Purpose* variable is about getting you to effectively lead yourself to the purpose unique to you: The purpose that is pulling your heartstrings in a certain direction, the "why" you act the way you do, the "why" you believe what you believe, and the "why" you lead yourself. That is what the *Purpose* variable section is about.

### Self-Leadership Formula Variable E: Emotion

*E*, for *Emotion*, is the second self-leadership formula variable. In the *Emotion* variable, an individual aligns their emotion with their purpose. When *Purpose* and *Emotion* are aligned, you will effectively lead yourself with the first two variables of the formula

to perform at your highest level and be unstoppable. When a person understands how to manage their emotion, they can begin the process to use emotion to achieve PEAK performance.

The *Emotion* variable principles are about getting you to focus on managing challenges in a positive, optimistic way with self-control. Self-leaders know how to manage their stress, moods, and responses. They also know how to use their emotion to help them, not hurt them. Adding this variable into the self-leadership formula requires you to harness the power of *Emotion* to achieve PEAK performance.

The agenda with the *Emotion* variable is about getting you to effectively lead yourself with emotional intelligence unique to you. Everyone is susceptible to their emotional state. You are the leader of your emotions. Take the lead! That is what the *Emotion* variable section is about.

**When a person understands how to manage their emotion, they can begin the process to use emotion to achieve PEAK performance.**

### Self-Leadership Formula Variable A: Attitude

*A*, for *Attitude*, is the third self-leadership formula variable. One of the dangers with the *Attitude* variable is that an individual may be tempted to stop there. However, self-leaders do not just *think* they can

achieve PEAK performance—they *know* they can! That is why they must move through the *Attitude* variable, which is based on mindset. With this variable, a person's mind is the most powerful tool they have, and it can be used to empower them or disempower them. When *Attitude* is aligned with your *Purpose* and *Emotion*, you will effectively lead yourself with the first three variables of the formula to perform at your highest level and be unstoppable.

The *Attitude* variable principles are about getting you to think about yourself differently. Many positive things begin happening when you add this variable into the self-leadership formula. You can win the battle of your thinking. The *Attitude* variable requires you to transform your mindset. You can create new possibilities with a new way of thinking. It is also with this variable that your momentum kicks in with self-awareness.

The agenda with the *Attitude* variable is about getting you to lead yourself with the mental capacity unique to you. It requires taking on a mindset of optimism and looking at life in terms of abundance versus scarcity. When this happens, you are able to see what is possible instead of what is impossible. That is what the *Attitude* variable section is about.

### Self-Leadership Formula Variable K: Knowledge

**Attitude may win the battle, but knowledge wins the war to achieve PEAK performance.**

*K*, for *Knowledge*, is the final self-leadership formula variable. In the *Knowledge* variable, an individual achieves PEAK performance not only because of their mindset but also because of their knowledge. That is what you acquire with the *Knowledge* variable. When *Knowledge* is aligned

with *Purpose*, *Emotion*, and *Attitude*, you will effectively lead yourself with the final variable of the formula to perform at your highest level and be unstoppable. Attitude may win the battle, but knowledge wins the war to achieve PEAK performance.

The *Knowledge* variable principles are about getting you to define what talents, abilities, capabilities, and skills you need to achieve PEAK performance. Adding this variable into the self-leadership formula requires you to invest in your personal development with self-mastery.

The agenda with the *Knowledge* variable is about getting you to effectively lead yourself to a lifetime commitment of personal development. With persistent investment in yourself, you can achieve PEAK performance. That is what the *Knowledge* variable section is about.

## Hierarchy of PEAK Performance™ Pyramid

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**“PEAK performance can be achieved only  
with effective self-leadership!”**

–George D. Griffin III



# **Self-Leadership Assessment™**

## **How to Weigh Your Current Self-Leadership to Achieve PEAK Performance**

**T**his questionnaire is to help you understand where you are in your self-leadership journey with respect to the self-leadership formula. I want to encourage you to stop moving forward in the book and immediately spend the time required to assess your current self-leadership. Completing this questionnaire should provide you with some insight and should not require a large investment of your time.

If you do this groundwork, you will be in a much better position to master your self-leadership to achieve PEAK performance as you read and work through the remainder of the book.

## Characteristics of Self-Leadership

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*These characteristics apply* to your self-leadership in general. Read the following ten statements. Place a check mark next to each one you agree is true for you. Answer using your first instinct. Please do not skip any questions, and do not go back and change any of your responses.

