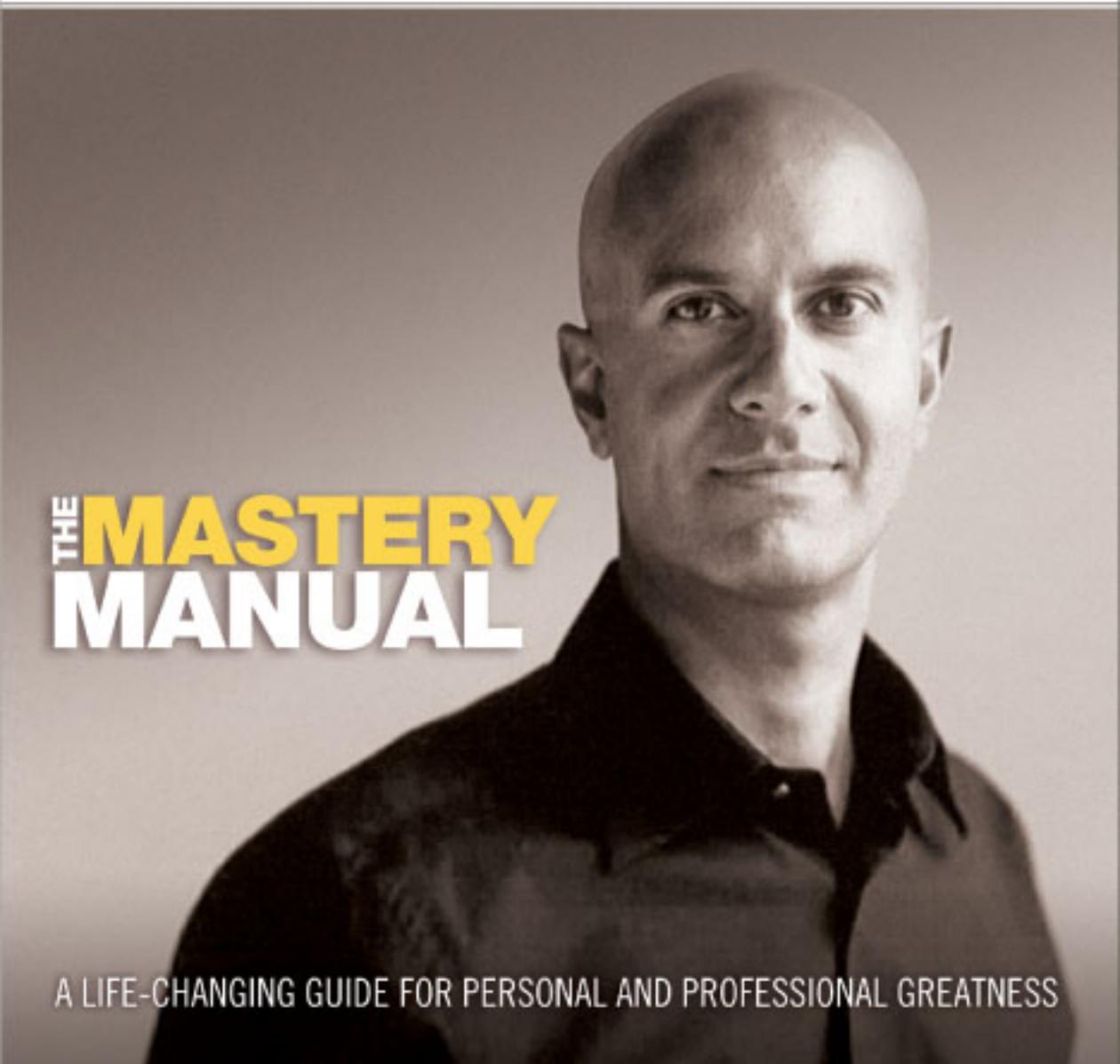


ROBIN SHARMA

From the Author of the #1 International Bestseller
The Monk Who Sold His Ferrari



THE MASTERY MANUAL

A LIFE-CHANGING GUIDE FOR PERSONAL AND PROFESSIONAL GREATNESS





The Mastery Manual™

A Life Changing Guide for Personal and Professional Greatness

Module 1	3
Module 2	5
Module 3	9
Module 4	11
Module 5	13
Module 6	15
Module 7	17
Module 8	20
Module 9	22
Module 10	25
Module 11	27
Module 12	30
Module 13	33
Module 14	36
Module 15	38
Module 16	41
Module 17	44
Module 18	46
Module 19	49
Module 20	52
Module 21	54
Module 22	56
Module 23	58



