KAIZEN HABITS

27 SKILLS TO MASTER FOR A STAINLESS STEEL MIND, A BODY MACHINE, AND A POWERFUL LIFESTYLE

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A Body Machine, and A Powerful Lifestyle.

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"I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor."

-Henry David Thoreau

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FINDING YOUR OWN WAY

Everywhere you look, there's another group asking you to subscribe to their specific set of codes and values. This book is not designed to give you another one. Instead of looking towards others for direction and purpose, it might be time to look inside yourself. Who do you want to be? What are the values you hold dear? Create a set of rules that you want to live by. As you test out these rules day by day, be aware of the following.

There is only one universal law we are going to follow through this book: the law of cause and effect. Cause and effect is undeniable, even though we may never be able to see the direct connections between what we do and the results we get.

It's easy to learn the law of cause of effect on the playground. As a child, you learned that if you pushed someone, they might push you back or fall down. It's not so easy to see cause and effect in other areas of your life. Every single decision you make creates a different future. Each action you take, or do not take, builds upon one another to create long term effects. Your entire life is made up of small choices. Lie or tell the truth. Work or

play. Take a risk or stay safe. It's up to you to discover which one is the most useful to your vision in the moment.

By obeying this one law, we are free to make our own choices, and attempt to design a life lived in any direction. We won't discuss right or wrong, beyond the golden rule that you must not hurt others. We will only discuss actions and results. The law of cause and effect leaves us with the frightening yet freeing idea that we are completely responsible for ourselves.

As you make daily decisions, you may discover that you already know what actions to take to make progress. The real battle is consistently following through with those instincts and to push away damaging but alluring paths.

Because we have a choice, we can also take the lower road. You can learn to advance yourself at the expense of others, instead of taking them with you. You can decide to forgo your responsibility of building a better world. You are absolutely free to make those choices. Some of them will come with immense personal gain. Some of them may be terribly destructive.

Many people have become very successful through

manipulation and immorality, but they never seem to be truly content. Many people can get along just fine without taking initiative by surviving on the support of others. Unfortunately, those people will never experience the ultimate reward that comes with taking action and responsibility, or the never ending joy of helping someone in need.

Respect this law of cause and effect. For every positive action, you can expect a positive reaction. Maybe not in that moment, or in the way you think it will manifest itself. But there will be one. Use cause and effect to your advantage. Spend as much time as you possibly can creating, building, working, improving, giving, and learning. It's impossible not to be rewarded.

There are no shortcuts to this process. Even though you may have heard that statement over and over, most of us need to learn this undeniable truth on our own, by trying all the shortcuts and discovering they just don't work. Shortcuts are sold to us, both by marketing and by our own human instinct to take the easiest path forward. We are constantly looking for the shortest distance between two points. If you are looking for the shortcut, you won't find it here.

Your journey is going to take hard work, and you should learn to love that. If you are being true to yourself and your purpose, you may find there is no end goal. There is only the joy of putting in the work, and reaping the reward. No truly content individual is living on the couch.

No matter what route you decide to take in life, if you want to succeed, you will have to make a serious daily effort. It will be uncomfortable, and it will be worth it. This is just another choice you get to make every morning.

Even though this journey will not be easy, it can be simple. Many of the roads you might choose to take have been previously explored by others, and they have left clues for you to follow. Make your best educated guess about your next step, take action, learn, rinse and repeat.

If you've chosen to accept the cost of putting in the work, welcome to the ranks. Even though your journey will be vastly different from the journey of others, there is a specific strategy for moving forward that has been around for thousands of years. Enter Kaizen.

KAIZEN

There is an old Zen proverb that asks the question, "Do you know how to build a great wall?" Before we reveal the answer, do you know how to build a powerful lifestyle, a strong mind, or a healthy body? These are all very real things that require your attention, management, and care.

The same answer to all of these questions lies in an ancient Eastern concept we're going to explore together. Individuals who have mastered this concept are everywhere, and they are usually quite happy, healthy, and secure.

Kaizen, exactly translated from Japanese, means "good change". Through the years, Kaizen has turned into an entire philosophy based on the idea of constant daily improvement.

Kaizen's roots reach back into ancient times, and it is now practiced throughout the world. The official outlined process was made famous from a system put in place by the car company Toyota. Toyota used the process of Kaizen in its production facilities, and made thousands of

small improvements during the year. This gave Toyota some of the most efficient and effective production lines in the industry.

The West has always sensationalized the idea of Kaizen, like it's some mystical concept locked deep away in the mountains of China. Decades ago, when Western factory managers toured Eastern facilities for the first time, they asked the employees how they could possibly be this organized and effective. The employees looked at each other, shrugged, and just said, "Kaizen". Constantly improving upon current processes.

Even though Kaizen is primarily used in business management, we are going to use it for something much more important: personal management. Most peak athletes, businesspeople, and artists are great at this.

The Western civilization was built on the pursuit of happiness, freedom, success, and wealth. That type of culture tends to be extremely goal-oriented, and always looking for the next mountain to climb. When we reach that peak, there is a higher one waiting.

That attitude of reaching for the stars has stayed with

the west since the founding fathers, and it brought amazing advancements in technology, luxury, and safety. By all measurable human needs, like food and shelter, first world citizens live in a modern utopia.

This new world has not come without sacrifice. The pursuit of the next mountain to climb has left a path of over-consumption and dissatisfaction. With this newly created civilization comes new diseases, dangerously high stress levels, environmental disasters, war with others, enormous poverty, distrust, and low self-worth in many individuals.

Despite all those repercussions, many of us have some sort of pressure to "keep the eye on the prize" and push onward, without ever asking why. This exhausting drive towards a moving target leaves us never truly satisfied, never quite reaching the top, and still making sacrifices to our health and contentment. "The grass is always greener on the other side of the fence" is true for everyone. The most powerful people in the world probably just want to have a normal day with their family over everything else.

Instead of the pursuit of happiness, success, or anything else we may desire, Kaizen urges us to focus on

the pursuit of the pursuit. Simply put, all of this goal setting and striving makes us leave this present moment. The future is unknowable and the past is gone forever. So, what else could possibly be more important than right now?

When is the last time you truly felt present? Perhaps you remember an amazing concert, a beautiful sunrise, or the split second before scoring the winning goal. Your inner monologue shuts down, your senses are expanded, and you are completely aware.

Imagine if we all carried this awareness with us at all times. We would never worry, because worry is impossible in the present. We would enjoy every second of our day, because we are not promised the next one. We would be kind to every person we see, because the only way we exist after we are gone is in the impressions we left on others. We would do our best on the work in front of us, because there is nothing else to do.

In Kaizen, from the second you wake up to the second you fall asleep, you live a miniature lifetime. Approach your day with this mindset. Forget for a while about your master plan. Just be alive today, right now, in this moment.

Do your best, today. Go to bed satisfied. You might find your willpower, overall happiness, and confidence vastly improving. Kaizen makes the journey, not the destination, relevant and exciting again.

When you live just one day at a time, you may want to wake up early and see the sunrise. It's special. You may want to exercise and feel oxygen filling your lungs, because you can feel the endorphin rush. You may want to be good to someone, take a risk, or work hard on something you believe in. When all of your focus is on this moment, being the best version of yourself comes naturally.

This is the big secret no one wants to talk about. Kaizen is all there is to it. The world's best writers have learned to love writing. The world's best athletes have learned to love playing. The world's best leaders have learned to love leading. And they do these things every single day.

By the power of Kaizen, enjoyment and reward come hand in hand, moment by moment. Each day can become an adventure in progress, no matter how routine.

So the ancient Zen proverb asks, "How do you build a

great wall?" And the answer is, of course, "One great brick at a time."

THE FIVE S'S

Kaizen is as much a strategy as it is a philosophy. The Five S's are phases of Kaizen that you can integrate into any portion of your life, from fitness to finances. Each S has been translated from the Japanese words Seiri, Seiton, Seiso, Seiketsu, and Shitsuke.

1. Sort.
2. Straighten.
3. Shine.
4. Standardize.
5. Sustain.

Each of these play an important role in helping you along your mind-body-life journey. Here are the meanings behind each one.

Sort.

In manufacturing, sorting involves the removal of unnecessary items, eliminating obstacles, and preventing distractions. In our process of personal growth, this is similar to the idea of finding a *focus*. A problem correctly defined is half of the solution, meaning you don't have

much of a chance at accomplishing much of anything if you can't concretely define your target.

As you "sort" through your own goals and processes, eliminate and simplify. Make sure you know exactly what your targets are. Commit to finishing each project you start, and avoid the tempting distractions that will always be waiting for you.

Straighten.

On the assembly line, straightening means placing tools in efficient places that minimizes switching time and keeps workflow moving smoothly. In our life, to straighten means to *organize*. Once you've sorted out the items or pieces of information that are harmful to your progress, you should streamline the things that are helpful. What are the most powerful physical tools and mental tactics you are going to use each day? Find a place for them all.

Shine.

The factory must stay in mint condition. The machines need constant maintenance, the floor should be routinely swept, and the workplace should always be clean. It is just

the same in your own world: strive for *quality*. Do your best work. Keep your environment clean, your tools up to date. Take care of the things you own. Sort and straighten daily, by consistently revisiting your focus and your organization. Put your goals and habits on a pedestal, and don't let them be tarnished.

Standardize.

Standardization is essential in the process of building and creating. Maintain order, establish rules and outcomes, keep a list of best practices. As a business of one, discover your *routine*. Find the tasks that need to be completed every single day for maximum growth, and get them done.

Sustain.

A fantastic team does work without being told exactly what to do, and can function without constant supervision. So should you. Build your own personal *discipline*. This is grit, and it can be created. With consistent review and audits of your goals, you can realign your next steps to stay on track. Especially in personal growth, you can be the best or worst boss you've ever had. You will be able to tell by the results you achieve.

Boiled down, here are the steps to Kaizen living.

1. Focus in to clearly define the challenge and the desired result.
2. Organize your environment to be as conducive as possible for progress.
3. Commit to quality and execute each step with intentionality and dedication.
4. Create a routine you can enjoy that incorporates your essential daily tasks.
5. Stay disciplined by reviewing your progress and reaffirming your vision.

Set it and forget it.

The Kaizen process runs continuously. Every larger challenge can be broken down into smaller and smaller segments until you've reached an action step. Even when you do not achieve your desired result, you've made progress. Start the 5 S's over with the new situation. There is no failure. Just adjustments. Kaizen is unstoppable, as long as you choose not to give up.

The Kaizen way of thinking can be incorporated

everywhere. Our philosophy in this book is to use Kaizen to consistently improve our minds, bodies, and lifestyles. These are the three pillars.

THE THREE PILLARS

Balance is essential to a peak performance life, but not in the way you think. Picture a triangle. On each corner, you have a principle, or pillar, that is extremely important to you. In this instance, your body, mind, and lifestyle.

One plan of action is to stay in the center of that triangle at all times. Perfect alignment between all three principles. However, life doesn't really allow for that type of intentional living very often. Our time, work, and the people we care about are constantly putting weight on specific corners of our triangle.

This short sighted view of balance forgets to take into account the passing of time. There is another form of balance, which incorporates your long term vision. There are times where you must live in the extremes, because it is necessary for growth and progress. A new project, an adventure around the world, or a disciplined fitness regimen all require making sacrifices. This isn't a bad thing. You should feel comfortable living in the extremes to accomplish greatness.

Eventually though, you are going to have to recalibrate.

A year of adventure will result in a lack of direction and foundation. Striving to reach a new benchmark in your business or career can cause your health and personal network to suffer. A mind obsessed with a vision might forget to be grateful for everything you have. Following the law of cause and effect, neglecting to recalibrate will be detrimental to your overall performance and satisfaction.

To return to balance, refocus on the pillars that haven't been getting the attention they deserve. It might be hard to notice at first, but as you become more involved with Kaizen you will be able to feel when you go too far in one direction. Your contentment, confidence, and happiness might start to decline. Adjust. Over time, your emotional, physical, and spiritual levels will return to the desired state of balance.

1. The Mind

This is where it all begins. Your mind is your gateway into the world, and how you perceive reality. It's an amazing machine, but no one gave us an instruction manual. As you grow and interact with more people, it becomes obvious that not everyone shares the same reality

and mindset.

Situations can be seen as problems to some and opportunities to others. Some people are comfortable with speaking on stage and some are not. Attributes like willpower, social skills, problem solving, and emotional intelligence all vary greatly from person to person.

