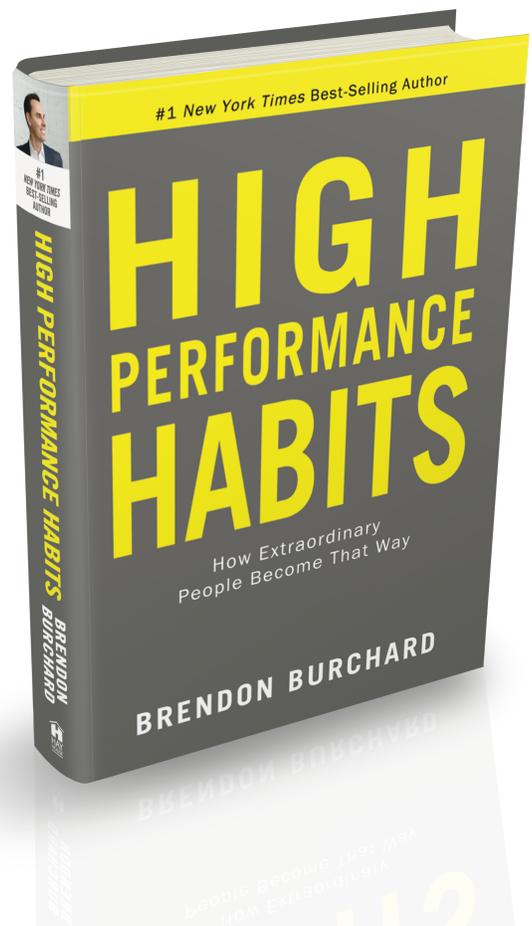




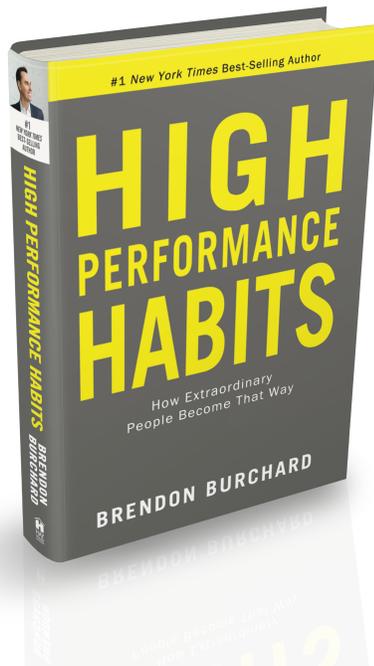
**BRENDON BURCHARD'S  
HIGH PERFORMANCE HABITS**

**TOOLS**

**INFLUENCE MODEL**



# ABOUT THE BOOK



## THESE SIX HABITS WILL MAKE YOU EXTRAORDINARY.

After extensive original research and a decade as the world's highest-paid performance coach, Brendon Burchard finally reveals the most effective habits for reaching long-term success. Based on one of the largest surveys ever conducted on high performers, it turns out that just six habits move the needle the most in helping you succeed. Adopt these six habits, and you win. Neglect them, and life is a never-ending struggle.

We all want to be high performing in every area of our lives. But how? Which habits can help you achieve long-term success and vibrant well-being no matter your age, career, strengths, or personality? To become a high performer, you must seek clarity, generate energy, raise necessity, increase productivity, develop influence, and demonstrate courage. This book is about the art and science of how to practice these six proven habits.

If you adopt any new habits to succeed faster this year, choose the habits in this book. Anyone can practice these habits and, when they do, extraordinary things happen in their lives, relationships, and careers.

Whether you want to get more done, lead others better, develop skill faster, or dramatically increase your sense of joy and confidence, the habits in this book will help you achieve it. Each of the six habits is illustrated by powerful vignettes, cutting-edge science, thought-provoking exercises, and real-world daily practices you can implement right now.

HIGH PERFORMANCE HABITS is a science-backed, heart-centered plan to living a better quality of life. Best of all, you can measure your progress. A link to a professional assessment is included in the book for free.

### HIGH PERFORMANCE HABITS

PERSONAL

SEEK CLARITY

GENERATE ENERGY

RAISE NECESSITY

SOCIAL

INCREASE PRODUCTIVITY

DEVELOP INFLUENCE

DEMONSTRATE COURAGE

### JOIN THE 100 COPY CLUB!

Want to meet Brendon in person, and visit his offices for a half day? Just order 100 copies from us and we'll make it happen!

