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Performance coach & mindset engineer — Tim Grover. I spent hours studying his stuff...

### 1. **Be Relentless.**

- a. Success isn't as complicated as most people think. In fact, Tim boils it down to one simple trait: relentlessness.
- b. For some...it's innate. But for the rest of us, it's a choice.
- c. But what exactly does it mean to be relentless?

### 2. **Lose "Good Enough"**

- a. Over the years, Michael Jordan racked up quite a few championships.
- b. But every offseason he had one goal: to get better. Why?
- c. For winners, "good enough" is not an option.
- d. Being relentless means committing to endless improvement—even when you're winning.
- e. Put it to practice. Every time you achieve a goal, schedule a check in. Ask yourself:
  - i. Where did I fall short?
  - ii. What's my next advantage?
  - iii. Where am I phoning it in?
- f. Winners don't get complacent with small victories...
- g. Identify the next opportunity & pounce on it.

### 3. **Cooler, Closer, Cleaner**

- a. Grover has a simple framework for categorizing competitors:
  - i. **Coolers:** Avoid confrontation
  - ii. **Closers:** Follow you into battle
  - iii. **Cleaners:** Start the war, then finish it.
- b. Metaphors aside, Cleaner's win. And they win big.
- c. Which one are you?

### 4. **Extreme Ownership**

- a. When you screw up, you have three options:
  - i. **Explain**
  - ii. **Blame**
  - iii. **Own**
- b. Every time you take responsibility for a mistake, you put you into a "constant growth cycle".
- c. Screw up improve > own > learn > No matter the outcome...
- d. Take responsibility and figure out how to do better next time.

## **5. Skip Shortcuts**

- a. Put simply, Grover is not a fan of shortcuts, and neither are his disciples.
- b. His formula is simple. Define:
  - i. Where you are now.
  - ii. Where you want to be instead.
  - iii. What you're willing to do to get there. Then make a plan and act on it. Relentlessly.

## **6. Welcome Pressure**

- a. How we view pressure determines how we're impacted by it:
  - i. If we fear it, it hurts us.
    1. negative stress
    2. degrades performance
  - ii. If we embrace it, it builds us.
    1. sharpened focus
    2. creates definition
- b. Put it to practice:
  - i. Try intentionally putting yourself into stressful situations.
  - ii. Volunteer to give the presentation or to lead the sales call.
  - iii. Your goal is simple: get in some small "pressure reps" so when the time comes, you're ready.

## **7. Work Harder**

- a. After every game, Grover used to ask MJ one question: "Five, six, or seven?" What he meant: "What time are we hitting the gym in the morning?"
- b. Not if... But when.
- c. Win, loss, soreness, fatigue didn't matter.
- d. Back to work.