Modern science suggests that many of these attributes are ingrained during childhood. They say your impulses and "default setting" might forever be the same. But that is just one piece of the puzzle. Here is how the system actually works.

Your mind first receives a stimulus, like a stressful situation or an unannounced change of plans. There is an initial response to that stimulus that is commonly called an impulse. Then, you react.

While we cannot control the stimulus or our default impulse, we can reprogram our behaviors and reactions. With conscious effort, we have the amazing ability to rewire our mind and condition ourselves to think more effectively.

Step one is awareness of your current thinking processes. Step two is finding the path to your desired processes, and step three is practicing your new behavior until it becomes second nature. Conquering the mind is all about learning to think in a way that is consistently beneficial, not harmful. Discovering how you think and continually making adjustments is an exciting journey that will last a lifetime.

2. The Body

Your body is how you physically interact with your environment, and it's one of the most amazing tools we've been given. Treat it like a gift, and there are all sorts of things you can experience to make life an incredible adventure.

It's astounding to watch people spend hundreds of thousands of dollars on cars and houses while they completely neglect the container they live in their entire lives.

Running, jumping, climbing, fighting, and all kinds of movements release powerful chemicals into your brain that reduce stress, increase confidence, and improve energy.

The food you put into your body is not primarily for entertainment, but for fuel. When you eat for performance, you negate disease, increase daily endurance, and feel unstoppable.

With a powerful body you can develop skills that will bring overflowing positive results in the other pillars. When you are having trouble making changes elsewhere, start with something you can control completely: your movement and fuel.

3. The Lifestyle

Your lifestyle involves the most important resource you have at your disposal: time. With your time, you can build relationships, advance careers, increase knowledge, and give back to the community. Your lifestyle involves work, people, exploration, and much more.

You can design and organize your lifestyle in many different ways. This life we've been given is one of the most exciting strategic games ever played. It takes planning, routine, and commitment, but the time is going to pass anyway. No matter who you are, there was someone before you who created much more out of much

less.

These three pillars can be taken from ground zero all the way to mastery.

1. A stainless steel mind.
2. A body machine.
3. A powerful lifestyle.

By consistently improving and calibrating these three pillars, your results will grow exponentially. The faster mind improves the lifestyle. The better lifestyle allows for healthier choices regarding the body. The energized body keeps the mind moving forward. It's a Kaizen circle, and it's time to get started.

THE KAIZEN CONCEPTS

The Kaizen Concepts are concrete activities, thinking patterns, and habits that can design and mold your body, mind, and lifestyle into exactly what you want it to be. Each pillar is broken down into three subsections, and there are nine Concepts inside each pillar, for a total of 27.

Some of these Concepts have existed since the beginning of time, and other have come out of more recent scientific developments. All of them are here to help you improve.

Creating lasting change can be difficult. These Kaizen Concepts might take a lifetime to integrate, which is what makes this process so powerful. Some of them will be extremely relevant to where you are in your life at this moment, and some of them might become exactly what you need in the future.

You can spend as much or as little daily time on each of the Concepts as you want. As long as you follow the Kaizen process, they will each have a profound impact on your quality of life. Depending on your current state of balance, you may choose to spend more time on one pillar

than the others. Remember to calibrate, and continue to challenge yourself.

The Concepts are also scalable. You can take them as far as you would like to, from simple competency all the way to complete mastery. You set your own long-term goals, and the Concepts will take you there.

Read through all of the Concepts first. Many of them are short and sweet, while a few take longer explanation. They can all be addicting, if you put in the effort.

We start with the mind to build a solid foundation. Then, we move onto the body. Together, the mind and body can create a machine of positivity and productivity. With those united, we move into the lifestyle you've chosen to create.

Once you've read through all of the Concepts, start the process of integration. Pick just one Concept in each category: mind, body, and lifestyle. Take the Concept, and brainstorm how you can fit it into the Kaizen process to create a habit, or generate a specific output. Some of them take just five minutes a day. Some of them only need an hour a week.

Once you've successfully turned the minimum amount of investment into a habit, follow the Kaizen process and increase it to a level that meets your goals. Make this as simple for yourself as possible. At the end of each Concept outline, there will be a small Kaizen section advising the best way to get started.

These Concepts aren't made for a specific type of person. They are meant for all of humanity. Anyone can benefit from these suggested habits. Some you may disagree with, and some might not fit in with your personal philosophy. If your current system provides you with better results, stick with what works. If you are ready for a change, try something new and see what happens.

If you are ready to ignite your Kaizen journey, let's get started.

THE STAINLESS STEEL MIND

Zen - Success - Improvement

ZEN

As the Buddha was touring local villages, he was approached by an angry man. The angry person called the Buddha a fake, berated him, and threw insults until he was out of breath.

When the angry man finally walked away, Buddha was questioned by one of his students. "Why did you not respond to that man, and prove him wrong? Why did you not shout back? Why did you not become angry in return?"

The Buddha responded, "When a man gives you a gift, and you do not accept, who does that gift still belong to?"

Your mind is a powerful tool, and you have a choice. You can use your mind, or your mind can use you. Make sure your biggest enemy in this world isn't your own thoughts. As we build a stainless steel mind, we are going to learn to take control of our thinking patterns.

The translated Japanese word Zen has many different meanings, like meditation and quiet. One of the most beautiful translations is, "to see things as they really are." Perhaps we were born to see things as they really are; who knows. But what we do know is that as we grow, our

environment, the people around us, and our perceptions of these things have a profound unconscious influence on us. Some of it is positive, and some of it is harmful.

Your mind is like a mountain, and your thoughts are like water. As it rains on the mountain, the water gathers in streams that flow downward, and creates pathways in the ground. The next time it rains, it becomes easier and easier for the rain to take the very same path.

You have no control over when it rains. You do have control over creating the path the rain will take.

Concept 1: Mindfulness

A horse suddenly came galloping quickly down the road. It seemed as though the man had somewhere important to go.

Another man, who was standing alongside the road, shouted, "Where are you going?" The man on the horse replied,

"I don't know! Ask the horse!"

Take the idea of a horse and a rider. Our true self, the driver, spends much of the time asleep. The horse is our human instincts and desires, running at breakneck speed towards the next carrot.

Wake up and reign in the horse. It's time to sit back and discover what you truly find value in, and what you truly want to pursue. What actually has the power to bring you authentic joy?

We tend to live our lives in a fog. We can't see it, but sometimes we can feel it. There are moments when we ask ourselves questions like, "Is this all there is?" or the stereotypical, "What am I doing with my life?" We experience times of discomfort that can occasionally shock

us into discontent, reflection, or anger. Usually, we immediately and instinctively try to Band-Aid those feelings with sources of instant gratification, like entertainment or shopping.

These moments of discomfort are a blessing in disguise. Try to live in them for a while, instead of looking for a quick fix. They are like a gust of wind that just cleared the fog we constantly live in so we could get a glimpse at what is real.

It's hard to put a definition on "the real." You know it when you see it. You can think of the real as anything that grows and improves your life in a positive way. The Fog includes anything that downgrades your experience on this earth.

The fog might include our obsession with the media, consumerism, poor health, procrastination, and comparing ourselves to others. On the other side, the real may include making progress, experiencing new things, helping others, creating, and being grateful for all that we have.

You can usually tell the difference between the fog and the real with a simple test. If it's the easier route and

provides the most immediate gratification, it's probably the fog. If the path is more difficult to walk, but results in long lasting pride and satisfaction, you're probably in the realm of the real. Part of being mindful is just understanding the difference between these two sides.

This is a powerful concept, and it isn't learned overnight. We run on autopilot almost 100% of the time. Like a horse with a sleeping rider, we are led through our day by thoughts and actions that are not recognized and not under our control.

Sometimes, this can be helpful. We don't always want to consciously think about our breathing, how to drive, or our morning routine. But most of the time, we are quick to judgment and anger. We do what others expect of us. We take information and immediately create problems. We accept our first analysis of a situation as the truth. We pursue carrots with no true value. What if you could be free from all of that? Let's start with a simple experiment.

Take an inventory of your current status. How is your home, family, relationships, and finances? What is the direction of your long term future, or the results from your past? Do you have any success stories or trials that come

to mind?

Now, remove all of those thoughts from your mind for just a second. Narrow down your focus to right now. Not this week, day, or even this minute. This exact moment. Do you feel healthy? Are you being physically threatened? Look around you. Are your surroundings acceptable? Take a deep breath. In, and out.

Chances are, as you took inventory of the future and the past, you felt some discomfort. Memories became regrets. Goals became stressors. Situations became problems. The comparisons to others started to matter.

As you zoom into this very moment, not much of that is actually important, is it? In this very moment, if you are healthy and safe, things are pretty good.

Here is the kicker. Nothing else will ever exist except this present moment. The past is gone, never to be seen again. The future will never come. There is only right now.

So, how dare we waste this present moment in dissatisfaction? Most of the time, when memories or imaginations of the past and future arise, we don't treat

them proactively. We just worry. And that's useless.

The logical conclusion of this is that happy, healthy, and productive present moments equal a happy, healthy, and productive life. Extend this to your mind, body, and lifestyle. Don't worry about building an empire when all you need to do is make one sale. Don't worry about completing a hundred pushups when you only need to do one more.

Zoom in and focus. Complete your task with enjoyment, then celebrate. Revise, and run it again.

Of course, you need to spend time thinking about the future to make plans, and learning from the past to avoid repeating mistakes. As unwanted situations enter your life, you must deal with them. Plan, learn, adjust, and then get back to the now.

One of the greatest villains to ever try to disrupt us from the present is the idea of expectations. We are consciously and unconsciously setting expectations for ourselves, the people around us, and the events we experience. Expectations are the epitome of exiting the present.

Setting expectations means taking an imaginary idea you created in your mind of how things should be, and judging it against the current situation. Without those judgments, reality is the most incredible thing. You can move, smile, meet new people, communicate, get hurt, and fight for something. You can feel things, go on adventures, and get better at your skills. You can improve the life of another being. The human experience is truly amazing.

However, instead of living in this perfect moment we've been given, we go through a process. We experience something in the real, and then envelop it in the fog. We put filters on our experiences to create meaning out of them. We compare these experiences to what we've heard about, seen others do, or experienced before.

By being mindful, we change the filtering process. We enjoy the experience fully, and then consciously filter it to benefit us instead of harming us. Mindfulness has nothing to do with spirituality. It's focus, flow, connection to this second. It's being alive.

By staying present, you can feel that same connection to the moment during a daily commute, a walk outside, a

conversation with a friend, and even during times of complete silence and inaction.

The Kaizen Process

Take just one full minute in the morning, afternoon, and evening, to be present. Use a timer. Sit still, look around you, and breathe. Take note of the sounds and colors. Take inventory of your posture. Smile. Name just one thing you are grateful for. Then, go about your day.

Concept 2: Armor

Have you ever met someone who is seemingly unaffected by the world around them? They have this aura of personal power. When you meet these people, they leave an impression on you. They are not always the most talented, the wealthiest, or the loudest. But they are usually the most content.

The word "armor" paints a picture of something you wear that protects you from attack, or deflects harm back onto the attacker. The true power of Zen armor comes from letting an attack pass right on through. Water is forever stronger than stone. You can always eventually shatter a stone, leaving it pieces. You can never hope to break an ocean.

There's a pretty big sacrifice you are going to have to make if choose to wear Zen armor; you have to give yourself up. Well, a part of you anyway. But don't worry. We're going to get rid of the part that is the source of constant pain, frustration, discontentment, and unhappiness.

Most of us learned in school about the two sides of the

brain. There is the right brain, which concentrates on creativity, imagination, visual thinking, and non-verbal communication. The left brain helps us with logic, facts, thinking in words, and analysis. It's much more complex than this, but it will do for our current purpose.

Thousands of years ago, before science helped us discover this separation, the idea was already very popular. It's the concept of the two minds, and we will discuss this in much more detail later. When you're on a long car drive, you might let your thoughts wander. After something strange pops into your head, you may think, "Wow, I wonder where that came from?"

Did you see what just happened? "You" did the thinking, but "you" also did the listening. You had a thought, and then you had an analysis. This is the "two minds" at work.

The neocortex of our brain is the "smart" region. We use it to communicate, create plans, search for higher meaning, and guide our life strategically. Unfortunately, when we receive information, it doesn't hit our neocortex first. It hits our amygdala, which is our "fight or flight" region. The amygdala is how we breathe unconsciously,

how we react quickly, and many more survival activities. It was useful a long time ago to keep us alive, but it's not very smart.

