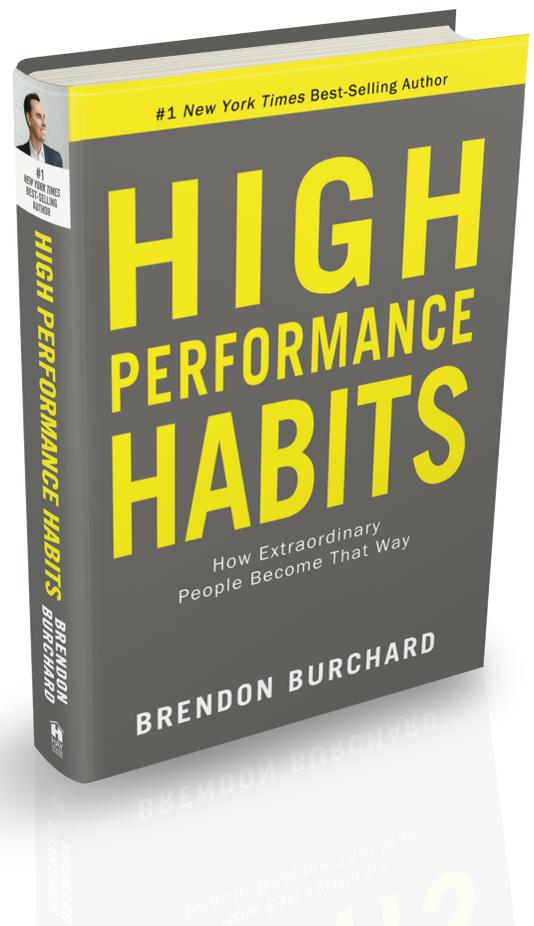




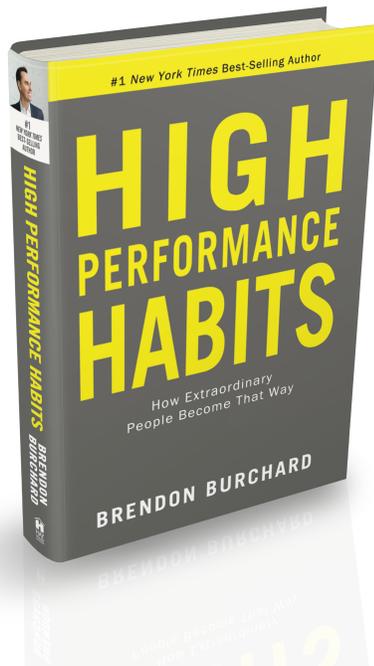
**BRENDON BURCHARD'S  
HIGH PERFORMANCE HABITS**

**TOOLS**

**PERFORMANCE PROMPTS**



# 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

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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













# HABIT THREE: RAISE NECESSITY

## Practice 1: Know Who Needs Your A Game

You cannot become extraordinary without a sense that it's absolutely necessary to excel, for yourself and for others. From now on, whenever you sit down at your desk, ask: "Who needs me on my A game the most right now? What about my identity and external obligations makes it imperative for me to deliver today?"

### Performance Prompts

1. The people who need me on my A game at this point in my life are . . .
2. The reasons each of those people need me include . . .
3. The reasons I want to become a high performer for each of these people are . . .
4. I know that I'm on my A game when I think, feel, or behave . . .
5. The things that throw me off my A game are . . .
6. I can deal more effectively with those things by . . .
7. A few reminders I could set up for myself to be my best for the people in my life could include . . .

# HABIT THREE: RAISE NECESSITY

## Practice 2: Affirm the Why

When you verbalize something, it becomes more real and important to you. Speak your “why” to yourself out loud often, and share it with others. This will motivate you to live in congruence with your commitments. So the next time you want to increase your performance necessity, declare—to yourself and others—what you want and why you want it.

## Performance Prompts

1. Three things I would like to become extraordinary at doing are . . .
2. My whys for becoming excellent in each of these areas are . . .
3. The people I will tell about these goals and the whys behind them include . . .
4. The things I can say out loud to myself to affirm these whys—my affirmations—are . . .
5. Some ways I can remind myself about these important goals and whys are . . .



# HABIT FOUR: INCREASE PRODUCTIVITY

## Practice 1: Increase the Outputs that Matter

Determine the outputs that matter the most in determining your success, differentiation, and contribution to your field or industry. Focus there, say no to almost everything else, and be prolific in creating those outputs with high standards of quality. Remember that the main thing is to keep the main thing the main thing.