Limited spots available. To be considered, you must order 100 copies and fill out an application. For details, email us anytime at [support!@Brendon.com](mailto:support!@Brendon.com)

# ABOUT YOUR TRAINER



“...a kid from Montana who got lucky with a second chance.”

BRENDON BURCHARD is the world's leading high performance coach and one of the most watched, quoted, and followed personal development trainers in history. SUCCESS magazine and *O, The Oprah Magazine* have both named him one of the most influential leaders in personal growth and achievement. He has trained and certified more people on the topic of high performance than anyone in the world.

After suffering depression and surviving a car accident at the age of nineteen, Brendon faced what he calls life's last questions: "Did I live fully? Did I love openly? Did I make a difference?" His intention to be happy with the answers led to dramatic personal transformations and, later, his life's purpose of helping others live, love, and matter. After graduating with a master's degree in organizational communication, he worked as a change management consultant for Accenture. In 2006, he began his full-time career writing books, hosting seminars, coaching individual clients, and creating online courses.

Brendon is now a Top 100 Most Followed Public Figure on Facebook and the star of the most watched direct-to-camera unscripted self-help show on YouTube. His personal development videos have been viewed over 100,000,000 times. Over 1.6 million people have taken his online courses or video series. For these results, Oprah.com named him "one of the most successful online trainers in history."

Brendon is a #1 New York Times, #1 USA TODAY, and #1 Wall Street Journal best-selling author, and his books include *The Motivation Manifesto*, *The Charge*, *The Millionaire Messenger*, *Life's Golden Ticket*, and *The Student Leadership Guide*. His first podcast, *The Charged Life*, debuted at #1 on iTunes across all categories and spent over 100 weeks in the top 10 of self-help.

As CEO of the High Performance Institute, Brendon leads a team of coaches, creators, and researchers whose mission is to help people create and enjoy extraordinary lives. He travels the globe speaking and serves as the lead trainer at High Performance Academy, the famed four-day personal and professional development seminar. Entrepreneur magazine ranked his seminar for social media thought leaders, Experts Academy, as "one of the Top 5 Must-Attends for all entrepreneurs."

Recognized as a worldwide authority on both human motivation and business marketing, Brendon is the recipient of the Maharishi Award and sits on the Innovation Board at the XPRIZE Foundation.

Visit him at [Brendon.com](http://Brendon.com).

# ABOUT THIS BOOK, AND THESE TOOLS

Congratulations on taking time to learn how you can reach higher levels of performance in all you do! I hope you are enjoying my book *High Performance Habits*, and will share your enthusiasm for the book with your friends and family! I created these tools to help you deepen your learning and mastery in this topic.

Odds are, you're a lot like me. You're deeply committed to your personal and professional development so that you can gain greater self-mastery and serve the world with excellence. You want to live, love and matter.

My story? I've been obsessed with three questions for over twenty years:

1. Why do some individuals and teams succeed more quickly than others (and sustain that success over the long term)?
2. Of those who pull it off, why are some miserable and others happy on their journey?
3. What motivates people to reach for higher levels of success in the first place, and what kinds of habits, training, and support help them improve faster?

My work and research into these questions—what have become known as high performance studies—have led me to interview, coach, or train many of the world's most successful and happiest people, from CEOs to celebrities, from high-level entrepreneurs to entertainers such as Oprah and Usher, from parents to professionals in dozens of industries, to more than 2 million students from 195 countries around the world who have taken my online courses or video series. The adventure has taken me into tension-filled boardrooms and Super Bowl locker rooms, onto Olympic tracks, up in private helicopters with billionaires, and to dinner tables around the world, where I've talked with my students, research participants, and everyday people striving to improve their lives.

This work helped me create the world's most popular online course on high performance, the most widely read newsletter related to the topic, and the largest data set on high performers' self-reported personal characteristics. It also led to the founding of the High Performance Institute, where a team of scholars and I conduct research on how high performers think, behave, influence others, and win. We've created the world's only validated high performance assessment as well as the first professional certification program in the field: Certified High Performance Coaching™. We have now been blessed to train, coach, and measure more high performers than any other organization in the world, and I personally certify over two hundred elite-level high performance coaches per year. As you can sense, this is my life's work and I am deeply committed.