The development of our ego comes from our amygdala. Our ego tells us we are the center of the universe. Our ego tells us we are great, we deserve this, and how dare that happen to us. Ego doesn't mean self-esteem, either. Those with low self-esteem suffer from ego as well, and wonder why the world doesn't treat them fairly. If you cannot look back on situations and realize times when you were in the wrong, you might be trapped by your ego.

If you completely removed your own ego, how would your life play out? If you were publicly insulted, how would you react? If you didn't feel like you needed to protect your "identity", what would you do when you faced rejection from a job or another person? Without an ego, you may realize there is no "you" to be insulted or rejected.

Your ego is responsible for all of this pain. Your true self is so frustrated by your amygdala taking over and ruining your day. Your ego says you need that new thing,

you need to respond to that threat, you need to be right in this argument. How exhausting.

So, what takes place of the ego? Selflessness. It's the kindness you feel toward that insulting individual, who is obviously miserable. It's the intense gratitude for everything you already have. It's feeling excitement after rejection, knowing that you took a chance and have the ability to do better next time. It's the sometimes-scary thought that you are just one of seven billion people who all matter just as much as you do.

As we've already become aware of our thoughts and our reactions, it's time to begin attempting to make a change. Watch how you unconsciously "feel" attacked when something threatens your ego. It's not your fault, it's just your brain doing it's job to keep you safe.

When you begin feeling an emotion that brings pain, sit back and take an inventory. Ask yourself, "Does this really matter? If I did not have an ego, would I feel this way?" Sometimes you will fail, as we all do. But when you succeed at walking away, when you give your time to someone who needs it, or when you smile at an insult, reward yourself. Feel the freedom and power.

Slowly and steadily, chip away at that painful ego. And maybe we will never get rid of it completely. Maybe the ego is an essential part of our lives. But the more time you spend without that obnoxious insecure voice in your head, the more this amazing, sometimes frustrating, and always rewarding world will be revealed to you.

Fear is another emotion from the amygdala; a chemical reaction in our brain. We're already learning ways to take control of our thoughts, and fear is no different. We all have things we're afraid of. And we've all had an experience where we crushed that fear, pressed on, and through either failure or success, looked back and realized there was really nothing to be afraid of at all.

This is the phenomenon of loss aversion. It has been proven over and over again through controlled laboratory experiments featuring gambling and investing exercises. With overwhelming accuracy, people will choose to avoid the chance of losing something over the opportunity of gaining something.

This is another hard-wired process inside our heads that is designed to keep us safe and healthy. The loss

aversion concept is presented to us emotionally as fear. In order to eliminate fear, you have to jump past the initial reaction brought upon by loss aversion and face it with reasoning and logic.

One of the largest fears of all time is the fear of failure. Nobody wants to fail. But what if you loved to fail? What if you realized that failure is just another word for learning? It becomes exciting. All of those moments you didn't quite make it are bringing you closer and closer to success.

As the fear of failure enters your mind, here is one of the most powerful questions to ask yourself: "I wonder if this experience will be exciting and helpful for me?" If you are going to learn, make a connection, or even have the slightest opportunity of achievement, it's probably important to say "yes."

Start thinking of the fear trigger in your mind as a welcome blessing. It means you've stumbled across something outside of your comfort zone. It means you've found something that can bring you closer to your goals.

Be aware of apathy. The opposite of being courageous

is not being fearless, as everyone experiences fear. The opposite of courage is apathy. It's very easy to convince ourselves that we didn't really want to take that leap, stand up for something, or move forward in life. Sometimes rationalization is a deadly tool. Continue to ask powerful questions about all the opportunities that come into your world. Will they help you grow, experience, and live?

The Kaizen Process

Conquer one fearful idea that is currently ruling your life. It may be dealing with conflict, connecting with others, starting a new project, or even public speaking. Take just one small, measurable step forward to conquer this fear each week. Stand up for yourself, design your logo, give a speech with friends, or say hello to someone in line. Watch how things either go much better than expected, or you crash and burn and realize how little it actually matters in the long run.

Concept 3: Love

There is nothing more powerful, more concrete, and more satisfying than turning your focus toward love. Love is a tricky word, because it means so many different things to different people. This is not romantic love. This is the connection we all have to each other, the desire to have a positive impact, and the reason people always seem to pull through even the largest problems.

You can live your entire life out of love. Your work should benefit the world. Your thoughts and actions should consistently build up others as well as yourself.

It sometimes feels like it's difficult to love when things don't work out they way they should. The ancient Buddhists called this concept attachment, and it's where much of our suffering comes from. We are all attached to things: material objects, other people, experiences, and as we have learned, even our own ego. We believe those are the things that bring us happiness, so when they inevitably end and change, we're devastated because of attachment.

Instead of attaching, we need to be loving. Enjoy every single moment you have when the times are good. But

when things go bad, you can't be mad at the world for taking something away from you that could never be permanent anyway.

Let's challenge each other to let go. Let go of your expectations of how others should be acting. Let go of how you think life should be playing out for you. Instead, love others with everything you can give, and without any expectation of return. Enjoy every breath you take without worrying about having to take the next one.

In the Tao Te Ching, the ancient Taoist text written by Lao Tzu, he explains, "We only recognize beauty, because ugliness exists. We can only be happy because we can also be sad."

Everything you own and everything you achieve will eventually disappear. Enjoy those things as they come into your life, and let them go. Strive for them, but only for the everlasting reward that comes from the actual act of striving.

The Kaizen Process

Before you can love, you have to forgive. Forgive yourself for something small. Accept responsibility, find

the lesson, and encourage yourself to practice better judgment in the future. Now, forgive someone else for making the very same mistake. We usually judge ourselves by our intentions and others by their actions. Add the process of simple dual forgiveness into your daily routine to increase your capacity for loving kindness.

SUCCESS

A martial arts student approached his teacher with a question. "I'd like to improve my knowledge of the martial arts. In addition to learning from you, I'd like to study with another teacher in order to learn another style. What do you think of this idea?"

"The hunter who chases two rabbits," answered the master, "catches neither one."

As we continue to learn to control the incredible tool that is our mind, we should point it at something productive. In our journey, it's important that you define exactly what success means to you. You must clear a path towards your goal, and learn to enjoy walking that path over any distractions.

Then, you must constantly review your progress. Don't worry about setbacks. A space shuttle is technically off course over 99% of the time. But with constant review and correction, it always ends up exactly where it's meant to be.

Concept 4: Ignition

We are all constantly making decisions in this moment which will influence the rest of our lives. Not only do we have to be making progress, we also must be headed in the right direction. No pressure, right?

One of the most paralyzing thoughts we run into is worrying we may have chosen the wrong path, the wrong career, or the wrong place to live. With this type of thinking, we've set ourselves up for failure. We believe our passions need to be concrete outcomes that are set in stone. This is a recipe for disaster. Instead, there is a much more flexible way to focus on a long term vision. Try following this method.

Hunter S. Thompson is one of the greatest American authors of all time. His close friend, Adam Hume, asked the same question to Hunter that we ask ourselves all the time: "How do I find my passion and purpose?". You may want to read the entire letter, but here is one of the most illuminating parts.

"To put our faith in tangible goals would seem to be, at best, unwise. So we do not strive to be firemen, we do not strive to be

bankers, nor policemen, nor doctors. We strive to be ourselves.

I don't mean that we can't be firemen, bankers, or doctors— but that we must make the goal conform to the individual, rather than make the individual conform to the goal.

A man must choose a path which will let his abilities function at maximum efficiency toward the gratification of his desires. In doing this, he is fulfilling a need (giving himself identity by functioning in a set pattern toward a set goal), he avoids frustrating his potential (choosing a path which puts no limit on his self-development), and he avoids the terror of seeing his goal wilt or lose its charm as he draws closer to it (rather than bending himself to meet the demands of that which he seeks, he has bent his goal to conform to his own abilities and desires).

In short, he has not dedicated his life to reaching a predefined goal, but he has rather chosen a way of life he knows he will enjoy. The goal is absolutely secondary."

When you're looking for purpose, don't look for careers, destinations, or titles. Look at yourself. Look at your abilities. What talents do you have or can nurture that will help you reach your desires?

As an example, you might desire freedom, adventure, and the ability to truly impact the world in a positive way. Your abilities might include strategy, connecting with others, and creating new things. You'll find passion at the intersection of these things. You could be a writer, an entrepreneur, a speaker, or the head of a nonprofit. You could fail at all of those across your lifetime, and still be perfectly content moving onto the next opportunity.

If you had to leave your house every day during work hours, how would you spend your time? Don't worry about the specifics. Do you like working with people, or alone? Do you get excited about creative work, or the satisfaction of solving a difficult math problem? Do you like to move around, or do you love to stay in one place? What can you, with practice, be great at doing?

Someone who loves solving problems, staying at home, and working alone might be incredibly excited about a career in science. Those who enjoy working with others and travelling can become wealthy by selling products and services they believe in.

Take a moment to brainstorm. Start honing in on the abilities you're good at, the general activities you love to

do, and the end desires you have.

You also might want to stop using the word passion for a while. Instead, just think about what gets you excited and proud to be alive. It's not necessarily going to be something exhilarating, like bare-knuckle boxing sharks off the coast of Madagascar. It can simply be something that maintains your interest, like music, art, health, solving problems, or connecting people to each other.

If you struggle to find an answer to this, and many of us do, remember the fog. You might have to go searching for it. If you are in a down mood, it's even harder to think about something you enjoy. It might be time for some drastic measures. You are going to have to clear the fog for a moment so you can think clearly.

Take the next five days as a complete sabbatical from all of the quick fixes constantly available in our lives. Take away your socializing and your entertainment, including TV, fiction books, and video games. Take away alcohol and junk food. Turn off your phone. Wake up, go to work, go home. Exercise, read non-fiction, and go outside. Journal every single day. Meditate. Think.

The first few days are going to be really tough. You're going to want to do anything you possibly can to cover up the discomfort of just *being* instead of doing. After that, something is going to awaken deep inside. There is no way to explain what this journey might bring to you personally. You might realize how content you are with everything you already have. You might uncover the truth about the people around you. You might find clarity about what you really love to do.

Finally, let's talk about what really matters in the end. How are you going to improve the world? If you want a life of purpose and fulfillment, you are going to have to improve the world.

It doesn't have to be the whole world, unless that's your vision. Social workers improve the lives of just a few others around them. Local business leaders improve the world of the town they live in. Artists improve the world of those who connect with their work. Fitness trainers improve the world and health of their clients.

Take a moment to brainstorm where you want to have an impact. It could be with an actual cause, like solving world hunger. Or, it could be working in an area where

you can help people smile more often during their day.

This is the suggested path to take for living with purpose. It doesn't mean you are supposed to have it all figured out right now. And as you learn and grow, it will probably change. You will build new skills, discover new opportunities, and suffer new setbacks. It's an exciting and beautiful journey.

As you walk this path, try not to look for the meaning of life. There are all sorts of classic clichés we could use, like, "the meaning of life is to give life meaning." All of us will go through a moment where the entire future is ahead of us, the possibilities endless, and the trials painful. You might be tempted to ask for a revelation.

The whole point of this exercise is to work with what we have, and what we know. We know powerful happiness exists by helping others. We know satisfaction comes from good friends and quality work. We know success is achievable through improvement and balance of mind, body and lifestyle. Focus on those things, and perhaps meaning will be revealed to you, like when a butterfly lands on your shoulder after you finally stop chasing it.

The Kaizen Process

Start working through this project. This can be a monthly or yearly event. Write down your skills. Note activities you've enjoyed doing lately. Connect them with long-term projects you might like to be involved in. Unlock your own curiosity by asking the right questions.

Concept 5: Movement

The story about the tortoise and the hare doesn't make a lot of sense. The hare is much faster than his opponent. Halfway through the race, out of cockiness or laziness, the hare decides to quit running and take a nap. The tortoise slowly passes by and wins. If the hare had any sense of urgency and commitment at all, he would have won by miles. "Slow and steady wins the race", but not if you're racing against fast and steady.

This is the power of movement. Just as the space shuttle is off course most of the time, you might also be off course in your own journey. Just keep making progress. By moving forward, you're no longer guessing and brainstorming, which can lead to analysis paralysis. You're trailblazing. You take action, which gives you a reference point, a stepping stone. You can use this reference point to make better decisions and discover if you're headed in the right direction.