### Performance Prompts

1. The outputs that matter most to my career are . . .
  
  
  
  
  
  
  
  
  
  
2. Some things I could stop doing so I can focus more on PQO are . . .
  
  
  
  
  
  
  
  
  
  
3. The percentage of my weekly time I will allocate to PQO is . . .

...and the ways I'll make that happen are . . .

# HABIT FOUR: INCREASE PRODUCTIVITY

## Practice 2: Chart Your Five Moves

Ask, "If there were only five major moves to make that goal happen, what would they be?" Think of each major move as a big bucket of activities, a project. Break the projects down into deliverables, deadlines, and activities. Once you're clear on these things, put them into your calendar, and schedule the bulk of your time working on them.

### Performance Prompts

1. The biggest goal or dream I have that I need to plan out right now is . . .
2. 5 moves that would help me progress swiftly toward accomplishing that dream are . . .
3. The timeline for each of my five moves will be . . .
4. Five people who have achieved that dream who I could study, seek out, interview, or model are . . .
5. The less important activities or bad habits I'm going to cut out of my schedule so that I can focus more time on the five moves in the next three months include . . .

# HABIT FOUR: INCREASE PRODUCTIVITY

## Practice 3: Get Insanely Good at Key Skills

Determine the five major skills you need to develop over the next three years to grow into the person you hope to become. Then set out to develop those skills with obsessive focus through the ten steps of progressive mastery. The most important thing is to always be developing the critical skills to your future success.

### Performance Prompts

1. 5 skills I could develop that would help me feel more confident or capable are . . .

2. The simple steps I could take to improve those skills include . . .

3. The coaches or mentors I could seek out concerning those skills are . . .

... and my main question in meeting or studying these people is to specifically learn...

# HABIT FIVE: DEVELOP INFLUENCE

## Practice 1: Teach People How to Think

In every situation of influence, prepare by asking yourself how do you want other people to think about (a) themselves, (b) other people, and (c) the world at large. Then go communicate that consistently. Shape people's thinking by saying things like: "Think of it this way . . ." "What do you think about . . ." "What would happen if we tried . . ."

### Performance Prompts

1. People in my life who I would like to influence more are . . .
2. The way I would like to influence them is . . .
3. If I could tell them how they should think of themselves, I would say . . .
4. If I could tell them how they should think of other people, I would say . . .
5. If I could tell them how they should think of the world in general, I would say . . .

# HABIT FIVE: DEVELOP INFLUENCE

## Practice 2: Challenge People to Grow

Observe people's character, connections, and contributions, and actively challenge them to develop those things even further. Ask people if they gave their all, if they could be treating those around them better, and if they could give even more or serve with even greater excellence and distinction.

### Performance Prompts

1. The person I am trying to influence has the following character strengths . . .
2. She could become a stronger person if she . . .
3. She is probably too hard on herself in this area . . .
4. If I could tell her how to improve who she is, I would tell her . . .
5. If I could inspire her to want to be a better person, I'd probably say something like . . .
6. The way I want this person to interact differently with others is to . . .
7. Often, this person doesn't connect as well with others as I would like, because he . . .
8. What would inspire this person to treat other people better is to . . .
9. The greatest contribution this person is making is . . .
10. The areas where this person isn't contributing well enough are . . .
11. What I really want this person to contribute more of is . . .

# HABIT FIVE: DEVELOP INFLUENCE

## Practice 3: Role Model the Way

Seventy-one percent of high performers say they think about being a role model daily. They want to be a good role model for their family, the team, and the greater community. So ask, "How can I handle this situation in a way that will inspire others to believe in themselves, be their best, and serve others with integrity, heart, and excellence?"

### Performance Prompts

1. If I were going to approach my relationships and career as an even better role model, the first things I would start doing are . . .
2. Someone who really needs me to lead and be a strong role model right now is . . .
3. Some ideas on how I can be a role model for that person are . . .
4. If, ten years from now, the five closest people to me in my life were to describe me as a role model, I would hope they said things like . . .

# HABIT SIX: DEMONSTRATE COURAGE

## Practice 1: Honor the Struggle

When you have the opportunity to learn and serve, you don't complain about the effort involved. View struggle as a necessary, important, and positive part of your journey so that you can and true peace and personal power. Don't bemoan the inevitable hardships of self-improvement and chasing your dreams; have reverence for challenge.

### Performance Prompts

1. A struggle I've been facing in my life is . . .
2. The way I could change my view of this struggle is . . .
3. If something great could come from this struggle, it would be . . .
4. The way I choose to greet life's inevitable hardships from today forward is . . .

