

# THE EDGE

## SELF-LEADERSHIP PROTOCOL

### **R.A.I.S.E. MINDSET METHOD**

*A clear, practical approach to creating real change*

# INTRO. - *Why Are We Doing This Mindset Stuff?*

## LET'S START AT THE BEGINNING...

- You've joined this program to create sustainable change - to get leaner, stronger, have more energy and feel more in control.
- The thing is - to make changes that actually *stick* long-term requires more than just a training program and food tweaks - it demands a shift in how you think, act, and show up daily...
- It requires **Self-Leadership** - and that's where the **R.A.I.S.E. Mindset Method** comes in.

## • THE R.A.I.S.E. MINDSET METHOD

- The R.A.I.S.E. Mindset Method is an exclusive, science-based protocol that's proven to help men take back control and create long-term change.
- It isn't just random reflection and positive self-talk - It's a practical, step-by-step approach to building a **Performance System** for your life - one that helps you operate at a higher level, in every domain that matters.
- You're not just changing habits - you're building an internal structure that supports better decisions, stronger standards, and more consistent action - even under pressure.
- That's what this work is really about.

## • THE R.A.I.S.E. MINDSET METHOD FOLLOWS 5 STEPS

- **Responsibility** - Take ownership of your past to take charge of your future.
- **Awareness** - Understand how your mind works and challenge the narratives that keep you stuck.
- **Impact** - The deeper reasons why this matters for you and those you love.
- **Strategy** - Create a clear path - define what actually works for you. .
- **Edge** - Embrace the infinite mindset and keep progressing long after the program ends.

## DON'T EXPECT INSTANT BREAKTHROUGHS

- There's no predicting how this will work for you...
  - Sometimes it's a lightbulb moment.
  - Other times, it's a subtle shift in how you think or act that compounds over time.
- But, one thing's for sure - the guys who get the most out of it are those that go deep and stay honest to themselves.
- This is an important part of the program - so please make sure to give it the focus that it deserves.

*To your success,  
James!*