We aren't given much time to make an impact on this earth. Those who do are spending each minute with intention. This doesn't mean breakneck speed without a moment for enjoyment. This means concentrated and

intelligent effort every single day. This means crushing your apathy and fear by saying yes to projects and ideas that scare you.

Without action, none of this will stick. You cannot think your way to peak performance. And whatever action you decide to take probably won't be the perfect step. You are going to fail, and you are going to learn. That's fantastic. You've gotten closer to where you are supposed to be.

You are faced with multiple decisions every day, big and small. Some of the more important ones will be the choice between taking action or standing still. It is strongly recommended you choose taking action. During those moments of indecision, ask yourself our previous question: "Will this be exciting for me? Will I learn something?"

Your actions will always result in consequences, positive or negative. You have to do a risk-reward analysis, just like someone who is making an investment in a company. You are making an investment in your own life. What is the best that could happen, and what is the worst? Chances are, the worst isn't so bad; it just isn't safe. Our brain doesn't like unsafe. But the universe continues to

reward taking risks over and over again.

The Kaizen Process

Review your past year. What were some times where you said "no" out of fear? Now that you are looking back, can you see how saying "yes" might have been more beneficial? Would anything truly devastating have happened if you failed?

Now, think about the upcoming "no's" you've been planning to say soon. Which one of the decisions are you willing to be open and honest with? Outline the risk and reward on a piece of paper, much like a pros and cons list. If this is an opportunity that can bring you growth, say "yes" instead.

Concept 6: Path

We already discovered the pursuit of happiness is a myth. It makes us believe we are supposed to reach some sort of end where we say to ourselves, "This is it. This is finally happiness." Many of us put our faith in this drive towards the finish line. We make huge sacrifices to our current happiness to reach it. But then the finish line moves.

Instead of the pursuit of happiness, let's continue to embrace the pursuit of the pursuit, the backbone to Kaizen. It's the cheat code to contentment. You have to fall in love with the process. Every moment of improvement needs to be rewarded. Every failure is embraced and celebrated. The journey will forever be more rewarding than the destination.

Get comfortable with the idea of letting go of the destination for a while. As you work, feel every little efficiency increase. As you play, enjoy every moment to the fullest. At the end of the day, fall asleep without regret, as if you have just lived an entire lifetime that you get to start over again tomorrow.

This path comes with a price. Just like we have started to become comfortable with the idea of saying "yes" to opportunities that can help us, we must include saying "no" to the experiences in our lives that set us back.

Your time is the most powerful asset you have at your disposal, and there are thousands of things every day that strive to take it from you. There are people, activities, and thoughts that deserve your time, and many that do not. Don't be led by the agenda of people and things that don't serve the greater good.

Saying no can be difficult. If you were raised to be conscientious, you might feel as if you are letting down those closest around you. Find your balance. Your time belongs to you, and no one else. You are allowed to spend it where you choose. It's the only true currency we can completely control. Sometimes, you have to say no now and complete the hard work so you can later say yes to the fun without guilt.

When you have a clear idea of the direction you want to head in life, you begin to see potential action steps that could bring you closer to your vision. The point of staying on your path is to make sure you are taking at least one of

those steps forward every single day.

If nothing else gets done, what is the one thing you need to do this day, this week, this month, to stay on track? Large or small, just keep moving.

On the other side of the equation, you may discover daily actions you have committed to that aren't essential, but still take up a ton of time. Just as we all have a to-do list, we must also have a not to-do list. Actions that usually fit on a not-to-do list are comfortable. You could do them all year and never actually make any real progress. They give you a sense of productivity, but they aren't pushing you to grow.

The Kaizen Process

Take the reverse of our previous experiment. What are some things you said "yes" to in the past year that obviously had a debilitating effect on your personal well being? Understand you made a choice to engage with those things.

Find something you can respectfully say "no" to that would bring a sense of relief and move you forward.

IMPROVEMENT

We are blessed with an ability no other animal has, and it has made all the difference. We get to consciously improve. We get to learn from our mistakes. We get to increase our knowledge and understanding of the world. This is powerful, and sometimes it is all we have to hold on to. Take away a person's ability to improve, and they can feel trapped and hopeless. You can always be improving your health, status, attitude, and passions.

To improve, you must have three keys in place. First, you need to have a goal, a vision, or something you are aiming for. The point of this target is not to reach it, even though that very well might happen. The point of the target is to give you direction and a reason to wake up.

Second, you must be continually updating the strategies you use to help you improve. Learn as much as you possibly can. The amount of knowledge we have access to in this world is insurmountable. Take full advantage of it.

Finally, you must review. Consistent evaluation of your progress and journey gives you time to find opportunities and celebrate success.

When you can't see the way forward and everything feels hopeless, just improve. Improve upon something, anything. The feelings of malaise and frustration are quickly replaced with pride and contentment.

Concept 7: Goals

You will find different types of goal setting strategies and advice everywhere. What is more important that the right strategy is realizing this is just a third of the equation. A goal without movement is just a dream. But a goal combined with action and review is one of the most powerful formulas we can use.

We've discussed taking action already, and we shouldn't forget about it for the rest of this book. There are no secrets to success. There is only movement. As soon as you set a goal, you must put both feet on the ground and take persistent and consistent steps forward. If you reach a dead end, you will still learn something valuable. Readjust your goal and head back out the door.

There are two types of goals you should have: visionary and specific. Your visionary goals should paint a picture of the perfect future. Who do you want to be as a person? What do you want to accomplish and experience? What do you want to do for others?

This takes time to discover, but chances are you already have an idea. It's what you daydream about. You can have

as many of these as you wish, but in the name of simplification, start with only a few in each pillar: your mind, body, and lifestyle.

For instance, your vision for your mind might be complete inner peace, or total confidence and contentment. Your body might be destined to be a long distance runner or a gymnast. You might envision a lifestyle filled with travel or a large family.

After your vision comes your mission. In order to accomplish your vision, what do you need to do? In order to reach what you've called inner peace, you may have to work through counseling, go on a spiritual journey, or make amends with your past. To become a fitness enthusiast, you are going to have to be a disciplined individual who follows a powerful daily routine. For a lifestyle of independence and freedom, you'll have to learn a skill, become a leader, or launch something new.

Now, let's talk strategy. What are the concrete steps you are going to take? We're starting to turn the corner from dreaming into action and tactics. Your mind strategy might involve daily meditation and reading. Your body strategy probably includes a change in eating habits, and

developing a love for exercise. Your lifestyle vision could involve taking courses, working with mentors, and exploring many new opportunities.

Moving from a vision to specific goals is one of the most important parts of this entire process. To turn your dreams into reality, you have to set deadlines, find a system of measurement, and break the whole thing into smaller, achievable strategies.

Many successful people share a common story of a time in their lives when fitness was a priority and a passion. This is because through fitness, you learn all the basics to Kaizen. You focus, work hard, follow a plan, track progress, and achieve results. Everything is controllable, which makes it a great place to start.

As an example, let's say your vision is to be a peak performance triathlete, filled with energy and strength. Your mission is to conquer long distance marathons and adventure races. Your strategy is to create a habit of daily running and discover a nutritious eating pattern.

When you are executing a strategy, you need metrics to track and improve upon. The metrics for body

improvement are usually more obvious than in other areas of your life. Mile time, calories, weight, sets, and repetitions all allow you to monitor your progress.

When you are setting goals, it's helpful to work backwards. Start five years from now, and brainstorm where you would like to be at that point. Then, break those five years down into yearly benchmarks. When you create a benchmark for next year, start segmenting by month. You don't have to be accurate in the end, you just need a plan.

If you are only beginning your body transformation, a full marathon may feel unreachable. Let's change that by put a realistic date on your vision. In three years, you will complete your first marathon. What does that mean? In a year and a half, you should be able to complete a half marathon. In six months from now, you should be running a 5K without a problem.

Do you see how your vision starts to become a reality by breaking it down? Start to build your goals and benchmarks immediately. They should look something like, "By this date, I will run this race with this finish time. By this end of this month, I will be successfully using the

nutrition plan I've created."

The final step in Kaizen goal-setting is shrinking your long-term goals all the way down into small daily action steps you can take that will add up to huge change over time.

From this day forward, you will never go a day without a run, a pull up, or a jumping jack. When you set your goal to do just one, you might be surprised how much you decide to crank out once you have committed to taking action.

This is easiest with the body pillar, but what about the mind or the lifestyle? Here, you have the power to be truly creative. What metrics will you choose to measure your progress? Is it your wealth, your network, or a filled passport? What gets measured gets managed.

Can you create a happiness and contentment scale you want to continually improve upon? Can you read a book a week to exponentially improve your knowledge and wisdom over time? Do you need to make a specific amount of sales calls per week to build your business?

The goals you set for yourself need to be visible everywhere. They need to be on your phone, your computer, and your wall. Recite them daily. Know how close you are to being successful. If you fail at a goal, you should revise it and try again. In fact, you better be failing some of the time. That means you've set the bar high enough.

There are two important rules you should follow from now on to make this process as simple as possible. The first is to structure your environment to match your goals. In fact, if you do this correctly, *not* completing your goals will become more of a hassle than just getting it done.

Your fridge should only be filled with the proper fuel. You should be sleeping in your workout clothes. Your books should be on your phone, and your social media sites might have to be blocked for a while. Your friends should be passionate and supportive, and your home should be clean and organized.

Remember, the biggest roadblock we will ever encounter is ourselves. But you can make it easier by creating an environment that flows towards success.

Secondly, after you've ignited your vision and set your strategy into motion, you might be excited to announce your newly found motivation to everyone around you. If you can help it, stay quiet. As humans, we get a hit of pleasure and reward just by sharing what we plan to achieve in the future with our friends and family.

Multiple studies have shown that making these announcements can have an adverse effect on actually finishing what we start. Keep your master plan to yourself, and just do the work. When those around you find you to congratulate you on your success, then you can feel the true reward that lasts forever.

The Kaizen Process

After reading this segment, sit down with a blank sheet of paper and walk through the process. Set just one visionary and specific goal for your mind, body, and lifestyle. Create metrics for measurement, and work backwards to break this goal down into benchmarks and daily habits.

Concept 8: Learning

Those who can learn will find themselves well-equipped for whatever the future may hold. School doesn't help you because you memorize formulas for algebra, calculus, and chemistry. School helps you because it teaches you how to learn. If you can tackle and master a complex subject over time, you can make leagues of progress when you choose to enter any given field. Develop an insatiable desire for learning. This may take effort in the beginning, but you will soon see the astounding results.

One of your specific goals you've set for your mind, body, and lifestyle should be strongly tied into learning new things. Technology, science, and information is constantly changing. Make sure you are ahead of the curve. We have access to the entire sum of human knowledge at our fingertips, and you better take advantage of it.

One of the best ways to learn quickly and efficiently is through reading. Sometimes it's hard to wrap our minds around how powerful a book can be. Humanity has always communicated through some form of language. When the written word was created, being able to permanently

express your ideas to the masses became available for the first time.

Reading high-quality books are like reading the minds of some of the greatest people who ever lived. How could you not want to take advantage of that? Read as much as you can. Read stories, philosophies, and biographies. Be selective with your authors; read works by those who have been immortalized by time, or by the current leaders who have the results and the value system you look for.

You should be aiming for at least a book a week. The time is there, guaranteed. Before bed, during a city commute, a substitute for TV, or while you cook. We will create even more time for you in the lifestyle segments.

Take notes. A dedicated journal or document based on your readings is essential. Stick to just one page of notes per book, so it's not overwhelming. After each chapter, write down the key points that you've learned. If there are any action steps to take that the book recommends, move them over into your goals.

Finally, remember to remain objective as you read. Never blindly accept what the author tells you. Read a

quick outline of their biography, so you can get an idea of who this person is. Question the ethics and morality behind the tactics and strategies suggested in each book. Don't just absorb what worked for someone else. Absorb what works for you.

The Kaizen Process

Select one book that you've been excited to read and have been putting off. Find a time each and every day where you can commit to reading just a few pages. Create a word document with reading notes, or keep a sheet of paper inside the book.

Concept 9: Review

Sometimes improvement can feel like a roller coaster. It's easy to get all amped up and fly out of the gates. Then, in just a short time, we come crashing down just to start all over again. By using the principles you've been discovering here, this process can actually work for your benefit.

When you experience your bursts of motivation, ride the wave. Remember that soon you will lose that fire and be tempted to quit. As you become aware of this, you can manage it effectively. Instead of crashing, just level off. If you've made positive change in your life, simply focus on not losing your progress.

