

THE 9 GRAVITY PRINCIPLES



Nine timeless principles that influence
everything in business and in life.

G



GROWING OR DYING

Anything living is either growing or dying.

R



RETICULAR ACTIVATING SYSTEM

Your focus shapes your awareness.

A



ARE YOU ON THE FIELD OR IN THE STANDS

On the field you take ownership and action.
In the stands you blame and make excuses.

V



VILFREDO PARETTO 80/20

20% of the inputs generate 80% of the outputs.

I



IDENTITY ICEBERG

Skills, beliefs, values and environment drive your behaviour.

T



TRUE COMMUNICATION

True Communication is the response you get.

Y



YOUR QUESTIONS

The quality of your life is determined by the quality of your questions.

O



OUTCOMES

All upsets are caused by unmet expectations.

N



NEWTONS 3RD LAW

For every action there is an equal and opposite reaction.