Awaken The Giant Within
Tony Robbins

Focus

If you don't have a plan for your life, somebody else does

Controlled focus is like a laser beam that can cut through anything that seems to be stopping you. When we focus consistently on improvement in any area, we develop unique distinctions on how to make that area better.

These three decisions determine what you'll notice, how you'll feel, what you'll do, and ultimately what you will contribute and who you become. If you don't control these three decisions, you simply aren't in control of your life. When you do control them, you begin to sculpt your experience.

1. Your decisions about what to focus on.
2. Your decisions about what things mean to you.
3. Your decisions about what to do to create the results you desire.

Decisions

Everything that happens in your life—both what you're thrilled with and what you're challenged by — began with a decision. I believe that it's in your moments of decision that your destiny is shaped. The decisions that you're making right now, every day, will shape how you feel today as well as who you're going to become in the nineties and beyond.

Instead of making decisions, we keep stating preferences. Making a true decision, unlike saying, "I'd like to quit smoking," is cutting off any other possibility. In fact, the word "decision" comes from the Latin roots de, which means "from," and caedere, which means "to cut." Making a true decision means committing to achieving a result, and then cutting yourself off from any other possibility.

Although you may never have even thought about it, your brain has already constructed an internal system for making decisions. This system acts like an invisible force, directing all of your thoughts, actions, and feelings, both good and bad, every moment that you live. It controls how you evaluate everything in your life, and it's largely driven by your subconscious mind. This system is comprised of five components

1) your core beliefs and unconscious rules
2) your life values
3) your references
4) the habitual questions that you ask yourself
5) the emotional states you experience in each moment.

six quick keys to help you harness the power of decision

1. Remember the true power of making decisions. It's a tool you can use in any moment to change your entire life. The minute you make a new decision, you set in motion a new cause, effect, direction, and destination for your life.
2. Realize that the hardest step in achieving anything is making a true commitment—a true decision. Carrying out your commitment is often much easier than the decision itself, so make your decisions intelligently, but make them quickly.
3. Make decisions often. The more decisions you make, the better you're going to become at making them. Muscles get stronger with use, and so it is with your decision-making muscles.
4. Learn from your decisions. There's no way around it. At times, you're going to screw up, no matter what you do.
5. Stay committed to your decisions, but stay flexible in your approach. Once you've decided who you want to be as a person, for example, don't get stuck on the means to achieving it.
6. Enjoy making decisions. You must know that in any moment a decision you make can change the course of your life forever: the very next person you stand behind in line or sit next to on an airplane, the very next phone call you make or receive, the very next movie you see or book you read or page you turn could be the one single thing that causes the floodgates to open, and all of the things that you've been waiting for to fall into place.

If you change the way you look at things, the things you look at change. - Wayne Dyer

Creating lasting "change" based on your decisions

Step 1: Raise Your Standards

When people ask me what really changed my life eight years ago, I tell them that absolutely the most important thing was changing what I demanded of myself. I wrote down all the things I would no longer accept in my life, all the things I would no longer tolerate, and all the things that I aspired to becoming.

If you don't set a baseline standard for what you'll accept in your life, you'll find it's easy to slip into behaviors and attitudes or a quality of life that's far below what you deserve.

Throughout all history, the great wise men and teachers, philosophers, and prophets have disagreed with one another on many different things. It is only on this one point that they are in complete and unanimous agreement. We become what we think about - Earl Nightingale

Step 2: Change Your Limiting Beliefs

Our beliefs are like unquestioned commands, telling us how things are, what's possible and what's impossible, what we can and can not do. They shape every action, every thought, and every feeling that we experience. As a result, changing our belief systems is central to making any real and lasting change in our lives. We must develop a sense of certainty that we can and will meet the new standards before we actually do.

Belief systems

Often in life we talk about things without having a clear idea of what they really are. Most people treat a belief as if it's a thing, when really all it is is a feeling of certainty about something. If you say you believe that you're intelligent, all you're really saying is, "I feel certain that I'm intelligent." That sense of certainty allows you to tap into resources that allow you to produce intelligent results.

Human beings have the awesome ability to take any experience of their lives and create a meaning that disempowers them or one that can literally save their lives.

Beliefs have been documented to affect our immune systems. And most importantly, beliefs can either give us the resolve to take action, or weaken and destroy our drive.

People so often develop limiting beliefs about who they are and what they're capable of. Because they haven't succeeded in the past, they believe they won't be able to succeed in the future

One of the biggest challenges in anyone's life is knowing how to interpret "failures." How we deal with life's "defeats" and what we determine is the cause will shape our destinies. We need to remember that how we deal with adversity and challenges will shape our lives more than almost anything else.

three specific beliefs about responsibility that a person must have if they're going to create long- term change

1) First, we must believe, "Something must change"—not that it should change, not that it could or ought to, but that it absolutely must.
2) Second, we must not only believe that things must change, but we must believe, "I must change it." We must see ourselves as the source of the change. Otherwise, we'll always be looking for someone else to make the changes for us, and we'll always have someone else to blame when it doesn't work out.
3) Third, we have to believe, "I can change it." Without believing that it's possible for us to change, as we've already discussed in the last chapter, we stand no chance of carrying through on our desires.