You can do this through consistent review. As your progress starts to stall, sit down and take a look back. Congratulate yourself on the results you've achieved, and feel the accomplishment! Then, most importantly, figure out what you've learned. Were there areas you found particularly difficult to get through? Did you discover something you truly enjoyed? Did you meet your goals? What caused your crash?

As you look backwards and review, you further

establish the idea in your own mind that what you are doing is working and worth it. And on the off chance that it isn't working, you're able to easily make adjustments as you move forward.

One of the best essential daily habits to incorporate for review is journaling. Your journal can be whatever you'd like it to be. You can write your thoughts down in the morning or after a full day. Talk about your work and your relationships. Write down ideas and give yourself feedback. Be grateful for something.

This is a judgment-free activity. Just write. As you go back and read through your daily journal, you'll start to see patterns. You'll find that you were learning and making progress constantly, even if it didn't seem like it in the moment.

At the end of each month, conduct a thorough mind, body, and lifestyle review. Spend an hour or so on this activity. Go through your budget and your finances. Look through your health habits, and your overall contentment with how the month played out. What can you do better next month?

Many times you're told not to look backwards, and to just keep pressing on. But if you don't reflect, you're missing out on valuable information that can make the road much easier in the future.

The Kaizen Process

Select a day each month where you can do a review, and add it into your calendar. Secondly, find a journal you are comfortable with using each day, or a word document if typing is easier for you. Start with just a few sentences every morning until journaling becomes second nature.

THE BODY MACHINE

Movement - Fuel - Skills

MOVEMENT

Our bodies are incredible machines. Did you know that humans are the best long-distance runners on the planet? We can dissipate heat through sweating and efficiently release stored energy in advanced systems like our Achilles tendon better than any other animal.

Now that we no longer need our brawn to survive, we have all but lost these amazing physical skill sets. But the fact remains that the need to move is engrained deep into our physiology, and we can get back our peak performance body through training.

You may not realize it until you experience the endorphin high after an intense session of exercise, but we are meant to be active, and we are neuro-chemically rewarded for it. When you focus on improving your movement, you feel better throughout the day, lower your stress levels, and unlock the ability to participate in amazing adventures.

Concept 10: Strength

The process of building a strong body permeates into all other parts of your life. With physical strength also comes determination, grit, and discipline. The true beauty of strength training is not to look stronger; It's to be stronger, both inside and out.

Strength training is closely tied into the philosophy of constant progression and the law of diminishing returns. You'll first learn the techniques and processes to get started. You will be blessed with exciting results quickly, known as beginners gains. Soon, that exponential growth will slow. You'll be much stronger than you ever were before, but your next steps will become more and more challenging.

This experience is parallel to what we've discussed so far. If you are starting from ground zero, it's pretty obvious that you are going to enjoy some great success quickly in the realm of organization, learning, and routine. But soon, things will begin to level off. You'll start wondering when the next breakthrough will come.

Those that reach levels of peak performance aren't

constantly looking around for the next big leap. Instead, they are working on just making one more small step forward. If you can complete 7 repetitions of an exercise, your only new goal is to complete 8 the next time.

The greatest athletes have been doing just one more repetition for years. Those who look up to them don't see all that hard work. They see the amazing talent, progress, or some "secret" the successful must have that they do not possess. There is no secret. There is only one more repetition.

If you choose to only complete 7 repetitions for the rest of your life, that is where you will stay. If you choose to do 6 or less, you will eventually lose the progress you made. That is the beauty of strength training. Concrete metrics. Visible progress. Use tracking, discipline, and focus, and you will achieve the results you are looking for.

What an amazing metaphor for the rest of our lives. We spend all this time waiting around in frustration, looking for the next amazing opportunity. There is no such thing if you do not put in the work. Those opportunities will come automatically, if you follow the right path. The right path, in everything, is just one more

step forward.

We incorporate strength training into our daily routine not only to enjoy the physical benefits, but to remind us of this universal law. Dream for the future, plan for the year, and work for the day. The rest falls into place.

Some of you may have a comfortable knowledge of strength training. This section can serve as a motivational refresher for you. If you are just getting started, understand this is a necessary practice in your world, no matter age or gender.

For the sake of helping as many people as possible, let's talk about bodyweight fitness. You have everything you could possibly need to build amazing strength, right now. No gym membership needed. All you have to do is go outside and play. It's what we were made to do.

Pushups. Pullups. Squat variations. Handstands. Core exercises. All of these have beginner, intermediate and advanced progressions. Pushups turn into one-handed pushups, pullups into muscle-ups, and situps turn into four-minute planks. There is almost endless strength building opportunity available to you any time, anywhere.

No excuses.

The minimum amount of time for strength training is three times a week, with an average session of a half hour. Most strength training splits your body into sections, like legs, back, chest, core. Make sure to never leave a part of your body behind, and continually find new ways to train it as a whole.

For half an hour, three times a week, train. Do as many pushups as you can, and then rest for a minute. Do this twice more. Switch to another exercise using the same system, and keep moving for thirty minutes. Write down your number of repetitions for each "set", which is each group of repetitions you do before resting. Try to beat them the next time around.

In strength training, you will receive separate results based on the number of reps you complete per set. Between one and five reps is where you will build the most power. Between six and twelve reps are where muscle size and strength is built. When you reach fifteen reps and above, you build endurance.

All of these are important, so find exercises that are

difficult to complete in each range of reps. For instance, you may eventually work your way up to over 50 pushups. Keep trying to beat that number, but start practicing triangle pushups and one-handed pushups as well. Do your research on more difficult bodyweight exercises for your back, chest, legs, and core.

The key to strength training is going to failure. Failure is when you cannot physically complete one more repetition of an exercise. Many fitness enthusiasts claim they reach failure consistently, but it seems to be a rare occasion. Your mind has a tendency to give up long before your body does. Just like in other pillars, you will not make progress until you reach failure. Don't be afraid of it; crave it.

When your body fails at a strength exercise, it needs time to recover. Your body responds to failure by overcompensating, building stronger muscle fibers than you had before. This is how it is possible to lift more the second time.

One final benefit of strength training happens during these periods of rest. A body with more muscle than fat requires more daily energy to function. This means you are

constantly burning more calories throughout the day. Individuals looking to lose weight should primarily choose strength training supplemented with cardio exercise for exponential fat loss.

One of the top exercises that combines both cardio and strength is the burpee. When in doubt, do burpees. When taking a break at work, do burpees. When waiting in line, do burpees.

To do the burpee, start by standing and squatting down until your hands touch the ground. Kick out your legs into the raised pushup position. Do one pushup, kick your legs back in, and stand up.

You can extend the burpee by adding variations to turn it into the only exercise you will ever need for the rest of your life. Jump as high as you can before squatting down. When you reach pushup position, hold it there for thirty seconds to work your core in a plank. Do mountain climbers before your pushup. Stand underneath a pullup bar and add in a pullup for each repetition.

Strength training is essential to physical and mental growth. First, just start. Then, start tracking your progress.

Strive for failure. Grow. Enjoy the progress, and never stop.

The Kaizen Process

Do 20-30 burpees each and every morning. You can start the second you get out of bed, while you watch the news, or while you cook breakfast. Push yourself, and work to do one more repetition the next day.

Concept 11: Breathing

We are unconsciously breathing during every moment, and in typical human fashion, we usually take the easiest route to do almost anything. Breathing is no different. The majority of us are breathing incorrectly. Take a mental note right now of where your breath is coming from. You probably feel your chest rising and falling, as your breath originates somewhere by your heart.

Now, try to consciously breathe from your belly. Exert effort to push out your stomach, and fill it with air. This is the correct way to breathe, which allows oxygen to circulate your body more fully. Breathe deeply from your belly a few more times, hold your breath for a few moments, and exhale.

Spend moments each day where you focus on your breathing. Breathe as deeply as you can from the belly for a full minute. Inhale for four seconds, hold your breath for four seconds, and exhale fully for four seconds. Repeat this process five to ten times, and go about your day. This is powerful for stress release, extended energy, and clearer thinking.

Besides improving our breathing, we have to consistently increase our heart rate and oxygen flow to above normal levels. We are the incredible human machine, built to run and jump and climb and breathe. Now that we don't have to do those things to survive, we still need to make time for them. This is commonly called cardio.

Each day, bring your heart rate up. Running, jump rope, wrestling, or swimming are all great exercises. All of these activities require excessive amounts of oxygen. If you can work towards keeping your heart rate up for at least 20 minutes, you'll enjoy what some call the "runner's high", the flood of endorphins your body will produce after this state. This is the true power of cardio.

Cardio is another must-do in our journey to conquer the body. The idea that you only need to walk the block a few times a week for cardiovascular health just isn't enough. You must be exerting true effort for true results. Spend multiple times a day consciously breathing deeply. Then, spend multiple times a week breathing intensively. Reap the rewards of a chemically happier body.

The Kaizen Process

Set an alarm in your phone in the afternoon to remind you to focus on your breathing. Take a minute out of your day to breathe from your belly. Run a mile as fast as you can at least three times a week. Aim for under seven minutes. If you truly believe you don't have the time, get a jump rope and jump intensively for two minutes in the morning and evening.

Concept 12: Flexibility

Our bodies are in serious trouble. Even though our new sedentary lifestyle is undoubtedly a blessing, we spend so much time in positions that are not healthy for long periods. Our shoulders are constantly pulled up, our legs are always tight, and our lower back is uncomfortably compressed.

With just a little bit of flexibility training, we can eliminate many of the problems we experience daily. The tension you feel inside you created by a lack of flexibility is so extremely interconnected to your emotional health and overall wellness that you cannot afford to ignore this.

As part of your strength or cardio routine, integrate stretching. You can also do this every morning, as a simple way to wake up. Stretch your legs, your neck, and your shoulders. Reach for the sky, touch your toes, and back up. Instead of static stretching, where you hold a specific position, try and stay mobile by stretching for reps.

Roll your head around, perform arm circles, and do slow lunges across the room. When safely performed, yoga can be an incredible practice to build both flexibility and

strength.

Secondly, try to become more aware of your posture. Think about all of the time during the day you are looking down or hunching over. Spend as much time as possible in correct posture: shoulders pushed down, chin up and neck straight. Your body will thank you.

The Kaizen Process

Take a break every hour or two of computer time if you work at a desk to stretch for just three to five minutes. You can also incorporate a quick burpee session here for a huge refreshing burst of energy.

FUEL

When you own a Ferrari, you only fill it with premium fuel. Treat your body the same way. Don't fill the container you live in 24 hours a day with inefficient food and drink, and make sure to get plenty of rest.

Your body needs the right fuel to perform at maximum levels. What you consume and how you sleep have a huge impact on your day to day energy and happiness. Start picturing your body as a temple, because you only get one.

Concept 13: Nutrition

The first essential fuel practice is the intake of proper nutrition. This should be one of the easiest things we can do as humans. You have to eat anyway, and it is ingrained in our nature to eat high-quality foods that provide us with nutrients and energy. Unfortunately, we've been systematically poisoned.

Colorful, bright marketing messages urge us to eat food filled with addictive chemicals. Those chemicals create a vicious circle of continued poor eating choices. If you are unaware or uneducated about this process, you might not be at fault. Our brain is so overwhelmed with stimulation when it comes to manufactured food and the marketing behind it. There has never been anything like it in human history, and it's extremely difficult to resist.

However, if you can break the cycle just long enough to discover the positive results, you won't look back. It is simply a matter of changing your routine and habits. Once you connect how great you feel with the real food you eat, the junk food will start to sicken you. If you consistently eat well, the negative effect of these junk food binges will get worse and worse. Your brain will begin to recondition

itself.

This is not a diet. This is not a means to an end, such as losing weight or cleansing. This is a completely new way of eating that you are going to stick to for the rest of your life. Those who have successfully quit smoking do not say, "I don't smoke anymore." They say, "I am not a smoker." In the same way, you are not a person that eats poorly. You are a person that eats for performance.

It's actually very easy to discover good foods to eat for fuel. They are real foods from plants and animals. They are naturally occurring in nature. Anything that you can obviously see comes from a factory and sits in a cardboard box is out of the question. Here is the core of your new lifestyle list, in order of recommended daily intake:

Vegetables. All the vegetables you can eat.
High quality meat, fish, eggs, nuts.
Some Fruit.
All the water you can drink.

Of course there are exceptions you should avoid, and many more foods and drinks you can "technically" add to this list. The point of this lifestyle change is not to get

overwhelmed by information.

