

THE EDGE

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

R-RESPONSIBILITY

A-WARENESS

I-MPACT

S-TRATEGY

E-DGE



INTRO. - Why Are We Doing This Mindset Stuff?

LET'S START AT THE BEGINNING...

- You're doing this program because you want to achieve certain goals - For most guys that means getting leaner & stronger, feeling better about themselves and having more energy to perform at a higher level in certain areas of life *etc.*
- As we all know, identifying your goals is the first step in achieving them. So, hopefully we can tick that box. Well done... What's next?
- Next, we need to figure out how we're going to get you from where you are to where you want to be.
- As I'm sure you're aware, if you want to get different results you have to try a different approach. Or as Einstein is quoted to have said...

"The definition of insanity is doing the same thing over and over again, but expecting different results."
Albert Einstein

- So, in order to progress towards your goals, you're gonna need to take a different approach to your training, nutrition and lifestyle.
- That's why you're here right? To make those changes and create a regime that allows you to progress towards your long-term goals.
- You can think of these changes as the **METHODS** that you will use - the things that you'll actually do.

- **THE EDGE** has been created to ensure that these methods are
 - **SPECIFIC** - to your needs
 - **SIMPLE** - clear, efficient & actionable
 - Work in **SYNERGY** to achieve the same goals

SO FAR, SO GOOD. BUT...

- The thing is, making those changes - and especially making them stick for the long-term - isn't always as easy as it sounds.
- To do so we'll need to alter patterns of behaviour that have become accepted and normalised in your mind - often over many years.

This is where the R.A.I.S.E. MINDSET METHOD comes in...

- In order to give you the best chance of making those changes - and making them stick - there are certain steps that we need to take. These are the 5 critical steps in my **R.A.I.S.E. MINDSET METHOD**.

RESPONSIBILITY - AWARENESS - IMPACT - STRATEGY - EDGE

- Over the course of the program you'll go through each of these in more detail. But, for now I'll give you a quick overview.



INTRO. - R.A.I.S.E. Mindset Method

IMAGINE YOU'RE ON A JOURNEY

- Think of this like a journey in which you want to get from A to B - you can't just outsource the process of getting there. You have to actually go down that path yourself.
- Of course, on this particular journey I'll be there to help and guide you. But you have to actually learn to take those steps on your own - especially if you want to carry on afterwards without my support.
- The [R.A.I.S.E. Methodology](#) gives you the tools you need to keep yourself on the right path, overcome hurdles and create momentum to keep you going into the future.

BELOW IS AN OVERVIEW OF EACH STEP...

- **RESPONSIBILITY** - Before you can start heading down this new path, you need to think about how you got here in the first place. By taking personal responsibility for where you are, you also take ownership of your future destination.
- **AWARENESS (I, II & III)** - In order to make the changes that will start pushing you forwards, you need to be aware of how your mind operates, what drives you to do certain things, and how you can use this knowledge to challenge behaviours that have become normal to you. You also need to be aware of any potential hurdles that you are likely to come across, and think about how to overcome them before they become a problem.

- **IMPACT** - In order to keep building that momentum we need to re-enforce your reasons for achieving your goals. The deeper you understand the impact that this will have on you and those around you, the more powerful this will be.
- **STRATEGY** - To keep you progressing towards your long-term goals we need to make sure that the path remains clear so that you don't get distracted or lost. To do this, you need absolute clarity on the strategies that are helping you to be successful.
- **EDGE** - Finally, as you approach your intended destination, you see the path continuing into the distance. In fact it is infinite, and you are in control of where it's taking you. You realise that getting back your **EDGE** doesn't mean finding comfort and taking your foot off the gas. It means continuing to challenge yourself to be the best that you can - taking pride and enjoying the ride!
- **N.B.** As you go through this aspect of the program, don't expect major breakthroughs right from the start. If that happens for you - awesome - but for most people this is a process that helps to lay the foundation for long-term change.
- At some point there might be something that hits you between the eyes and stays with you. Maybe it's in one of your answers, or maybe something we discuss on a call. Or maybe doing these exercises just gets you thinking slightly differently, and then one day you realise what a difference it's made.
- One thing I do know from experience is that the guys who put the most thought, honesty & vulnerability into it - get the most out of it.