



# UNLOCKING YOUR TRUE POTENTIAL

**TEN** Simple Rules

# #1 Don't Apologize for Voicing Your Truth – be yourself

- It seems self-explanatory that this is counterproductive to our growth as human beings, yet too many of us catch ourselves on a regular basis interrupting ourselves midway through a thought and justifying our thoughts (*"should I say this in this meeting?"*)
- If you feel you need to explain yourself, justify your truth, or apologize for the way you feel, ask yourself why you feel uncomfortable and see if you can change your response next time.
- **"Better to be criticized for someone you are, than be praised for someone you're not"**

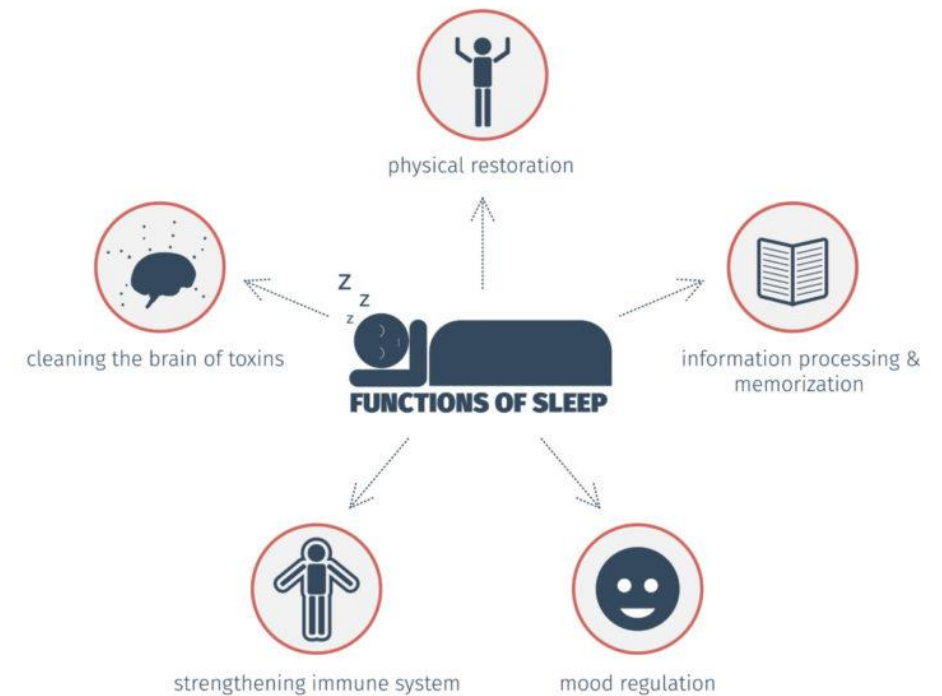
“  
Speak the truth,  
even if your voice  
shakes.

”

# #2 Sleep well – sleep enough. You do NOT have to wake up at 4 am.

- **Good sleep can maximize problem-solving skills and enhance memory. Poor sleep has been shown to impair brain function.** Cognition, concentration, productivity and performance are negatively affected by sleep deprivation.
- A study revealed that extended work hours of more than 24 hours lead to workers making 36% more serious errors than workers on a schedule that allowed more sleep
- Another study found that **short sleep can negatively impact some aspects of brain function to a similar degree as alcohol intoxication**
- Poor sleep is strongly linked to weight gain - People with short sleep duration tend to weigh significantly more than those who get adequate sleep In fact, short sleep duration is one of the strongest risk factors for obesity.
- In one extensive review study, children and adults with short sleep duration were 89% and 55% more likely to become obese, respectively

## WHY IS SLEEP IMPORTANT?



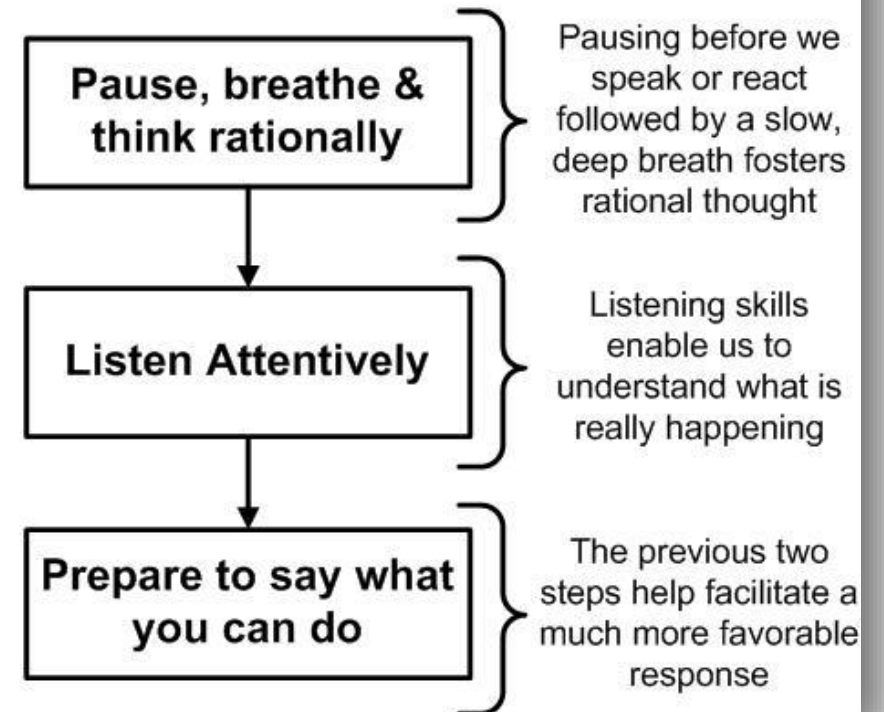
# #3 Show me your friends and I'll show you your future – Identify YOUR tribe

