

THE EDGE

SELF-LEADERSHIP PROTOCOL

R.A.I.S.E. 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. Method** comes in.

• THE R.A.I.S.E. METHOD

- The R.A.I.S.E. Mindset Method is a unique, 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 to operate at a high 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. METHOD FOLLOWS 5 STEPS...

- **Responsibility** - Take ownership of the system & habits that shaped your past, so you can shape the one that drives your future without blame or excuses.
- **Awareness** - Understand how your mind and body operate under pressure, and learn to lead the internal dialogue instead of reacting on autopilot.
- **Impact** - Clarify the deeper reasons this matters...not just for you, but for the people who depend on you, so your actions are driven by meaning, not mood.
- **Strategy** - Create a clear, realistic path that works *in the real world*... a system that holds up under stress, fatigue, and imperfect conditions.
- **Edge** - Adopt the infinite mindset... staying consistent, adaptable, and self-led as life changes, 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!