

# HIGH PERFORMANCE HABITS

**How Extraordinary People Become That Way**

**BRENDON BURCHARD**

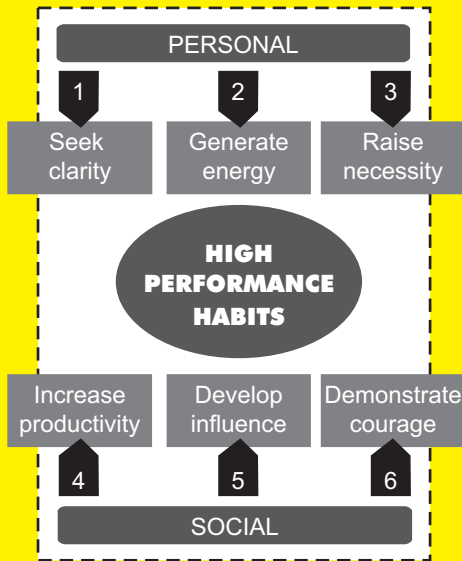
**BRENDON BURCHARD** is a performance coach and CEO of the High Performance Institute. He is the author of several bestsellers including *The Motivation Manifesto*, *The Millionaire Messenger* and *Life's Golden Ticket*. He is one of the "Top 100 Most Followed Public Figures on Facebook" with more than 10 million fans and his personal development videos have more than 100 million views. He has created 13 online courses in the areas of personal and professional development which have been taken by more than 2 million students, earning Brendon Burchard the title of "one of the most successful online trainers in history" awarded by Oprah magazine. SUCCESS magazine named him as one of the "Top 25 Most Influential Leaders in Personal Growth and Achievement". He previously worked as a leadership consultant with Accenture. He is a graduate of the University of Montana.

The website for this book is at: [HighPerformanceHabits.com](http://HighPerformanceHabits.com).

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**MAIN IDEA**

To reach higher levels of performance in pretty much any field you may choose, long-term research shows you must form a habit of consistently doing these six things:



*"Seek clarity. Generate energy. Raise necessity. Increase productivity. Develop Influence. Demonstrate Courage. These are the six habits that you need to adopt if you are to reach high performance in any situation. In the hundreds of personal efforts and social behaviors that we've observed, these habits move the needle the most in dramatically improving performance."*

– Brendon Burchard

*"The good news is, no one "innately" lacks any of the high performance habits. High performers are not lucky stiffs loaded with a great big bag of strengths at birth. They simply deploy the habits we've discussed, and do it more consistently than their peers. That's it. That's the difference. You have to work at them all the time."*

– Brendon Burchard

**HIGH PERFORMANCE HABITS**

**Habit #1 – Seek clarity** . . . . . Page 2

High performers clarify who they want to be, how they want to interact and what will bring the greatest meaning at the beginning of every new project and at multiple times throughout the project. They don't view "seeking clarity" as once-and-done but seek clarity again and again as any project moves forward.

**Habit #2 – Generate energy** . . . . . Page 3

High performers are energetic. To consistently perform well, you have to actively care for your mental stamina, maintain your physical energy and consistently do things which will generate positive emotions.

**Habit #3 – Raise necessity** . . . . . Page 4

High performers put themselves in positions where they have to deliver an exceptional performance. They have reasons why they must perform well. This will usually be a mix of internal standards and external demands. Knowing why you're stoking the fire helps.

**Habit #4 – Increase productivity** . . . . . Page 5

High performers focus on prolific quality output. To do the same, minimize distractions (including interesting opportunities) and instead focus on delivering loads of high quality results in the area you want to be known for.

**Habit #5 – Develop influence** . . . . . Page 6

High performers stand out. To become that way yourself, find people who believe in you and support your ambitions. Develop a positive support network of associates who will help you achieve more.

**Habit #6 – Demonstrate courage** . . . . . Page 7

Performers typically express their ideas openly, take bold action and stand up for themselves. Get into the habit of doing the same, even if you face fears, uncertainties, threats or changing conditions.

**Putting it all together** . . . . . Page 8

To maintain high performance over the long haul, you have to watch out for three traps: Superiority, Dissatisfaction and Neglect. Work very hard to keep your confidence your #1 thing.

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