- Who you spend time with is who you will become - If you spend time with great people who are on a mission and regularly achieve big goals, you'll become one of them.
- If you spend time with losers who have no work ethic, motivation, or ambition, you will become one of them.
- Remember, not everyone in your life is there to support you. Some are there to push you to greater heights, help you find your truth, heal a deep wound, or learn the true meaning of unconditional love.
- There are also those whom you will identify as part of your tribe. Your tribe consists of people who support and love you unconditionally, allow you to speak your truth freely, respect differences of opinion, allow you to grow and shine your light, and never restrict you to move forward in your life. Take a moment to identify them and have gratitude for them.

# #4 Learn to employ the “split-second pause” - listen more, observe more, think more

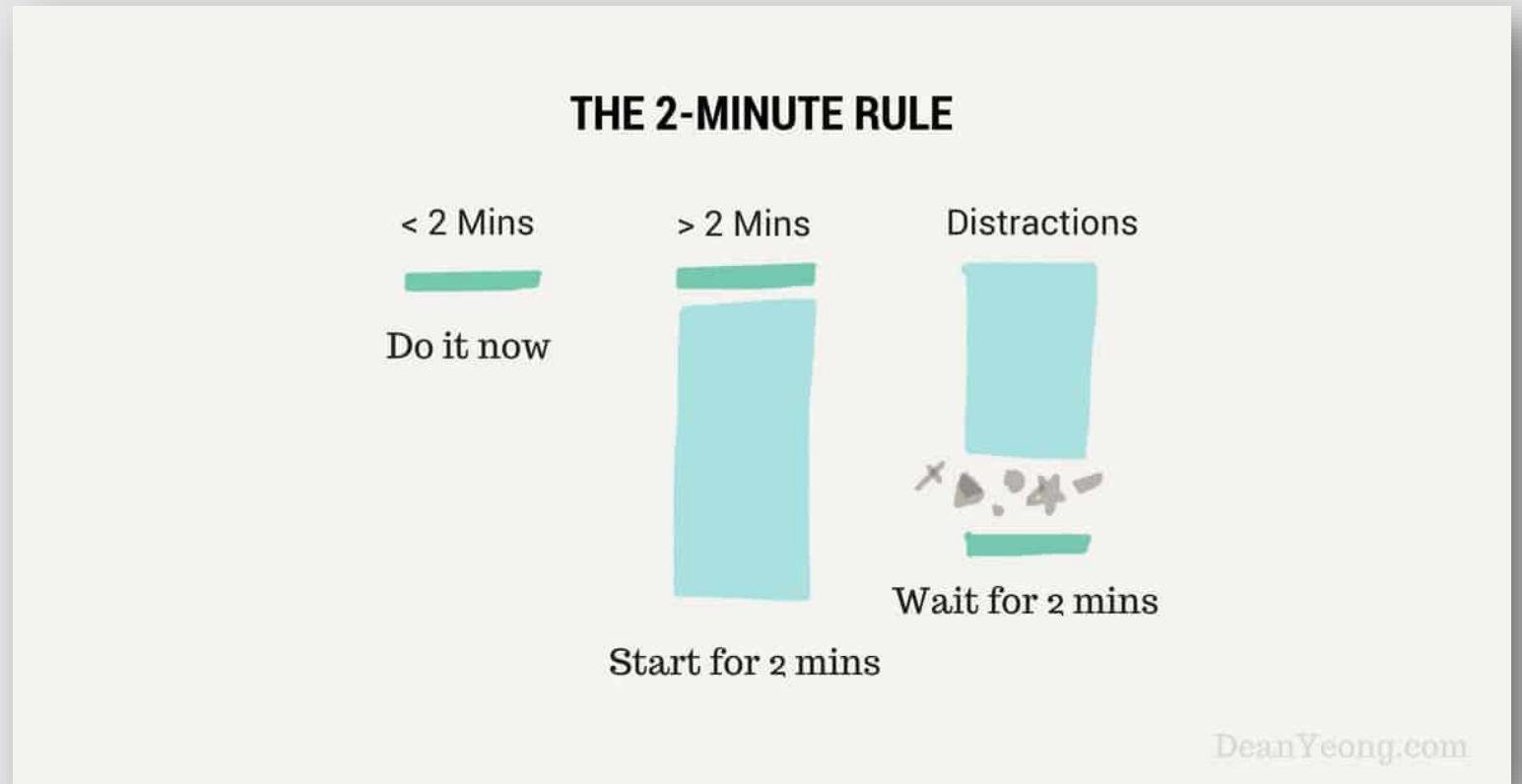
- In order to override our hard-wired default tendencies, you have to insert a split-second pause before you react to challenges, setbacks or opportunities. This pause empowers you to do is take control of your reactions, rather than be a slave to the hardwired tendencies of your brain.
- "Before you react, insert an instance of delay - You'll get your bearings and choose your response."
- It's lightning quick -- within a split second -- but this pause will make all the difference. Suddenly, you'll be in control of how you respond to external stimuli from people and events.
- In order to make use of this technique, you have to first determine the areas in your life that you want to improve The next step is visualizing what it will look like when you pause during these events. Imagine the look your significant other gives you that raises your defenses or the email subject line you dread getting from your boss -- the one that causes negative emotions to spiral out of control.
- Now imagine pausing before you react to those situations. It's as easy as that. Practicing this visualization will enable you to insert these pauses instinctively in the moment, and you will be able to choose how you react.