### Self-Leadership Formula Variable P: Purpose

- I do not have to be reminded to take responsibility for myself.
- I think all change starts from the inside.
- I am directing the steps on my desired path.
- I have developed the ability to connect with my passion to bring great energy to my purpose.
- I am ready to pursue the big dreams I have always held close to my heart.
- My success or failure has nothing to do with anything or anyone that is not me.
- I know I was put on this earth to do something special, uniquely suited for me.
- I possess the desire to live in the present.
- I think my values are worth standing up for.
- One of my abilities is to focus on my goals until I have achieved them.

If you marked eight or more of the previous statements as true for you, then you have probably already established yourself as an effective self-leader using the *Purpose* variable. Move on to the next section of the questionnaire. However, if you checked fewer than eight, then you have probably not yet mastered the *Purpose* variable, and this is where

you will begin work with your self-direction. Why? Because you are only as effective as the variable you have mastered.

### **Self-Leadership Formula Variable E: Emotion**

- I refuse to live my life ruled by fear.
- I deliberately tell myself what I am capable of and what I have already accomplished.
- I genuinely feel good about taking small steps out of my comfort zone and into uncharted territory.
- I am willing to feel awkward and uncomfortable doing new things the first few times.
- I believe motivation occurs from within.
- I have developed a calmness that provides me with clarity of mind.
- I think gratitude is the key to elevating my success.
- I have learned that my past failures can lead to my future successes.
- I believe that happiness is an attitude, not an occasion.
- I have developed an understanding that all my feelings are legitimate and that it is important to feel them fully.

If you marked eight or more of the above statements as true for you, then move on to the next section. If not, you may want to save the rest of the assessment for later because your answers indicate that you have not yet mastered the *Emotion* variable, and this is where you will begin work with your self-control. If you do decide to continue at this time, please be aware that, even if you mark eight or more statements as “true” in subsequent sections, you cannot move on to the next variable because you have not yet mastered the *Emotion* variable. This also applies as you answer the questions in subsequent sections.

### Self-Leadership Formula Variable A: Attitude

- I consistently make brave and confident choices.
- I have a pit-bull-like determination to achieve my goals.
- I expect great things to happen in my life.
- I am comfortable taking calculated risks.
- My mindset is what dictates how I respond to everything in my life.
- I am honest with my opinions about myself and what I can achieve.
- I am constantly taking action toward my goals.
- I know anything is possible when I choose to believe in myself.
- I am willing to let go of all of the stories, labels, and judgments that do not serve me.
- I am my own biggest cheerleader.

If you marked eight or more of the above statements as true for you, then move on to the next variable. If not, your answers indicate that you have not yet mastered the *Attitude* variable, and this is where you will begin work with your self-awareness.

### Self-Leadership Formula Variable K: Knowledge

- I consciously choose the thoughts and words I repeat in my mind.
- When setting goals, I spend significant time preparing to achieve them.
- I consistently replace bad habits with positive and effective habits.
- I spend a sufficient amount of time every week thinking about my goals.
- I refuse to let obstacles stand in my way.

- I know that every skill I need to succeed can be learned.
- I learn from every unsuccessful attempt, from every failed result, and from every unsatisfactory outcome.
- I believe the subconscious mind is always agreeable to whatever the conscious mind decides.
- I am continually investing a great deal of time and financial resources into my own personal development.
- My circle of friends are doing the same things I want to do, only better.

In self-leadership, you are only as effective as the variable you have mastered. If you scored high with one of the variables, or if you scored low with one of the variables, your self-leadership is actually on that variable level. If you scored low with a particular variable, this is where you will need to focus your attention in order to master that variable.



# SELF-LEADERSHIP FORMULA™ VARIABLE

## P: PURPOSE

<b>P</b>	<b>PURPOSE</b>
<b>+ E</b>	<b>EMOTION</b>
<b>+ A</b>	<b>ATTITUDE</b>
<b>+ K</b>	<b>KNOWLEDGE</b>
<hr/>	
<b>=</b>	<b>PEAK Performance</b>

**T**he Self-leadership formula begins with variable *P*, for *Purpose*. It is the foundation upon which PEAK performance must be built. Individuals who effectively lead themselves know this secret. Purpose is the special, particular reason “why” they lead themselves. It is the “why” they are intentionally self-led in a specific direction. Self-leadership is about self-direction. When aligned with your purpose, you will effectively lead yourself with self-direction to perform at your highest level and be unstoppable.