The Mastery Manual™

A Life Changing Guide for Personal and Professional Greatness

Module 24	60
Module 25	62
Module 26	64
Module 27	67
Module 28	70
Module 29	73
Module 30	75
Module 31	77
Module 32	79
Module 33	81
Module 34	85
Module 35	87
Module 36	90



Module 1

Live Fully Now – Robin Sharma

Too many human beings postpone living. We say that we will live our best lives when we have more time or when we finish the pressing projects that are consuming us. We tell those around us that we will be more loving and passionate when things slow down. We promise ourselves that we will get into world-class physical condition and eat healthier food when we have a little bit more time. Yet, deep within us, each one of us knows that there will never be a better time to live our biggest life than now. And if not today, then when?

Most of us live as if we have all the time in the world. We put off living and reaching for our highest and best. And yet, the days slip into weeks, the weeks slip into months and the months slip into years. Before you know it, your life will be over. And most people, when they are on their deathbeds, have the same regrets: that they did not take enough risks, that they did not realize their highest personal potential. And they did not give more love.

There are no extra days. There are no meaningless days. This very day is the day that you can make a choice to stand for something higher and be the person you know in your heart you have always wanted to be. Today is the day you can make the decision to get into outstanding physical health or to be a genuine leader at work or to be more authentic as a human being or to take more risks and run towards your fears. To me, that's what leadership is all about. Seizing the moment and living your life as an example to others of what's possible for a human being to create. Keep thinking about what your best life will look like. As I share in my speeches and workshops: "with better awareness you can make better choices and when you make better choices, you will see better results."

Inspirational Quotes

"You don't drown by falling in the water; you drown by staying there."

Edwin Louis Cole

"After climbing a great hill, one only finds that there are many more hills to climb. I have taken a moment to rest, to steal a view of the glorious vista that surrounds me, to look back on the distance I have come. But I can only rest for a moment, for with freedom comes responsibilities, and I dare not linger, for my long walk has not yet ended."

Nelson Mandela

"If you do not shine as brightly as you have been destined to shine, you not only betray yourself – but the world is less of a place than it could have been."

Robin Sharma



6 Ways to Achieve Personal Greatness

1. **Write out a 20 year plan for your professional as well as your personal life.** Great companies ensure that they are governed by a well thought out mission, vision and value statement. A clear plan along with a statement of your most important values will allow you to make wiser choices which will lead to less failures.
2. **Spend more time thinking.** One of my clients is Satyam Computers, one of India's most successful IT companies. One of their guiding philosophies is to encourage teammates to spend 1/3 of their time in contemplation. Most effective human beings think more than others. Think about what you want your life to represent. Think about how you can create more value. Think about what is not working in your life so you can make changes.
3. **Get into balance.** Striking a balance between your work and your personal life is not easy. It's a daily challenge. But by working at it, your life will work much better. Schedule the time for exercise. Ensure that your family and friendships get the priority they deserve. Take some time for yourself because when you feel better, you will be a source of positive energy to all those around you.
4. **Take calculated risks.** Every seven days, do something that makes you feel uncomfortable. The very thing that you are afraid to do is the thing that you should do first. Remember, on the other side of your fears lives your growth.
5. **Be more loving.** Great teams are built by authentic leaders who are not afraid to speak truthfully and show kindness. This is not a sign of weakness, it is a sign of strength. Be loving, polite and compassionate to all those around you. This does not mean that you don't make the tough calls when you need to. What it really means is that you bring more of your humanity into your life.
6. **Be different.** Leaders, by definition, don't follow the crowd. Live life on your own terms. Listen to the values that are most true to you. Be creative. Remain an idealist.