Feel free to deviate from this plan for 10% of your daily intake. As you progress on this journey, you can take your personal choice and discipline as far as you feel comfortable. You may decide to research being a vegetarian. You may want to learn to grow your own food. But if you are just getting started, make sure you take the bulk of your foods from the list above, and the rest will fall into place. Focus on perfecting the fundamentals.

There are pretty flagrant offenders you should stay away from, like manufactured breads and grains, candy, and chips. The deep fried, the cheese covered, and the cream filled have to go. Yes, all of the "delicious" stuff is off the table! Once you've experienced what it's like to function with proper nutrition levels, your mindset and palette will change on what is actually "delicious".

In your next grocery shopping trip, take a look at how many overwhelming bad choices we have. Aisle after aisle filled with colorful, tempting, nutrition-devoid junk. Try instead to fill your cart with good, clean, real foods. Buy fresh or frozen vegetables and fruits. Buy chicken, steak, eggs, and fish. Buy quality spices and oils to cook with. As

a rule of thumb, shop along the outer walls of the supermarket and avoid the interior.

If you are just getting started with proper nutrition, it's very helpful to keep a food journal for the first couple of weeks. This will help you understand the different amounts of calories and macronutrients that common foods contain. Once you have created a habit of healthy eating and tracking your food, you won't have to worry too much about managing your intake. Eat good clean food when you are hungry. Ignore cravings, which is the hunger that comes from the mind and not the stomach.

Remember how effective lifestyle changes can be when you organize your environment for success. This process of proper eating is made easiest when you plan ahead. Purchase Tupperware and plan out your meals for the next few days. You can cook your meat and vegetables just once or twice a week to make it simple. Don't keep snacks in the house. You have to make it easier to follow your plan than to decide to break the chain.

The most important step in this process is to spend a few weeks eating clean foods and examining how you feel. How much energy do you have after a meal? Do you feel

full? Are you focusing on your work more effectively? Your body is going to thank you.

The Kaizen Process

For your next trip to the grocery store, shop for just one personal week. If you have a family, treat the bulk of your shopping separate from your personal experiment. Pick just a few quality meals you can eat for a full week, like eggs for breakfast, a giant salad for lunch, and a huge plate of chicken and vegetables for breakfast. Drink only water. Feel what it's like to be full on real food.

Keep a food journal for this week's experiment. Write down what you eat, and how you feel in the morning and the evening. Do you have a headache the first few days, detoxing from chemicals? Do you no longer have an afternoon crash?

After the week is up, make a choice on how you want to proceed.

Concept 14: Sleep

Go without sleep for too long, and we can suffer some serious consequences. Just a day or two of sleep deprivation can result in thinking impairment, hallucinations, and increased stress.

That's why it's so important to track and improve your sleep. There is no way around it; productive, happy, healthy humans sleep like a baby. There are a few types of individuals who can function normally with a very short amount of sleep. This is actually a gene mutation that allows them to do so, and the majority of us don't have it.

There are two essential things we need to focus on when it comes to sleep: length and quality. You should be sleeping at least 6-8 hours a night. This is enough for three REM, or deep sleep cycles. You might need more or less. When you treat your sleep with respect, your sleep quality will also improve. You can follow a few of these steps for a great night's sleep every night.

Stick with a routine as much as possible. Your body has an internal clock, and it can be reset and adjusted. By following a pattern with your sleep, you can fall asleep

faster, access deep sleep easily, and wake up refreshed. It all fits together.

Potentially the most important step to accessing quality sleep is to have a "power down hour" before bedtime. During this hour, get rid of all your screens. No TV, phones, or tablets. Take care of your business beforehand, and then silence them.

On that note, try not to charge your electronics on your nightstand. Keep them across the bedroom. How many restless nights have turned into constant online browsing in bed? That's even more damaging than just getting up and taking care of something.

Hot tea, reading, and meditation are more consistent habits you can add into your routine. But in the end, the best way to get a great night's sleep is to do great work all day long.

The Kaizen Process

Design your power down and power up routine. Set a time where you are absolutely free from electronics in the evening. Set a time when you will absolutely get out of the

bed in the morning. Be reasonable if you aren't a morning person, but leave enough time before you have to be out of the house to exercise, read, mediate, and prep for the day.

Concept 15: Supplementation

Remember that supplementation is exactly that; a supplement. It is meant to enhance results of an already productive and positive routine. However, most people have a sort of fascination with supplements, wondering what the next big thing is that can help them perform better.

If you understand that proper nutrition, movement, and sleep will give you everything you need for an extremely healthy and productive life, then you can start to experiment with supplementation. For instance, you might want to explore how to build strength faster, lose weight quicker, or enjoy a burst of energy through the day. But do not skip the fundamentals of a healthy body.

One of the best things you can do for your health is get your blood tested. Spend a decent amount of time on a proper nutrition schedule, so your body gets used to a base level. Then, after a blood test, you might discover certain vitamins and minerals you are consistently deficient in.

Common deficiencies include vitamin B, C, D, Iron, and Magnesium. Surprisingly, these chemical imbalances

can have a profound effect on your mood and results. Why not balance out your system? If you are not ready to take that step, at least take advantage of a daily multivitamin. Choose a quality brand, as many supplements are currently being revealed to be severely lacking in actual stated ingredients.

One powerful and easily accessible supplement is caffeine. If you are not monitoring your caffeine usage, it can become a drug with obnoxious side effects. Use it correctly, and you can enjoy great peak segments of productivity during your day.

One to two morning cups of coffee is usually the perfect dosage. Take the weekends off from all sources of caffeine to ensure you do not build up a tolerance. Avoid any caffeine after noon, so it doesn't interfere with your sleep. If you exercise in the morning, caffeine can be a fantastic addition to help you exert more effort.

If you are looking to be an expert athlete, you will have to learn much more about supplements. Whey protein, creatine, pre workouts, BCAA's, and all sorts of performance enhancers exist. But the fact remains that you can achieve incredible results without all of that by

focusing on high quality nutrition.

The Kaizen Process

Continue to work on perfecting your other fuel habits. Start monitoring your caffeine intake, and strive to remove it on the weekends and in the afternoon.

SKILLS

The better body you build, the more you can do with it. Physical skills allow you express yourself, experience the world, and improve your mental state at the same time.

There are all sorts of skills that people develop using their body, from sports to dance. You can also use your body to create new things, learn the art of balance, or simply master being able to remain still.

With skills come discipline, reward, and accomplishment. It may take some time to find the skills that you want to work on for the rest of your life, so experiment. Enjoy the process.

Concept 16: Meditation

Meditation might primarily be a mental skill, but your whole body needs to be involved. Meditation is an exercise as necessary for a healthy life as eating well. It's an essential habit. You wouldn't go days without brushing your teeth, and you shouldn't go days without meditation. It doesn't have anything to do with a spiritual journey, unless you want it to. Meditation is simply a daily practice for better living.

Science is just coming to understand the amazing benefits of meditation. Elimination of depression, minimizing grey matter in the brain, anti-aging effects, increase of focus, and heightened self-awareness are all achievable for anyone.

To understand the practice and it's true purpose, we must go back to the concept of the two minds. The talker and the listener. Meditation is the equivalent of trying to tame and quiet the talking mind. It gives us a break from the incessant chatter and a moment to live in the now. In those moments of quiet, powerful peace arises.

Think back to the past few days of your life. How

many times have unwelcome thoughts arisen without your permission? How many times have you struggled to get rid of unhealthy feelings that seem to linger and interrupt your entire day? Let's turn down the volume on those things.

It's important not to exaggerate the benefits of meditation, but you will be amazed at the real results brought to you with a routine. The calm, untouchable feeling throughout your day is very real. Colors are brighter, sounds are clearer, and stress is minimized.

The practice of meditation doesn't only bring emotional stability and calm. Meditation can improve dedication towards your work, create a more effective problem solving thought process, and upgrade your personal communication skills.

Enough about the fantastic benefits. There is no special training or secrets to learn if you want to meditate. Just by trying to meditate, you are meditating. The process only improves from there. It's like building a foundation. Each brick stacks upon each other, leading to increasingly powerful and strong results. But beware; meditation is not like riding a bike. If you discontinue, you run the risk of falling back into old patterns of instability and frustration.

Let's begin with an overview of the how-to, and then outline a method that can get you started right away. Pick a time of your day that you will commit to meditation. Mornings are a great time, as the sense of calm will last you through the day. Midday works well, as meditation will serve as a powerful stress reliever and mental reset for your day. Evenings are also excellent, as meditation can help you compartmentalize the day, shut down your mind, and relax. What is infinitely more important than the time you choose is that you commit to doing this daily.

There is a specific posture recommended if you would like to do this correctly. When you sit in zazen, which is the type of meditation we will practice, your body is in alignment. You are in a state of balance, right between effort and relaxation.

To sit in zazen, you will need a cushion to rest on that raises your bottom 6 inches or so off the ground. As you cross your legs, bringing your feet in as close as possible, you will notice that your weight should primarily be on your bottom. Your knees might touch the ground to provide balance. Hold your hands, palm up, in your lap. Relax and pull down your shoulders, as most of us keep

them raised for the majority of the day. Keep your spine straight. You have the option of either closing your eyes or keeping them slightly open and focused on the floor a foot or two ahead of you.

During this time, your job is to just sit. There is no goal, no revelation, no amazing enlightenment. You must put your outside responsibilities on hold. Just sit there. Without any explanation about what to do with our minds, even the idea of just sitting somewhere, doing nothing, is frightening and seemingly impossible. Practice your patience, and just sit. You are not here to do. You are here to be.

If this is your first time meditating, you will notice that it will take all of five seconds until your mind starts racing. It's racing right now. You'll be wondering what to do next, why you are doing this, and how the rest of your day is planned. Memories from years ago will pop into your head. Ideas about what others think about you will push their way into your thoughts.

Your first breakthrough step is to just get a breather from this exhausting uncontrollable noise, and discover what silence of the mind means. The easiest way to

understand how this feels is to focus on an outside noise. Extend your awareness from out of your head. Maybe you hear an air conditioner, the buzz of a fan, or a dog outside. If it is totally silent, hear the silence. Hum a steady tone, and listen to the sound.

You may notice that, just for a moment, that talking voice in your head stopped and the listening mind took over. There was no internal monologue. You may only experience this for a short time before a new thought pops into your head, begging for attention.

The incredible simplicity and power of meditation is just extending those moments of silence between those thoughts. Imagine sitting down for 20 minutes with a clear and calm mind, and then opening your eyes. How amazingly freeing would that feel?

After you have identified the silence you are looking for when you meditate, you can begin to practice. One of the simplest ways to practice is called the perfect ten. In the perfect ten method, it is your only job to sit and count to ten. As you count, the numbers should be your only focus.

Breathe in, say "one" inside your head, and breathe out.

Breathe in, say "two", and breathe out. Work your way up to ten without any sort of interruption. What you may notice is that the process of counting quickly becomes subconscious, and you start thinking about other things relatively quickly. If this happens, start over at one.

You might snap back into awareness around eight or nine, without even realizing you were not paying attention. You might be up to thirteen or fourteen before you snap back into the moment and discover you went too far.

Once you can get through a set of perfect ten, you are going to feel a peaceful sense of calm even from that small amount of time. Work through a few more sets until you feel ready to stand up and go about your day. Master the habit of sitting down once a day and going through at least one perfect ten set.

The goal is to eventually reach twenty to thirty minutes of meditation a day. By starting with the perfect ten method, you will be more motivated to reach this goal because you've already felt and received the benefits of shorter meditation. During longer sessions, insights about yourself and the world will arise, and many other powerful revelations come into play. Don't miss out on this

incredible human journey.

There are a few tips you can use to remain focused during your meditation sessions if you simply cannot find silence. As you sit there, imagine yourself as an immovable mountain. Your thoughts are clouds. There are dozens floating randomly by around you. During meditation, acknowledge those clouds, and then just let them pass on by. Say, "no thank you", and go back to the moments of silence. You are the mountain.

The most common tool at your disposal is always your breath. As you learn to meditate, focus on breathing from your belly. Make this a conscious effort. In. Out. In. Out. Use your mind to imagine the breath moving. Match it up with colors, and picture just those two colors on each inhale and exhale. As you progress, set a timer on your phone for ten to twenty minutes. You can also count 100 slow breaths, which usually adds up to about twenty minutes.

Meditation is nothing but living intentionally in the present moment. We've already learned that the present moment is where all problems fade away and true peace resides. We can't feel this ability to be present without a

practice like meditation. As you meditate, no matter what distractions arise in your mind, always strive to just come back to this present moment.