Purpose expresses most deeply what makes you unique. True, purpose defines who you are, how you live your life, and how you lead yourself with self-direction. Even more important, purpose provides you with

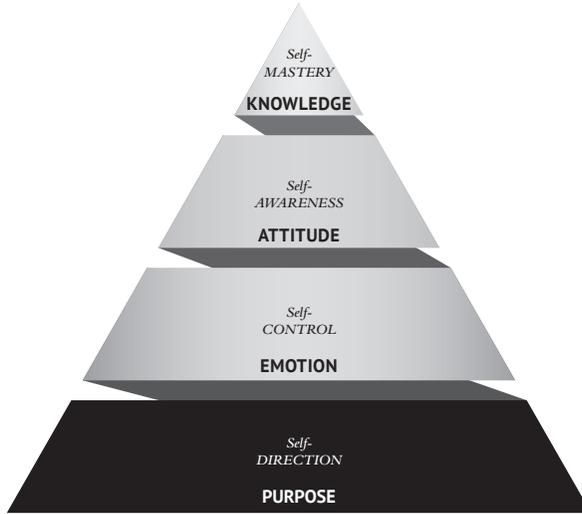
inner strength and drive to achieve PEAK performance. Your purpose provides context and meaning for you in every area of your life. If you want to get the most out of your self-leadership and your life, you need to walk in the footsteps of your purpose. Your life and self-leadership are driven by one thing . . . your purpose.

There is no law saying you must *know* your purpose, but you must have one unique to you if achieving PEAK performance is your goal. It does not matter if your goal is to be the top salesperson in your company, be the most effective leader for your team, be a leading business owner in your industry, be a straight-A student at your college, or be the greatest athlete to play your game. Self-leadership in this section starts with the reality that self-direction helps you realize your full potential. With this realization, you have a beginning of the formula to reach your highest level of achievement.

Purpose is the perfect starting place. Self-direction is developed using this variable, and like each variable of the self-leadership formula, it has valuable benefits. Let's start by looking at the eight principles in the *Purpose* variable section.

## Hierarchy of PEAK Performance™: PURPOSE

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**“There is no greater journey than leading yourself to your purpose!”**

–George D. Griffin III



# The Principle of

## **BE BIG WITH YOUR DREAMS**

**“If your dreams don’t scare you, they are not big enough.”**

–Ellen Johnson Sirleaf

**I**magine being big with your dreams. How would your big dreams help you achieve peak performance?

This Principle of PEAK Performance for *Purpose* is about effectively leading yourself to be big with your dreams. To achieve PEAK performance, you must believe your dreams are never too big to be fulfilled. It is your big dreams that keep you hoping and going orderly along your path in life to perform at your highest level and be unstoppable. If you want to follow your own orders, your orders should not conflict with your big dreams. This requires you to believe that the only thing that you cannot out-dream is the whole universe itself. Nothing else is too big or out of reach for you. With self-direction in this principle, you can ask the universe for anything you desire. When you can imagine something, like a big dream, then you are able

to strive to make it happen. The greatest of mankind's achievements have been built on the big dreams of self-leaders. Not just any dreams, but big dreams. Martin Luther King, Jr., a Baptist minister and activist who became the most visible spokesperson and leader in the Civil Rights Movement, asserted, "I have a dream." Can you imagine him then saying, "However, I think it is too big"? What if he'd stopped pursuing his big dream? He would not have changed the face of history. Brian Tracy, motivational speaker and self-development author, said, "Dream big dreams! Only big dreams have the power to move your mind and spirit."

Achieving PEAK performance requires self-leaders to dream big. Bill Gates, business magnate, investor, author, philanthropist, and co-founder of Microsoft, did not seem destined to achieve his big dream after dropping out of Harvard and starting a failed first business with co-founder Paul Allen called Traf-O-Data. While this early idea did not work, Gates continued pursuing his big dream, creating the global empire of Microsoft. Carl Sandburg, poet, writer, and editor who won three Pulitzer Prizes, said, "Nothing happens unless first a dream." Sometimes big dreams have a way of nagging at you until you pay attention. In his early years, Charles Darwin, an English naturalist, geologist, and biologist best known for his contributions to the science of evolution, initially gave up on his big dream of having a medical career and was often chastised by his father for being lazy and too dreamy. Darwin wrote, "I was considered by all my masters and my father, a very ordinary boy, rather below the common standard of intellect." Today he is well-known for his extraordinary success in scientific studies. Perhaps Darwin, Sandburg, and Gates realized the importance of dreaming big dreams.