# HABIT SIX: DEMONSTRATE COURAGE

## Practice 2: Share Your Truth & Ambitions

The main motivation of humankind is to be free, to express our true selves and pursue our dreams without restriction—to experience what may be called personal freedom. Follow this impulse by consistently sharing your true thoughts, feelings, needs, and dreams with other people. Do not play small to placate others. Live your truth.

### Performance Prompts

1. Something I really want to do that I haven't shared with enough people is . . .
2. If I were going to be more "me" in my everyday life, I would start to . . .
3. When I put myself out there and someone makes fun of me, I'm just going to . . .
4. A major dream I'm going to start telling people about and asking for some help with is . . .

# HABIT SIX: DEMONSTRATE COURAGE

## Practice 3: Find Someone to Fight For

We need a noble cause to rise for. High performers tend to make that cause just one person—they want to fight for that person so they can be safe, improve, or live a better quality of life. You will do more for others than for yourself. And in doing something for others, you will find your reason for courage, and your cause for focus and excellence.

### Performance Prompts

1. A courageous action I will take this week because someone I love needs me is . . .
  
2. Another courageous action I will take this week, because a cause I believe in needs me to take it, is . . .
  
3. Another courageous action I will take this week, because my dream requires it of me, is . . .

... the reasons all these actions are so important to me are...

# BEWARE THESE 3 TRAPS

## Trap 1: Beware Superiority

High performers face a unique set of character traps because they are, by definition, outperforming so many around them. When you are succeeding beyond others, it's easy to get a big head. You can begin to think you're special, separate from, better than, or more important than other people. Of course, you probably would never say to yourself, "One day, I want to start feeling that I'm better than other people." So consider these prompts closely.

### Performance Prompts

1. A recent situation where I found myself being overly critical or dismissive of others was...
2. The thoughts I had about myself in that situation and the others involved were . . .
3. Had I reimagined the situation from a more humble and appreciative view, I would probably have realized that . . .
4. The best way I can remind myself that everyone is dealing with difficulties in life and that we're all more alike than we are different is . . .

# BEWARE THESE 3 TRAPS

## Trap 2: Beware Dissatisfaction

Do not listen to those who say, "Never be satisfied." Satisfaction is something you should feel as you strive, not one day when all is perfect. Being satisfied, then, doesn't mean "settling." It simply means accepting and taking pleasure in what *is*. It's allowing yourself to feel contentment whether or not a thing is complete or "perfect." You have to reach yourself to feel fulfilled and enjoy the journey now. These prompts will help.

### Performance Prompts

1. The areas of my life I've felt consistently dissatisfied with include . . .
2. Some good things that have also happened in those areas include . . .
3. Something I can say to myself the next time I feel dissatisfied, to get me to notice the good things and continue moving forward, is . . .
4. Someone who probably sees me dissatisfied more than I want them to is . . .
5. If I were going to inspire that person to believe you can enjoy life as you work hard and succeed, I would have to change these behaviors . . .

# BEWARE THESE 3 TRAPS

## Trap 3: Beware Neglect

It's easy to neglect the important people and things in our lives when we get overcommitted or overreach. Perhaps that's why this is one of the most important chapters in the book. Read it twice. Trust me. No one wants to wake up and realize they took their eye off what matters. These prompts will help you remember what's important.

### Performance Prompts

1. An area where I am neglecting someone or something important in my life is . . .
2. An area where that neglect will cause me regret later on is . . .
3. An area where I can return my focus, reallocating my attention to things that matter, is...
4. Some areas in my life where I feel overcommitted right now are . . .
5. The things I need to learn to say no to more often are . . .
6. An opportunity I really want to chase right now that I could schedule to revisit in few months is . . .
7. The main things moving the needle toward my success that I should be focused on right now, despite all the other exciting interests and opportunities I could chase, are . . .
8. The way I'll remind myself not to take on too much is . . .

# THE #1 THING: CONFIDENCE

## Practice 1: Develop Competence

High performers are confident, in part because they are good at what they do. While most people think of confidence as a general belief in oneself, the kind of confidence that is most tied to performance improvement comes from belief in one's abilities in a specific task. This means that the more knowledge, skill, ability, or talent—that is, competence—you have at a given task, the more likely you are to be confident and perform well.

### Performance Prompts

1. The competences—knowledge, skills, abilities, or talents—that I have worked hard to cultivate in my life include . . .
2. If I gave myself credit for learning all those things, I would start to feel more . . .
3. Something I've learned to do in the past few years that I have not yet given myself credit for is . . .
4. I feel that I can handle a big challenge in my life right now because I am good at learning how to . . .
5. A practice I'll begin doing every week to help me start feeling more confident is . . .





## **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**

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