What I've learned through my decade of high performance coaching as well as our three-year research study of high performers worldwide is this: dramatic performance improvements are possible with deliberate habits. Practice certain habits and, boom, life changes for the better. It turns out there are just six habits that seem to matter most. Those six habits, which I call the high performance habits or the "HP6" are: seek clarity, generate energy, raise necessity, increase productivity, develop influence, and demonstrate courage. This worksheet will help you reflect upon those habits and the practices that make them possible.

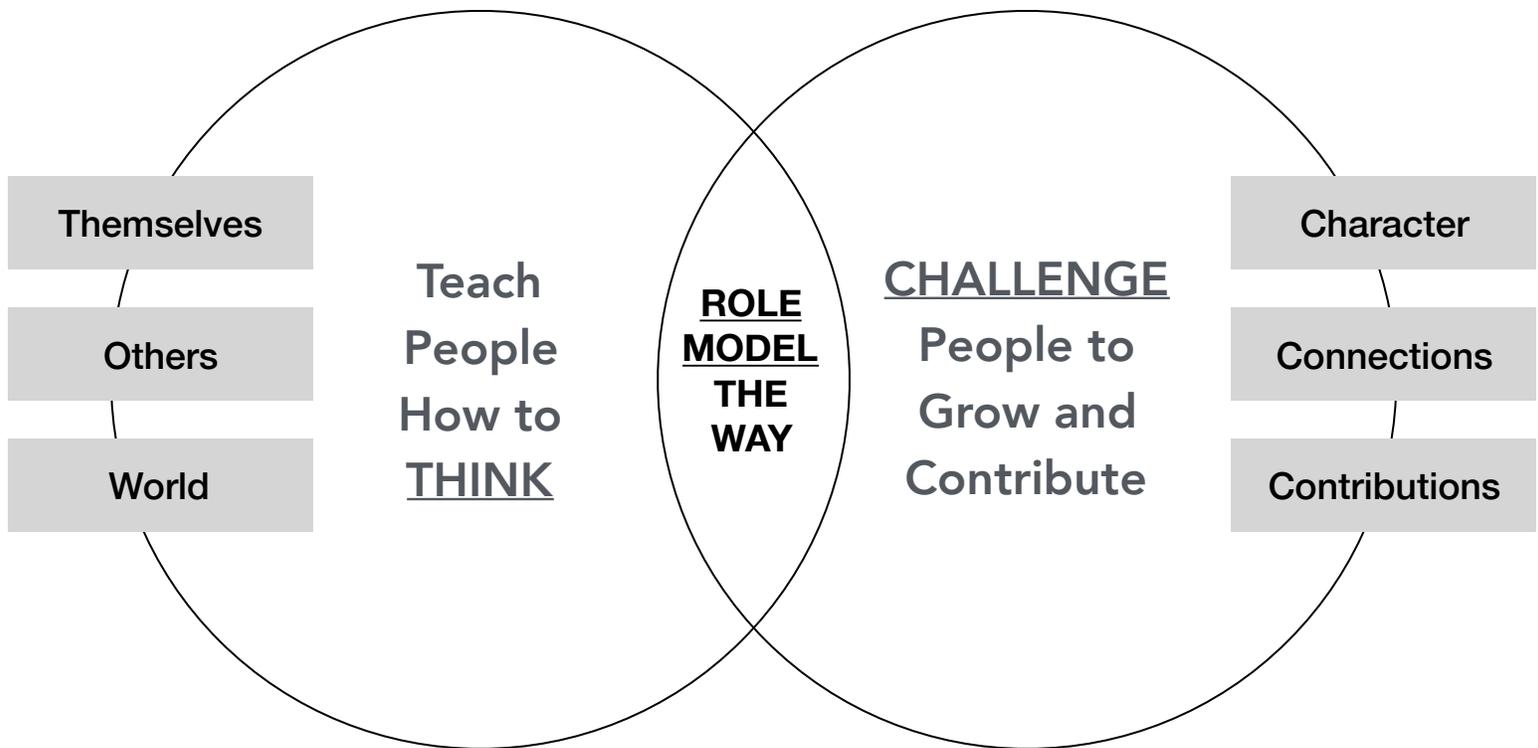
I can't wait to hear about the transformations that happen in your life when you practice these habits!

High performers take action. So grab a pen and start journaling right now! You're going to LOVE this!