Why is The Principle of Be Big with Your Dreams so important? All achievement starts with a dream. Everyone has big dreams they have

always held close to their heart. Your dreams stem from your unique gifts, which are part of your higher purpose here on this earth to share with the world. This is why the foundation of any person's achievement and performance can be found in their dreams. To make your dreams more powerful, they should be written down and pursued. Walt Disney, entrepreneur, animator, voice actor, and film producer said, "All our dreams can come true, if we have the courage to pursue them." Protect your big dreams. It is too easy to abandon them when you are told they will not lead to a career or that they are not important. Your big dreams are important to achieving PEAK performance. Your big dreams are worth pursuing. Do not believe anything less.

**Your big dreams are important to achieving PEAK performance. Your big dreams are worth pursuing. Do not believe anything less.**

When you apply The Principle of Be Big with Your Dreams, you will feel more positive about yourself. Your self-image will improve. You will immediately increase your level of self-esteem and self-confidence. Picture yourself dreaming big dreams about all the wonderful things you can become, have, and do. To believe in your big dreams is to walk on fertile ground. The Indian poet Rumi said, "Why would you be content to crawl, when you have been given wings?" Your wings are made of your big dreams. Refuse to go to the grave with your music still in you. Allow yourself to be scared of your big dreams. When you effectively lead yourself using this principle with the *Purpose* variable, being big with your dreams will help you reach your optimal ability and elevate your success. Remember, it is your big dreams that keep you hoping and going orderly along your path in life to perform at your highest level and be unstoppable.



# The Principle of

## BE CONCENTRATING ON THE PRESENT

**“Don’t wait to be successful at some future point; have a successful relationship with the present moment, and be fully present in whatever you are doing. That is success.”**

–Eckhart Tolle

**I**magine concentrating on the present. How would your concentration on the here and now help you achieve peak performance?

This Principle of PEAK Performance for *Purpose* is about effectively leading yourself to concentrate on the present. To achieve PEAK performance, you must maintain mindfulness, which is a state of active, open, intentional focus on the present. Living in the past or the future robs you of the opportunity to perform at your highest level and be unstoppable in the present. This requires you to concentrate on the reality of the present moment you are living in and free yourself from overlays on that reality from your past and future. With self-direction in this principle, you can refuse to let the present slip away unobserved

and unseized, squandering the precious seconds of your life worrying about the future and ruminating about your past. Life unfolds in the present. In Elizabeth Gilbert's memoir, *Eat, Pray, Love*, she writes about a friend who, whenever she sees a beautiful place, exclaims in a near panic, "It's so beautiful here! I want to come back here someday!" "It takes all my persuasive powers," writes Gilbert, "to try to convince her that she is already here." Allow yourself to start centering your attention on the present moment to enjoy the beauty in life.

Achieving PEAK performance requires self-leaders to be fully present. *The Pursuit of Happyness* is a great movie about the life of Chris Gardner, who maintained mindfulness even when he became broke, homeless, and totally desperate. Even his family abandoned him. While these early struggles could have stopped him, Gardner lived in the present and confronted his present circumstances. There is a difference between *being mindful* of the past or the future and *living there*. The present moment can be only as it is. Wishing it were different will only frustrate and exhaust you. Acceptance relieves you of this needless extra suffering and allows you the opportunity to change it. Guy Finley, self-help writer, philosopher, spiritual teacher, and former professional songwriter and musician, said, "Being fully present is the best guarantee for a bright future." Perhaps Finley and Gardner realized the importance of concentrating on the present, as today Gardner is well-known as a successful businessman, investor, stockbroker, motivational speaker, author, and philanthropist.

Why is The Principle of Be Concentrating on the Present so important? The more present you are with your goals, the quicker you will effectively lead yourself to accomplishing them. There is nothing more important to achieving PEAK performance, and nothing that works faster, than for you to focus on the here and now. However, remaining positive in your thoughts is the key. Most negative thoughts concern the past or the future. Mark Twain, writer, humorist, entrepreneur,

publisher, and lecturer said, “I have known a great many troubles, but most of them never happened.” If you are not happy where you are, living in the past or the future will not help. Bil Keane, a cartoonist most notable for his work on the newspaper comic “The Family Circus” said, “Yesterday’s the past, tomorrow’s the future, but today is a gift. That’s why it’s called ‘the present.’”