The Value of your Reputation – Robin Sharma

My father once told me that it could take 30 years to build your reputation and yet it can be lost in 30 seconds. I truly believe that few things are as important as your good name. You can not put a price tag on getting your phone calls returned. And yet, so many people on the planet today suffer from short term thinking. They go for the cash grab in order to get the quick win. But, business success is all about relationship success. And that takes time. By underpromising and overdelivering, finishing what you start, being a great listener and delivering outrageous value for you clients, you will win their trust as well as their respect. That will promote your personal brand: your reputation. Guard your good name as one of your most cherished assets. Be impeccably honest and never do anything that will tarnish what you stand for. This will lead to a long career in business as well as a highly fulfilling life.



Module 2

What Makes an Elite Performer? – Robin Sharma

Last week I spent 2 beautifully inspiring days with a group of senior executives representing Fortune 500 organizations, government agencies and entrepreneurial ventures. They had come together in a conference room at a Toronto hotel to participate in the *The Elite Performers Series (EPS)* which is a program I created about a year ago to help businesspeople lift their professional as well as their personal lives to all-new levels of success and significance. The breakthroughs I saw over the 2 days within that seminar room moved me deeply. It validated my belief that every single one of us has greatness within us – sometimes we just need a safe environment within which to access it and then let it shine.

As I got to know the participants in the program, it became more clear to me that each of us faces many of the same struggles. Each of us wants to find greater meaning in our lives. Each of us has dreams that we desire to fulfill. Each of us has fears that limit us. It also became clear to me that when we do not play our highest game at work and in our personal lives, we not only betray ourselves – we deny the people that we work with as well as the people that we serve the opportunity to have a piece of our magnificence. Indeed, the world will be a lesser place if each of us do not raise our standards and become the people we know in our hearts we are meant to become.

For your benefit, I have distilled a few of my thoughts on what makes an elite performer and offer them to you for your reflection:

1. **Elite performers play victor versus victim.** As I travel around the world working with many diverse organizations as an executive coach, speaker and management consultant, I see many corporate cultures where there is a complete denial of personal responsibility. People blame others for what is not working within the organization. People point the finger at those around them for things gone wrong. But as I say in my book “Leadership Wisdom From The Monk Who Sold His Ferrari”: “blaming others is nothing more than excusing yourself.” Each of us has the power to create results. One person can change a corporate culture by making changes within her realm of influence. One person can begin behaving in new ways which leads those around him to do the same. In this way, a team can change, which influences a culture to change which transforms an organization. If something is not working within your enterprise, use your power to effect the changes that you wish to see.
2. **Elite performers focus on the worthy.** Most people try to be all things to all people and, in so doing, achieve nothing. Elite performers have a laser-like focus on their highest priorities and an acute awareness of the best uses of their time. In fact, they build their whole lives around the activities that offer them the highest return on investment. They are good at saying no. They spend time each morning, during their Holy Hour planning and thinking strategically about what needs to be done during the day for them to play their highest games and be of most service.