Convictions

Often the best thing you can do to create mastery in any area of your life is to raise a belief to the level of conviction. Convictions—by the passion they inspire in us—can be empowering because they compel us to act. According to Dr. Robert P. Abelson, professor of psychology and political science at Yale University, "Beliefs are like possessions, and convictions are simply more valued possessions which allow an individual to passionately work toward either large-scale or individual completion of goals, projects, wishes, and desires."

So how can you create a conviction?

1) Start with the basic belief.
2) Reinforce your belief by adding new and more powerful references. For example, let's say you've decided never to eat meat again. To strengthen your resolve, talk to people who've chosen a vegetarian or vegan lifestyle: what reasons prompted them to change their diet, and what have been the consequences on their health and in other areas of their lives? In addition, begin to study the physiological impact that animal protein has. The more references you develop, and the more emotional the references are, the stronger your conviction will become.
3) Then find a triggering event, or else create one of your own. Associate yourself fully by asking, "What will it cost me if I don't?" Ask questions that create emotional intensity for you. For example, if you want to develop a conviction never to abuse drugs, make the painful consequences of drug abuse feel real to you by viewing films or, better yet, visiting a shelter to see firsthand the devastation wrought by drug abuse.

What is a great way to reinforce your conviction?

Step 3: Change Your Strategy

The best strategy in almost any case is to find a role-model, someone who's already getting the results you want, and then tap into their knowledge. Learn what they're doing, what their core beliefs are, and how they think. Not only will this make you more effective, it will also save you a huge amount of time because you won't have to reinvent the wheel. You can fine-tune it, reshape it, and perhaps even make it better.

1. Emotional Mastery — Too many of us leave ourselves at the mercy of outside events over which we may have no control, failing to take charge of our emotions— over which we have all the control—and relying instead on short-term quick fixes.
2. Physical Mastery — Is it worth it to have everything you've ever dreamed of, yet not have the physical health to be able to enjoy it? Do you wake up every morning feeling energized, powerful, and ready to take on a new day? Or do you wake up feeling as tired as the night before, riddled with aches, and resentful at having to start all over again?
3. Relationship Mastery — Other than mastering your own emotions and physical health, there is nothing I can think of that is more important than learning to master your relationships—romantic, family, business, and social.
4. Financial Mastery — To forge a financial destiny of abundance, you will first learn how to change what causes scarcity in your life, and then how to experience on a consistent basis the values, beliefs, and emotions that are essential to experiencing wealth and holding on to it and expanding it.
5. Time Mastery — "Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma -- which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They some how already know what you truly want. Everything else is secondary." - Steve Jobs

Dilts logical levels (Not covered in book)

Dilt's Logical Levels of Thinking

- Purpose
  - Create value for the world in the forms of products and services in which you get paid for to reinvest back into human evolution and creating entrepreneurs who repeat the process
- Identity
  - Entrepreneur
- Beliefs & Values
  - 1. Emotional Mastery
    - I can give whatever meaning I want to the emotions that I experience
  - 2. Physical Mastery
    - I dedicate my life in the pursuit of optimal health and fitness because if I am not optimal in these areas, my performance will not be optimal
  - 3. Relationship Mastery
    - I surround myself with people who share the same goals, aspirations while valuing others who do not share the same goals and aspirations by looking for the connects, by doing so I perform better
  - 4. Financial Mastery
    - I create products and services that are needed and useful, apply sound business building principles to make a profit to reinvest back into business growth, contribution and developing other entrepreneurs. I multiply my output and purpose by doing this.
  - 5. Time Mastery
    - I value my time because I realize that I have a unique sets of capabilities that are needed and useful and to waste my time would result in reducing my output and leadership skills.
- Capabilities
  - 1. Emotional Mastery
    - Meditation
    - Timeline regression
    - Increasing level of awareness
    - Weightlifting skills
  - 2. Physical Mastery
    - Cardio health
    - Meal planning and prepping
  - 3. Relationship Mastery
    - Communication skills
    - Public speaking skills
    - Leadership skills
  - 4. Financial Mastery
    - Financial literacy and math skills
    - Investment skills
    - Sales & Marketing skills
  - 5. Time Mastery
    - 80/20 principle
    - Determining highest and best use actions
    - Focused blocks of time
    - Removing distraction
- Behaviours
  - 1. Emotional Mastery
    - Doing things that are fun and bring me joy
  - 2. Physical Mastery
    - Morning routine which includes going to the Gym
  - 3. Relationship Mastery
    - Sharing life experiences with others in a mutually beneficial way
  - 4. Financial Mastery
    - Tracking and measuring KPI
  - 5. Time Mastery
    - Tracking and evaluating where my time is going
- Environment
  - 1. Emotional Mastery
    - Being in environments that are higher vibration and positive
  - 2. Physical Mastery
    - Being in environments that encourage a healthy lifestyle
  - 3. Relationship Mastery
    - Being in close proximity to people I enjoy being around
  - 4. Financial Mastery
    - Having a proper and productive workspace
  - 5. Time Mastery
    - Being in close proximity to what I need and not having any distractions