**There is nothing more important to achieving PEAK performance, and nothing that works faster than for you to focus on the here and now.**

When you apply The Principle of Be Concentrating on the Present, you will reboot your mind so you can respond thoughtfully rather than automatically. You will take your life off cruise control and fully engage. You will be happier, more exuberant, more empathetic, and more secure. Picture yourself having higher self-esteem and being more accepting of the present moment. As Buddha said, “Do not dwell in the past; do not dream of the future; concentrate the mind on the present moment.” When you effectively lead yourself using this principle with the *Purpose* variable, concentrating on the present will help you reach your optimal ability and elevate your success. Remember, living in the past or the future robs you of the opportunity to perform at your highest level and be unstoppable in the present.



# The Principle of

## **BE CONFIDENT ABOUT YOUR PATH**

**“Ultimately, you have to pursue your own path, not someone’s idea of the right path. You need to stay on your path.”**

–Baz Luhrmann

**I**magine being confident about your path. How would your confidence on life’s journey help you achieve peak performance?

This Principle of PEAK Performance for *Purpose* is about effectively leading yourself to be confident about your path. To achieve PEAK performance, you must be self-assured when taking steps along your life’s journey. You cannot perform at your highest level and be unstoppable on a path that you don’t trust. This requires you to confidently take your unique path that goes against the crowd. With self-direction in this principle, you can view life as an adventure of self-discovery. The reason that the majority of people take the broad path is because it is easy to follow the herd. It is more of a challenge when you stay true to yourself

and establish your own, narrow path. The most important undertaking of your life is not what you do, but who you can and will become. Can you imagine the excitement of finding out your path is not uncertain, that it is iron-clad and meticulously hand-crafted by a master life-smith? This is the greatest self-discovery you can make in your lifetime. To quote Viktor Frankl, an Austrian neurologist and psychiatrist—as well as Holocaust survivor—“Man does not simply exist but always decides what his existence will be, what he will become the next moment.”

Achieving PEAK performance requires self-leaders to confidently pursue their path. Walt Disney was confident along his life’s journey. He was fired by a newspaper editor because, “he lacked imagination and had no good ideas.” Disney started a number of businesses that did not last, ending in bankruptcy and failure. However, he remained confident, eventually creating the global amusement park empire of Disney. Steven Spielberg, director, producer, and screenwriter whose name is synonymous with blockbuster Hollywood movies, was rejected from the University of Southern California School of Theater, Film, and Television three times. He eventually attended school at another location, only to drop out to become a director before finishing. However, thirty-five years after starting his degree, Spielberg returned to school in 2002 with confidence about his path to finally complete his work and earn his Bachelor of Arts degree. Oprah Winfrey, media proprietor, talk-show host, actress, producer, and philanthropist, said, “Understand that the right to choose your own path is a sacred privilege. Use it. Dwell in possibility.” Perhaps Winfrey, Spielberg, and Disney realized the importance of being confident about their path.

Why is The Principle of Be Confident About Your Path so important? In every path you are on, every experience you have on your path is a part of your process. There are no pre-packaged steps to achieving PEAK performance. You have never been there before. It is tempting

to abdicate control and let fate decide what path you take. The belief that your life is subject to some unalterable master plan is disempowering. Forget about comparing your path with others', and operate at your own speed. This is a personal journey, and comparing results will not help you. By not confidently pursuing your own path, self-leadership is pointless. How do you pursue "wherever?" Steve Jobs, entrepreneur, businessman, inventor, industrial designer, and co-founder of Apple, once said during a famous commencement speech, "You have to trust in something. Your gut, destiny, life, karma, whatever. Because believing that the dots will connect down the road will give you the confidence to follow your heart, even when it leads you off the well-worn path."

**There are no pre-packaged steps to achieving PEAK performance. You have never been there before.**

When you apply The Principle of Be Confident About Your Path, you will grow exponentially. Doors will open that were unseen before. You will see the new stepping-stones being paved on your path. Self-confidence thrives on self-dominion. The more you feel confident about your path, the more you will stay on it. Picture yourself taking the helm and steering your ship toward your desired destination. Jerry Gillies, a mentor to millions of people around the world, and author of *Moneylove*, a remarkable book about prosperity consciousness, said, "You will recognize your own path when you come upon it, because you will suddenly have all the energy and imagination you will ever need." When you effectively lead yourself using this principle with the *Purpose* variable, being confident about your path will help you reach your optimal ability and elevate your success. Remember, you cannot perform at your highest level and be unstoppable on a path you do not trust.