- Brendon Burchard

# THE ULTIMATE INFLUENCE MODEL

Featured in the chapter on High Performance Habit #5: Develop Influence



The Ultimate Influence Model© 2007, Brendon Burchard.

Originally published in the online course titled the High Performance Master's Program.

## Overview

To gain influence with others, (1) teach them how to think about themselves, others, and the world; (2) challenge them to develop their character, connections, and contributions; and (3) role model the values you wish to see them embody.

To help you conceptualize this approach further, complete the prompts on the next page.

# THE ULTIMATE INFLUENCE MODEL

The world's most influential people have three things in common in the way they influence both individuals and the masses. Consider the concepts below and respond to the prompts

## **They Teach Us How to Think.**

Did you ever read *Think and Grow Rich*? It's one of the bestselling books of all-time. Why? One reason is that it teaches people how to think. Martin Luther King Jr. taught us how to think, so did Mother Theresa, so, we imagine, did your parents. Great leaders and influencers are very conscious in sharing with others how they might think about any given topic, and it's their articulation of how to think about problems and opportunities that make us follow, believe in, and admire them. Think of a person or a group you are trying to influence.

- I could influence this person or group if I could get them to think in the following way...
- The way I could get them to begin thinking this way is to...
- To get them to think this way, they'd have to believe...
- To get them to stop thinking in competing ways, they'd have to believe...
- The benefits they would get in thinking this way are....

## **They Challenge Us.**

When someone challenges us they influence us. Nothing mobilizes our attention and best energies better than a challenge that demands us to stretch our knowledge, skills, and abilities in order to meet those demands. Think of a person or a group you are trying to influence.

- A challenge I could issue to this person or group to give them an exciting vision of the future would be...
- This is a challenge for people to raise up to because it demands they...
- This challenge is good for them and others because it...
- The way I'm going to communicate this challenge to them is to...

## **They Role Model the Way.**

We don't believe the message if we don't believe the messenger. Who you are, how you show up in life, the actions you take, and the values and principles you enact are closely watched by the world.

Think of a person or a group you are trying to influence.

- To be more influential with this person or group, they would need to believe I am a person who...
- The best parts of who I am that I will have to show and demonstrate to them are...
- The reasons I'm willing to become a better person in order to serve this person or these people are...

## **DID YOU ENJOY THESE TOPICS AND ACTIVITIES?**

Then please stay connected with me!

Post a photo of you reading my book, or a quote card of any of your favorites quotes from the book, and use #HighPerformanceHabits. Every week, I'll find students who use that hashtag and I'll randomly give them all-expense paid trips to my seminars, free swag, and tons of other prizes and thank you gifts.

Also, please subscribe to my podcast THE BRENDON SHOW and use #TheBrendonShow when you screenshot and share an episode you love. Same deal—every week I'm giving away prizes and thank you gifts to those who help share my work!

Thanks for all your support—it means the world to me. And congratulations again for your incredible commitment for personal and professional development!

- Brendon



**HIGH  
PERFORMANCE  
INSTITUTE**

**Become Extraordinary**

## **LET'S TAKE YOU HIGHER.**

Visit [HighPerformanceInstitute.com](https://HighPerformanceInstitute.com) to see our advanced programs for helping you create and enjoy an extraordinary life.

### **YEAR-ROUND TRAINING**

Brendon goes LIVE online every month just for his High Performance Monthly members. For only \$49 per month, you get new training from Brendon as well as seminar tickets, new tools, giveaways, behind-the-scenes in Brendon's efforts to grow, and so much more!

### **MASTER'S PROGRAM**

Get rewarded for your personal and professional development! Complete HPI's 6-week online Master's Program and then attend the 4-day live training event. Graduates receive a Certificate of Achievement from the High Performance Institute and an exclusive online community.\*

### **BECOME A COACH**

Want to become a Certified High Performance Coach? CHPC is the world's most elite training and certification program for life coaches, executive coaches, and human resource professionals. Brendon personally trains and certifies every CHPC in the world. Application only.

### **BRENDON'S PRIVATE MASTERMIND**

Spend three weekends per year with Brendon and his High Performance Mastermind. Get the small group interactions you've been craving in private world-class settings. Masterminds function to give you new strategies, relationships and perspective needed to go to the next level. Application only.

\*Please note HPI is not an accredited academic institution and does not accept student aid or provide academic diplomas. We are a for-profit training company focused on personal and professional development and do not accept student aid.