## Split Second Response



# #5 Not tomorrow, but today – the 2-minute rule to never procrastinate

- If it can be done in 2 minutes, do it NOW regardless of how unimportant or not-urgent something is



# #6 You are what you eat – *so don't be cheap, fast, easy, or fake*

- The science is compelling – eating right via a balanced diet leads to better memory, improved moods, and increased performance at work/school
- Make sure to take adequate breaks and fuel your body with the right nutrition

66%

Reduced productivity among employees with **poor diets** versus those who regularly eat whole grains, fruits, and veggies



# #7 Stop wasting time on social media

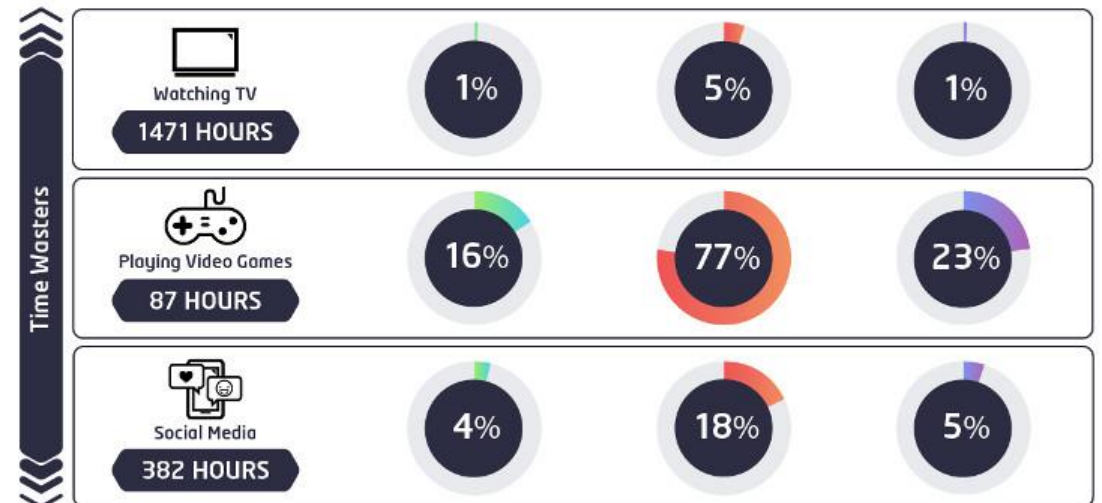
- **Social media**, along with television and video games, are not only a huge part of the average human's life but are responsible for thousands of **wasted** hours.
- The average human spends 1,471 hours (61 days) watching TV or on social media per year.
- **DELETE THE APPS** – and use the time saved up to learn new skills & be more productive in life



The average American spends thousands of hours playing video games, watching television, listening to music, and browsing social media each year. But what else could they be doing with that time? What could they accomplish if they changed their habits?