3. **Elite performers live their truth.** Right now, this very moment, as you read this manual, you know deep in your heart what your professional as well as your personal life needs to look like in order for you to be living authentically. In this very moment, your heart knows what's right. Elite performers have articulated their personal philosophy along with their organizing principles and have the courage to live out that ideology each and every day of their lives. This gives them great power and promotes extraordinary levels of confidence because they are aware that they are being true to themselves.
4. **Elite performers build human connections.** Business is about relationships. Nothing is more important than building emotional engagement with your teammates, with your suppliers and with your customers. Competition in today's marketplace is not for "share of wallet", as many organizations falsely believe. Rather, the competition in today's marketplaces is for people's emotions. Show up fully in your relationships. Take the time to remember birthdays and write handwritten thank-you notes each week. Show people that you care. Open your heart to them and they will reward you with their loyalty as well as with their love.
5. **Elite performers add outrageous value.** I truly believe that we are rewarded in today's marketplace according to the value that we add. If you want to receive greater returns, add greater value. Give your customers and clients more value than they have any right to expect. Always underpromise and overdeliver. Stay up late into the night reflecting on how you can serve the people that you have the privilege to do business with and help them fulfill their dreams. Your career will begin to explode.
6. **Elite performers are devoted to excellence.** One of the things I focus on in a significant way during the 2 day *Elite Performers Series* program is a process that has been proven to help any employee become truly excellent in all that they do. To me, "excellence" is a beautiful word. Elite performers are constantly asking themselves the following question: "is the way that I'm showing up truly excellent and reflective of someone who is operating at a world-class standard?" We live in a world where mediocrity is the norm. When you truly dedicate yourself –no, devote yourself – to becoming excellent in the way that you think, and behave you stand out in a crowded marketplace. You show genuine leadership.
7. **Elite performers deepen themselves.** Nothing changes until you change. We live in an externally focused world where we buy into the notion that our lives will change when we make more money or get a better car or achieve more status. And yet, when we receive these things, we are left empty and unfulfilled. True success comes from inner success. Dedicate yourself to getting to know who you truly are. Reconnect with your brilliance. Walk towards your fears. Evaluate the quality of your life and what you want it to stand for. Reflect on the beliefs that are limiting you and ponder where you've picked them up from. The best investment you will ever make is investing in your best self.



Inspirational Quotes

“Encourage all your virtuous dispositions and exercise them whenever an opportunity arises, being assured that they will gain strength by exercise as a limb of the body does and that exercise will make them habitual.”

Thomas Jefferson

“Self-love is not only necessary and good, it is a pre-requisite for loving others.”

Rollo May

“We are always getting ready to live, but never living.”

Ralph Waldo Emerson

“Today, be a little bolder. Reach a little higher. Be a little kinder. Be a bigger dreamer.”

Robin Sharma

Why Keep a Journal?

One of the practices that has changed my own life is the regular habit of journaling. In my speeches as well as in my coaching programs, I encourage – and challenge – participants to begin journaling in an effort to play their biggest games as human beings. Here is some of my thinking on why journaling is a powerful tool for personal discovery and elite performance:

1. **Journaling allows you to take fuzzy thinking and distill it into precise language.** Do you remember when you were in school and you thought you knew the material for an exam then met with a study group and realized, after discussing the material, that there were gaps in your understanding? Having a conversation about something forces you to find specific language for your thinking. Journaling is a conversation that you have with yourself. The more you journal, the more precision of thought you build. This brings great clarity to your life. With greater clarity, you can make the new choices required to create new changes.
2. **Journaling allows you a place to process through unfelt emotions.** In my work, I have come to realize that most people have a great deal of unfelt anger that resides within them (along with many other latent emotional baggage). Unfelt emotions affect our daily choices, often at a subconscious level. Many people act in overly aggressive or hurtful ways, blaming the other person, rather than assuming personal



responsibility and investigating the deeper reasons why they are behaving as they do. Writing in a journal will allow you to process your unfelt anger or sadness or hurts that you may have sustained along the journey of your life. This releases you and allows you to find greater freedom and make better choices, both professionally and personally.

3. **Writing in a journal allows you to record your dreams.** Dreams create hopefulness. The more intimate you can become with your dreams and the longings of your heart, the greater inspiration you can bring to your days. This promotes positive energy which creates a richer experience of life.
4. **Writing in a journal allows you to deepen your understanding.** The mere action of writing something down allows for a more effective integration of the learning. When you go to a seminar and take notes, the learning will be 'stickier' than if you do not take notes. In the same way, journaling allows you to learn from life. It allows you to let your days serve you. You become wiser each day.
5. **Journaling deepens commitment.** The very act of writing things down deepens your resolve to make good things happen in your life. Try this today. Take 15 minutes to write about the day you want to create and the choices you are dedicated to making in order to create an excellent day. This simple act will allow you to be much more proactive rather than reactive as you live out the remaining hours of this day.