There is no goal to reach. Sometimes you will have frustrating sits, where you just can't stop thinking about your car insurance payments. Don't worry, that feeling will pass. Sometimes you will have beautiful sits, where everything in the world just makes sense, and you feel like an enlightened being on top of the world. Don't get attached, because that feeling will also pass.

The Kaizen Process

Start practicing the perfect ten method as a habit, taking less than five minutes a day. If you integrate only one thing from this book, choose this.

Concept 17: Skill Training

Speaking of being present, there is no better way to force yourself into this state of flow than with skill training. A skill, in this case, is something that requires your physical movement, focus, coordination, and desire to achieve something. People who practice a skill build discipline, focus, and pride into all aspects of life.

The most common skill as it relates to the body machine is a sport. No matter your position in life, you can still participate in a group sport. This energetic activity will bring you together with other people towards a common goal. It will be necessary for you to communicate, take action, and strive to improve.

Another fantastic option is martial arts, wrestling, or some form of combat. Even though this is a more independent activity, your discipline and personal strength is challenged on a whole new level. The feeling of success that comes to you as you make progress is powerful.

There are many other solo or group activities that can help you develop skill. Mountain biking, surfing, adventure races, archery, hunting, or kayaking are all great options. If

you discover that you need to stay present, make improvements, and feel refreshed and successful after the activity, you have found a skill you can enjoy improving for a lifetime.

The Kaizen Process

Commit to the practice of a skill once a week for a half hour. Find a local sports community league, and join a club. Sign up for an adventure race, and start practicing for the obstacles. If that's too much, just go hiking.

Concept 18: Creation

Creating over consuming is a core tenant of this Kaizen philosophy we pursue. Feeling fulfilled in this life operates a bit like a bucket with a hole in the bottom. There are inputs and outputs. By constantly consuming inputs others have made without creating and outputting anything yourself, you are going to feel drained and discontent.

We are unintentionally consuming every single day. Entertainment, restaurants, media, gossip, shopping, mindless online browsing, drinking, and selfish actions are all consumption. It's a paradox, because the more you consume, the more empty you feel. Those things aren't necessarily bad in and of themselves. But when we lose control and awareness of our consumption, and expect them to make us happy, we end up unsatisfied.

To reap the rewards of balance, you need to create things. Create anything you wish by writing, painting, sculpting, cooking, coding, or photographing.

The idea of practicing a skill ignites a deep-rooted feeling inside us to be competitive and achieve something. But with the art of creation, it doesn't have to be this way.

True creating is building something you like, just for you. If you enjoy it, it's perfect. You don't have to share your creation with anyone else if you don't want to. You're creating just to create, and with that can come pride and confidence.

Creation can be just as addictive as consuming. There is a tipping point, just like in all the rest of our activities, where the effort it takes to create is much less than the vast rewards you receive. And when you continue to create, consuming later on becomes so much more enjoyable and deserved.

The Kaizen Process

Work through a list of hobbies and look for something you might enjoy. You might need to purchase some inexpensive supplies. Make a special time in the evening after work a couple times a week to just create for a while. Write a page for a book, draw a picture of a memory during the day, or strum a song on the guitar.

THE POWERFUL LIFESTYLE

Management – Experience – People

MANAGEMENT

The management of your life can be a great and exciting game. And just like any other game, there are rules, strategies, winners, losers, and cheaters. We're all given a different starting hand, and it's up to us to turn it into something worthwhile.

Everyone's winning life is different. Whether you are looking to build a family, an empire, a world of adventure, or a community, it's your choice. But when you look at the winners since the beginning of time, they all share common traits. Winners are efficient, focused, and tactical. They live one day at a time, and give it their best. Let's go through what it takes to design your perfect lifestyle.

Concept 19: Organization

The key to a productive system is organization. Your daily habits, your workspace, your thoughts, your learning, and your work can all benefit from organization. The more simplistic your organization, the easier it will stick over the long term. Your system is not perfect when you can add no more to it, your system is perfect when you can take nothing away from it.

Let's introduce ourselves to minimalism, and use it to tie in and review a few of the other more powerful concepts we've visited so far. Minimalism is really mindfulness translated into how you work with the physical world. It's not just making space in your home, it's making space in your head.

Contrary to popular belief, minimalism isn't just about getting rid of all your stuff. It's a different way of approaching the way you live. It's simplification in the name of efficiency. It's making room for the things that really matter. It's being aware of the choices you make, and why you are making them.

You can become a minimalist much like how you can

take up a new hobby. You can do a little research first, but then you have to take action. Baby steps are just fine. Through constant review and check-ins, minimalism will spread into all the different areas of your life. The results will be extremely enjoyable.

The power of minimalism can be boiled down into the idea of choosing freedom. Freedom from attachment to physical objects. Freedom from the messages being thrown at you all throughout the day. Freedom from your own self-doubt, and freedom from chaotic disorganization.

Minimalism provides you with the flexibility to do and be what you want. More thoughts, goals, and things result in more chaos. Keeping less things on your plate provides you with powerful focus on what matters.

There is progress in minimalism. By making a choice on eliminating distractions, everything becomes a bit clearer. You have a much better sense on where you stand, how you can make improvements, and where you would like to be in the future.

Obviously, you will end up with more physical room. Less items in your home, car, computer, and bag means an

open, organized, and streamlined day. Empty space is calming, and your mind will appreciate it.

A common disease of our over-stimulated world is stress. With less thoughts to worry about and manage, enjoy your newly found breathing room. With less stuff to take care of, enjoy more efficient management of your life.

Step one in your minimalism practice comes from awareness. You need to start noticing how the messages around you have an influence on your decisions. Start asking questions about what you really need, and what is really important to you.

Awareness is a powerful tool in minimalism, and should be used at all times. When someone is speaking, listen. When you are cooking, cook. When you are working, work.

Next comes simplification. This is the most common step people associate with minimalism. Just get rid of stuff. Everything you have needs a purpose. This doesn't mean you can't have art or nice things. The purpose of art is to bring you joy. But if there are things still in your life that don't bring you that sense of satisfaction, toss it. Scrap the

junk drawer. Sort and donate the closet.

Now, be intentional as you move forward. When you shop, make smart decisions. When you bring something new into your house, get rid of something old. Buy quality things that will last for a lifetime, as opposed to replaceable junk.

Finally, consistently review your new lifestyle. What is in the way? What can you get rid of? Where have you fallen off course, and how has it negatively affected you? Review is the key to progress.

As we mentioned, minimalism isn't just about reducing physical clutter. Here are just a few areas of your own world that can dramatically benefit from minimalism.

Goals. Use the power of three, and don't set any more than that. Start small, and do that one thing each and every day until it is permanently ingrained as a habit. Mark a big X on your calendar daily each time you complete your essential task. Once goals become habits, true change begins.

Space. Clean out your car, your house, and your fridge.

Keep what matters and what brings you satisfaction. Donate what does not. You don't have to sleep on a straw mat in the corner of a bare room. But don't just organize junk elsewhere; get rid of it.

Fitness. Run, lift heavy things, and stretch. Simplify your fitness to make sure you stay on track and consistently progress. If your only goal each day is to run a mile faster than yesterday, there isn't much to get confused about. You are going to improve much faster than the new gym member overwhelmed with a 60 page 12 week training program.

Food. Learn to cook and make healthy meals you can enjoy eating consistently. Plan your meals in advance, and try to eat out only for special occasions.

Digital space. Your computer is probably filled with old files from years back. Create folders and get organized. Delete what you no longer need, watch, or play. Get to an empty desktop and email inbox. Your computer is a productivity machine, not a distraction.

Clothing. Zuckerberg and Jobs wore the same thing every single day. While you don't have to be that extreme,

stop focusing on a new look every day and just wear something productive and comfortable. Lay it out the night before and forget about it.

Learning. Your learning should never stop. Read a bit of one book every single day. Take notes and file them away. Donate the book and get a new one. Watch one new TED talk, or take just one new online course at a time.

Now, it's time to take action with a purge. You have the option of getting started slowly with minimalism, like getting rid of just one thing a day. Instead, I recommend a weekend battle, where you cover all of the above segments at once. This way, you will experience a huge sense of relief and accomplishment that will provide you with motivation to stick with it.

Minimalism is about freedom through choice. If you are aware and intentional, you can make intelligent purchases that aren't based on impulse. Use those impulses to splurge on experiences instead of materials. Book that ticket, go to that concert, and have an adventure. Fill your head with those memories that last forever.

Finally, invite minimalism into your routine. Make sure

you stay organized. Use a daily planner and journal. Wake up without immediately grabbing the phone and read your book instead. Write and meditate. Take a walk. Have a dedicated time for entertainment in the evening. Put things back where you found them. Focus on your work when it is time to work. Learn to enjoy silence.

After all this, you might finally realize that all you have is enough, and all that you are is enough. That voice that tells you to do more and buy more starts to quiet down. You can listen to the voice in your head again, one that is finally truly your own.

The Kaizen Process

Set a date for a weekend purge. Dig through your closet, your car, your fridge, and your drawers. Throw away and donate as many things as you possibly can. Clean every corner of your home, and put things in places that they belong. Assign meaning to things. Make sure they are useful. Sit back and enjoy your new environment for a moment.

Concept 20: Routine

After we've organized our life, we need to create a powerful routine so we can consistently moved forward. The word routine can be frightening to some. It can signify the lack of freedom and adventure. Nothing could be further from the truth.

Routine makes freedom and adventure possible. With a routine comes easier and faster progress. You know your metrics and your goals, and with experience you will understand the effort it takes to achieve them. You become vastly more efficient. By working with a routine, you know when you can break it for what is truly important to you.

A routine is a framework, not an exact science. Each and every day will be filled with curve balls, and you need to be ready to take them in stride. You will want to create a routine that is flexible enough to allow for interruptions from others that could be mutually beneficial. However, you will also want enough discipline integrated into your routine so you know you will always be making progress.

A fantastic rule to live by each day is to be proactive in

the morning and reactive in the afternoon. Do the one thing that needs to be done for massive progress in the AM, and deal with all of the other distractions in the afternoon.

Whatever routine you decide to create, make sure it includes our mind, body, and lifestyle segments. Prioritize accordingly. It's strongly recommended you put your mental and physical health first. The improvement of your lifestyle can take over the rest of your schedule.

Remember that your most valuable resource is your own time, so give yourself as much of it as possible. Make sure your routine is not all work and leave room for play.

For instance, a popular routine may look like this:

An Early Wake Up
Fitness Routine
Reading, Writing, and Meditation
Time for Creative Work
A Break for Lunch and Entertainment
Time Administrative Work
Time for Learning and Skill Building
An Evening for Entertainment and Fellowship

A Short Period of Daily Reflection

Setting Tomorrow's Goals

A Comfortable Sleep

Remember that we are all our own worst bosses. Sticking to a routine takes grit when you are the only one involved. Everyone falters from a routine. Successful people just don't wait to get right back to it.

Don't hesitate to play around with different routines and see what works for you. Don't be afraid to break out of social norms if your career allows for it. You may never be an early riser, or you may be the most creative at 2AM. You may like to exercise in the evening instead of the morning. They point is not when you do these things. It's that you must find time to do them.

The Kaizen Process

Framework your daily routine to something that fits your current lifestyle. Make room for all of the Kaizen tasks you've decided to integrate so far. If it helps you, input your framework into an online calendar system and set up alerts and reminders on your phone.

Concept 21: Wealth

Wealth is subjective. It means many different things to different people. Wealth comes in the form of money, relationships, happiness, experience, and knowledge. In this section, we will talk about actual currency. And even then, your scale of what wealthy means will be vastly different. Money is just a number, a commodity, a means to an end. The pursuit of only wealth will leave you as just that; another number, another commodity.

Before wealth comes your vision and your mission. How you've chosen to give back to the world. Wealth may very well be a necessary part of accomplishing your mission. It makes doing great things much easier. Always remember that your wealth is a tool you can use to build your life. Do not build your life around wealth.

Just like everything else we've talked about, wealth takes organization and management. We will cover the essential basics, because a majority of the world doesn't have those in place. We spend frivolously, we do not plan for the future, and we make irrational decisions. No longer!

The growth of wealth stems from self-control. Throughout this entire Kaizen process, we have been talking about building self-control. It can be especially difficult when it comes to wealth management, unless you are strongly connected to your end goals. By organizing, we can make it as easy as possible.

To build wealth you must be budgeting. You must be spending below your income, and you need to know exactly what to do with the leftover funds.