## Activities

## Skills

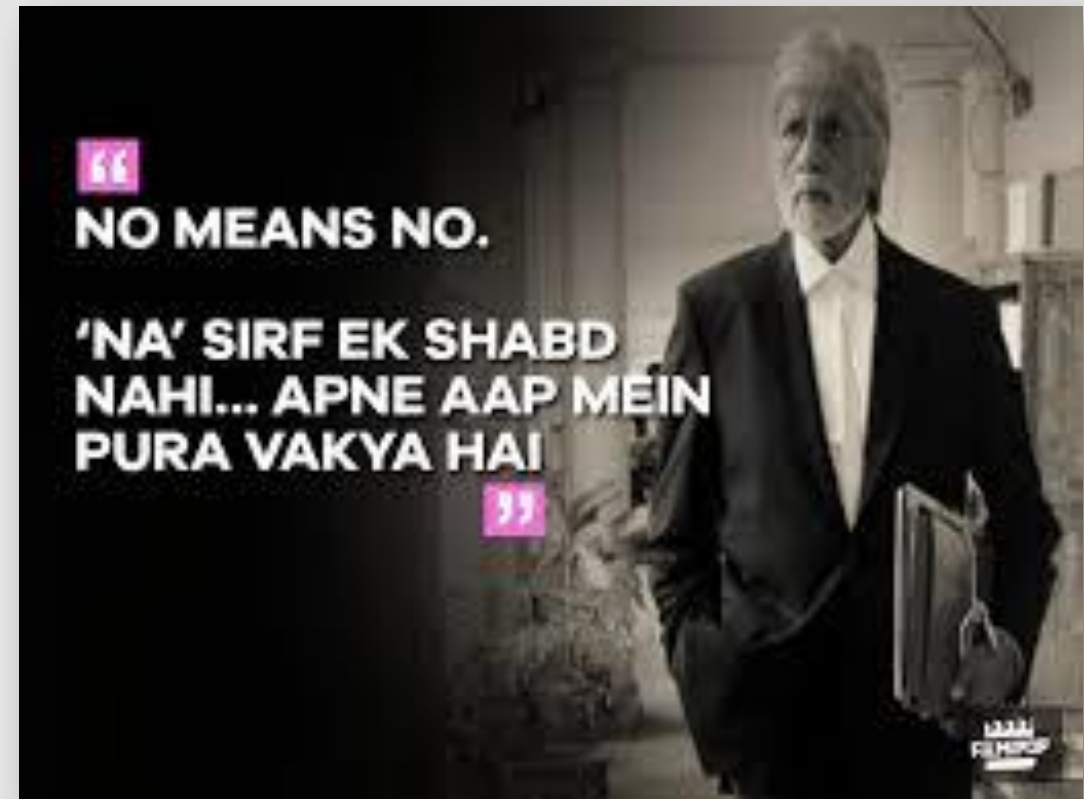


\*Charts represent the amount of time spent on time wasting activities that would need to be given up to gain a new skill



# #8 – Have a ‘YES’ mindset – but remember, NO is the best productivity tool

- Say NO to distractions
- Say NO to friends and people that don't add incremental value
- Say NO to bad habits
- Say NO to tasks, activities that reduce your productivity
- **Learn to say NO to unreasonable demands from clients, customers, team-members – be fair, be reasonable, be true to your word.**



# #9 Set small goals, achieve small wins, and keep **compounding**

- You don't have to wake up at 4 am, wake up 30 mins earlier every week
- You don't have to become fit overnight...eat one less unhealthy dish every day
- You don't have to stop smoking right away....reduce your cigarette consumption by 1 cigarette a week
- You don't have to cut out social media completely – reduce 30 mins of social media time everyday..

**Acknowledge and embrace the power of compounding**

THE MOST  
MOTIVATIONAL POSTER EVER

$$1.01^{365} = 37.8$$

$$0.99^{365} = 0.03$$

# #10 Be reliable. But don't have a HERO-mindset. Remember - The real hero is the WORK & the TEAM.

The No. 1 behavior that transforms ordinary people into successful CEOs, according to a study of 2,600 leaders is **RELIABILITY**

- If you say you will get it done, get it done - Your word should be as good as gold!
- If you can't meet a commitment, make sure you communicate it well up front, and give confidence on its completion and that said instance will not repeat.
- Have a "Get-it-done" mindset – go one level above, don't just have a get-it-done mindset, have a "**get-it-done-now**" mindset
- Keep acknowledging that the real hero is the work that's being done, the outcomes that are being delivered, and the team that's delivering it – your job is to make sure the SUCCESSFUL OUTCOMES are delivered, not that YOU yourself deliver it. Do whatever is needed to make this happen.
- Life is a team-game like cricket - you scoring a century is meaningless if the team loses the match. But if you score 30 runs and the team wins, that's victory for you and for everyone.



**LIFE IS A TEAM SPORT;  
IT'S NOT ABOUT YOU**

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We said 10 Rules, but here's bonus #11 (were you listening?)– **Learn to listen actively**

**the biggest communication problem is that we don't listen to understand we listen to reply**

