



**Terry Sisco's outline notes from the Tony Robbins Presentation. Also collaborating on these notes was Ashley Daily, Bremer's Jewelry, Peoria, IL.**

**1) Take any season and take advantage of it.**

- a. Every "Season" is an opportunity for growth
- b. Sixty-five percent of the Fortune 500 companies were started during a "wintered" season
- c. Ideas of "seasons"; if things are good, they won't always be and if things are bad; they won't always be
- d. The Ultimate Failure is succeeding and not feeling fulfilled
- e. "Seasonal Fluctuation" is opportunity if you do not live in fear.
- f. Biography is NOT destiny
  - i. Oprah Winfrey story as an example changing her story
    - 1. Born to an unwed thirteen-year old mother
    - 2. Sexually molested by male relatives and another visitor from the age of nine to thirteen
    - 3. Tried to run away and was sent to a juvenile detention center
    - 4. She was denied admission because all beds were filled
    - 5. Gave birth to a baby boy who died in infancy
- g. The Marketplace does not determine who we are.
  - i. Wearing brands does not define you. Wearing "Juicy" on the seat of your pants merely provides advertising space for "Juicy Couture," etc.
- h. The reason that blame everything else because we are so afraid to fail

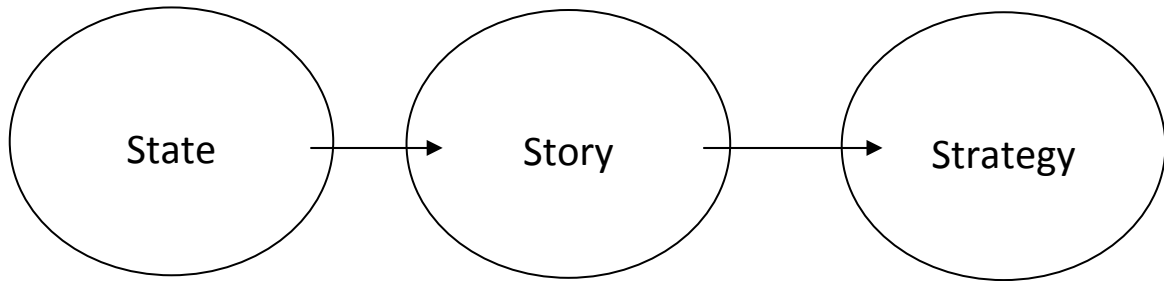
**2) 3 Mandates of Leadership**

- a. Leaders must see things as they really are, not worse than they are.
  - i. No season lasts forever
  - ii. Cycles are predictable
  - iii. A leader's job is to shape reality
- b. Leaders must see things better than they are (have a clear vision; shape your own reality)
  - i. In our economy, the money isn't gone. It just moved!
  - ii. Who is my client and how will I get them?
- c. Leaders make it the way they see it.
  - i. IF YOU WANT TO CHANGE YOUR LIFE, CHANGE YOUR STORY!
  - ii. There are patterns in people
  - iii. DECISIONS=DESTINY (Situations do not =Destiny)
  - iv. What is your pattern of focus
    - 1. What can you change?
    - 2. What can't you control?
    - 3. Do you focus on what you have or what you don't have?
  - v. Ask, "What does this decision mean?"
    - 1. People want to grow but do not change. His does not work!

2. Paradigm: Are you treating things like it is the beginning or the end?
    - a. Relationships
    - b. Business
    - c. We are excited at the beginning of a relationship
    - d. We are bitter at the end of a relationship
  3. Is God Punishing you or blessing you in ALL circumstances and seasons?
- 3) Meaning = Emotion
- 4) Emotion = Life
- a. Stupid & Scared people come up with disempowering meanings to things.
  - b. What should I do?
    - i. What influences my decisions
    - ii. Lazy state = Lazy Decision

### 5) The basis of State is Energy

- a. Where does energy come from?
  - i. Food is a source one source but not THE source
  - ii. Sleep is another source but not THE source
- b. Energy is a habit, a belief system
  - i. Demonstration of energy:
    1. Greet someone like you held them in contempt and did not like them
    2. Now greet that person like they were a friend
    3. Now greet that person like they were a friend that you really liked and had not seen in a few years
    4. Now greet that person like the two of you had just won the million dollar lotto.
    5. Notice the increase in the level of energy at each level
- c. Find the "Best of the Best" and raise your level of expectation to match it
  - i. Find the best people over 65 and interview them to see what they do
  - ii. What makes a difference in their lives
  - iii. The Sister Madonna nun tri-athlete story
- d. How do we change state?
  - i. To get a new result we must change
    1. New action
    2. New Behavior
  - ii. In sales, our offer must change the client's state
    1. The Law of Familiarity
      - a. If you are around something enough, you start to take it for granted.
  - iii. Focus on RADICAL Change!
    1. Focus & Physiology is critical
    2. Where do you see yourself in 3 to 5 years?



**6) Breakthroughs come in 3 forms**

- a. State
  - i. We can have a strategy to lose weight, but how permanent is it
  - ii. In sales, your offer has to put people in a “State”
- b. Story
  - i. The difference between people’s lives is the STATE that they live in and they story they have.
  - ii. What will change your story and create a better state?
  - iii. Successful people “rip” open the moment
  - iv. You cannot be emotionally unfit and succeed in business
- c. Strategy

7) What shapes your destiny?

8) Your life is shaped by your focus and decisions

- a. Three things that shape our decisions
  - i. What we focus on
    - 1. What you focus on you will feel
    - 2. You need to control what you focus on
    - 3. If you don’t control your focus your environment will
  - ii. What you are going to do

9) Asking good questions is the key

- a. What is something in your life that you could feel grateful for?
  - i. What does that feel like
- b. What is it in your life that you could feel most proud of?
  - i. What does that feel like?
  - ii. How does that make you breath?
  - iii. What is the look on your face as you focus on these things?
- c. What could you get excited about when you get excited?
  - i. What sound do you make?

10) You must change your focus and physiology in order to change your state

11) Your state can change the state of others

12) Your blueprint is your story

13) Five Keys to Mastering Your Life

- a. Raise your standard (standard vs goal) to change your identity
  - i. When you change your standard you change your life
  - ii. Turn your “should” into “musts”

- iii. The ultimate standard becomes your personal “brand”
- b. Break through your limiting beliefs
  - i. Become aware of your “story” and identify your limiting beliefs
  - ii. Make a list of “Bullshit”
    - 1. What’s the truth
  - iii. What would be your ultimate goal if you weren’t afraid of failing?
- c. What do I need to believe to make this happen?
- d. Model people who are successful
  - i. When things are going well we are in a good state
  - ii. Successful people, when bad things happen they intensify their efforts
- e. Always give more than you expect to receive.

#### Physiological differences

- 1) Notice the physiological differences when you”
  - a. Think of something bad and share that with another person
    - i. How did you feel
    - ii. What was your posture
  - b. Think of something Good
  - c. Think of something Great
  - d. Think of Winning the Superbowl
    - i. How do you react to these?

#### The Success Cycle