There are categories we all have to spend money on, such as food and shelter. At the very minimum, these must be under control. With our minimalist lifestyle, this becomes much easier. If you are financially stressed to the max each month, realize you are not truly in a bad situation until food and shelter become an issue. If you can pay for these, you are part of some of the wealthiest individuals in the current world we live in. Count your blessings.

After our necessities come all sorts of categories. We choose to spend money on these things. Always remember we have a choice. We pay for special forms of transportation, entertainment, fashionable clothing, beauty

products, and more.

First, start keeping track of your spending habits. We usually rationalize inappropriate buying decisions after we have made them, but by monitoring your habits you can find the truth of where your money really goes. You should know at the end of each week and each month how much money has been spent in which category. At the very least, this will help open your mind to how quickly we give away the money we make.

Always brainstorm how you can maximize your revenues and minimize your expenses, just like in a growing business.

Secondly, we have to save. You should strive to never spend as much as you make each month. Overspending is the path to constant stress and slavery to wealth. Save each and every time you receive income. Between 10% and 20% of your income should be put away and reinvested in safe growth.

Investing can be overwhelming. Just like everything else in this journey, we have to learn about it. It's a huge part of our life. Find a mentor who can give you simple

steps to take. Take advantage of amazing technology that makes smart investing simple.

It's a fact; if you save and invest 20% of your income at a young age, you can and will safely retire. Do not hesitate to treat your future self so well!

The Kaizen Process

Set up a personal budget for all of your expenses. Online tools make this a breeze. Start saving at least 10% immediately. Your spending habits may have to adjust, but you've decided to pay yourself first before paying all the other expenses in your life. Finally, get started with an investment when you are ready. Contribute monthly.

Experiences

In a popular book, "The Top Five Regrets of The Dying", a nurse recorded common thoughts of her patients as they looked back over their lives. Number one was people regretting to live a life they wanted, instead of what was expected of them. Others included wishing to spend more time with friends, working less, and realizing that being happy is a choice.

Learn from the mistakes of others. Turn your life into the ultimate experience, filled with people, gifts, excitement, and happiness. Work hard so you can make time to play. Include others in your world. Stretch your comfort zone. Live powerfully.

Concept 22: Adventure

This is one of the most exciting Concepts of this entire book. Your whole life is made up of experiences. From your morning commute to a vacation across the world, these can all be special and important to you. It all comes back down into how we've chosen to invest our time.

With an organized routine, a minimalist lifestyle, and by using wealth as a tool, we are free to fully experience the world. Do not spend your hard earned currency or time on things that will collect dust. They will not bring you happiness. In fact, your brain receives more pleasure from wanting the thing instead of actually owning it. This is the disease of the collector, constantly moving onto the next rare object, because the journey is so much more exciting than ownership.

You will remember your experiences. They will enrich your life and provide you with joy. Experiences are part of the real. When you walk into a new experience with intentionality and without expectations, they can all be truly special and unique. You can share them with others and discover new things. Choose experiences over materials.

Our brains are hardwired to love novelty, and this is both a blessing and a curse. Novelty is powerful. Do things that frighten you or that you wouldn't do normally. Invite someone along and share a real adventure with another person.

From travelling to taking music lessons, all of these real experiences are invigorating. They take energy and effort, but you will be so incredibly grateful to yourself once they are over for what you accomplished.

This is the essence of adventure; something new that brings personal growth and contentment. Sometimes your adventures will turn out to be a failure and things might go wrong. So what? Move on to the next one.

The Kaizen Process

Try to experience one new thing each week. Start small, like a new restaurant or store. Use local event and discount apps to find adventures like sushi classes, skydiving, weekend getaways, conventions, and so much more.

Concept 23: Value Building

Skillful people are valuable people. No one was born with skills. They are completely self-developed. You can build skills at any age and at any time. The skills we choose to spend our time building need to be contributing towards helping others for them to be valuable. When you develop a skill that other people can benefit from, you will never be without work or opportunities.

There are two types of skills than you should be learning and specializing in: hard skills and soft skills. Hard skills have a finished output, like writing, programming, or scientific analysis. A hard skill comes from study, practice, and repetition. It's important to select a hard skill you know you can stick to and become incredible at doing. It will bring inner confidence.

Soft skills are just as important, but not as easy to discover. Soft skills include negotiation, influence, communication, and problem solving. If you are good enough at your soft skills, people will pay you for them. But more importantly, your soft skills will help you get what you want. Even though they are difficult to hone in on, you can build up soft skills just like hard skills: study,

practice, and repetition. Never underestimate the power of soft skills.

Choose skills that match up with your passions and your greater vision. The beauty of this is that you can change directions, careers, and networks, but your skills will still be relevant and close to your heart.

Your skills can only be built with constant work. Once you leave school, you aren't supposed to stop your learning. Schedule multiple times each week where you are in "class". During these times, you are practicing your skills.

The Kaizen Method

Brainstorm one soft and hard skill you can commit to practicing weekly. Find an online course, a selection of books, or a tutorial service that can help you get moving. Start learning.

Concept 24: Income Generation

As your hard and soft skills improve, you can create new streams of income from them. Not everyone is meant for a life of entrepreneurship or business ownership. But everyone can supplement current income with a new skill if they so choose.

You have to change your mindset about what is worth value to other people. Every day millions of people make money in creative ways. They create products that solve problems they have discovered through research. They sell tutoring, guitar lessons, art, cleaning services, personal training, and more. These are all skills individuals have learned and had the confidence to deliver to other people.

To start making more money, you don't need a business card, a website, or a fancy office. All you need to do is make a transaction. You are officially in business when someone will exchange value (money) with you in return for the skills or products that you offer. Be careful of "playing business", which is continuing to develop and create ideas that no one besides yourself has expressed interest in paying for.

If you do feel like you might have a new legitimate company on your hands, take it slow. Don't spend any more than you absolutely have to, and definitely don't start investing large sums of money before you have a few customers and a proven idea. There are thousands of books on this method of launching your business in phases, but for now, think about something you can offer that people want. It's a great exercise in developing your personal freedom.

The Kaizen Process

This isn't something everyone has to do. But if you're interested in generating new income sources, try and connect the dots between your chosen skill and people that might pay for it. Do some online research in your area and see if you can get plugged in to local networking groups, schools, or meet-ups that might need your services or product.

PEOPLE

We are reaching the end of our Kaizen journey. And in the end, other people are the only thing that matter. They are the reason we do all of these things, and the only way we will be remembered when we are gone.

People make life worth living. Especially if you want to do great things, you are going to need to enlist the help of others. The best way to do that? Help them first.

Concept 25: Connecting

Humans are social creatures. Our current society has been gradually eliminating the need for socializing, or at least distilling it to strange, disconnected forms. Nothing beats face-to-face interaction, united behind a reason for being together.

The power of your relationships can have a profound effect on your own personal growth. As we've learned, we are highly influenced by the world around us. Our interests, personality, and character are basically a sum of the people and activities we spend the most time with.

It's essential to examine your relationships. When you are feeling unmotivated and discontent, make sure you are not surrounded by discouraging people. If you are, you are going to have to take some proactive steps to improve your situation. Ask yourself if you would go to a conference with all the people in your current network.

Powerful relationships take consistent management and growth. Relationships have inputs and outputs, just like fitness and finances. By following some of the following steps in this section, you can ensure that your friends,

family, and network are all healthy.

In an initial connection with someone, try to unite behind a cause you can both agree upon. Don't worry; not every meeting is supposed to spark a successful relationship between people. However, if you do discover someone you're interested in bringing into your network, ask them this all-powerful question:

"How can I help you?"

And mean it. 80% of people won't take you up on this offer but will forever remember the kind gesture. For those who do need your help, fantastic. You have a new experience and a new opportunity to give value to someone.

Within your current network, make sure you are keeping open and constant communication. This is another essential habit that seems to be slowly disappearing. The ability for everyone to be reachable at any time has made it so no one is doing any reaching.

Each day, reconnect with someone from your current network. This can be a meeting for coffee or just saying

hello. Ask how they've been. Just show that you care, and that you've been thinking about them.

Finally, try to make an impact on someone new daily. Just one simple conversation with a colleague, a stranger at the store, or someone you meet after work hours can re-invigorate both of you. Always be seeking for ways you can make someone else smile, and you will be rewarded exponentially.

Treat your relationships with even more care than you treat your money. They are vastly more important.

The Kaizen Process

Connect with someone each and every day, even just a smile or a "good morning". Remember to ask those around you how you can help them.

Concept 26: Influence

Influence is the powerful ability to lead and organize the people around you to achieve exponential results towards the greater good. Just like everything else, we will be building influence in a positive way: by helping others.

While working on your reputation and influence, don't forget to keep your integrity. Never take advantage of another human for the sake of your own gain. At the end of that road may lie wealth, power, or other seductive objects. But there is never contentment or happiness.

Instead, you must be insistent and vocal about only contributing to win-win relationships. Both parties must mutually benefit every step of the way. Don't settle for anything less, because you will either damage a relationship or damage your own progress.

Everyone fails, makes mistakes, and overcommits. However, it is your responsibility to own up to those mistakes as well as actively communicate them to your network.

Secondly, to be influential you must be courageous.

This is no place for fear, shallow goals, and weak promises. People will follow those who are united to a greater cause and can articulate it well.

There are endless strategies and tactics you can use to develop influence. The strongest one comes the following change in mindset. If you've gone through this personal growth process so far, you should begin to feel useful and view yourself as a hard worker. You have a skill others need. You are creating a network built on trust and mutual gain. You are organized and can complete projects. You are a serious asset in any relationship.

With this new mindset, your interactions improve. You are interviewing the business just as much as they are interviewing you. You can walk away from situations that don't benefit you because you're confident you can achieve better results elsewhere.

Always remember you are an essential asset, and enter into relationships as such. Don't fake this; you need to develop your talent and be able to show how you can benefit others. But once this is in place, your conversations become much more effective.

In almost any situation where you may need to exert influence, it's important to eliminate neediness. Never be needy. Being needy is a sign of fear, and as you've progressed through the mind pillar, you should feel much more comfortable with outcomes of any situation. All we really need is food and shelter. If that isn't threatened, what is there to fear?

It is human nature that we are attracted to that which moves away from us. The converse is true as well. We are automatically repelled by that which is too eager to be near. It's possible to fake the elimination of neediness, but it's simply much easier to accept the truth: what is the worst that could happen if this falls through? Take that quiet confidence into every interaction, and watch doors open.

The Kaizen Process

The next time you are in a situation where you could experience loss, either of an opportunity or of confidence, choose to be fearless instead. Be a giver who is simply trying to contribute. If the situation isn't right, walk away with a smile. If it's a situation that could be a win-win, don't compromise on your values or your own needs.

27. Giving Back

Here is what ties it all together. You must give back, and not for any reason we've discussed before. You don't give back to build a network, improve your skills, or to hoard favors. You give for the sole purpose of giving. You give because when you are long gone, only your gifts will remain.

Give as much as you can without making an announcement. It's nice to feel pride every once in a while and spread the idea of joy with others, but you don't always need to tell the world when you helped another person or did a good deed.

Something powerful happens when you give and tell no one. Your inner peace and quiet confidence skyrockets. You've contributed to the greater good, and that's something that no one can ever take away from you.

To instill yourself with a consistent system of giving, you need to ask yourself a very powerful question. How can I provide value to this world? How can I combine my skills into a process that I enjoy and that benefits others?

Depending on your personality type, your answers will differ. Some individuals will choose to launch charities, lead communities, or ignite and inspire groups of people. Others may choose to work behind the scenes, donate, communicate one-on-one, or create awareness through art.

Becoming a giver is just another mindset to integrate. You will eventually develop a reaction to give, and when you see an opportunity your instinct will be to contribute. This is true power and true service. The measure of a person is the reach of their giving.

The Kaizen Process

Once a week, make an impact. There are thousands of different options. Carry someone's groceries. Buy a friend a coffee. Listen to someone's story. Volunteer. Teach an after school program. Help someone find a job. The time investment you put into this is really irrelevant. Do as much as you feel comfortable with doing, but make sure you do something.

BECOMING ZENKAI

The Zenkai. Translated, it means masters of improvement. However, remember that mastery does not signify completion. Mozart was composing until the moment of his death. Don't ever wish for completion of anything in life. There will always be something next, something new, something without perfection. Embrace it.

At this point, you might be feeling overwhelmed with all of the tasks in this book. But when you boil it down, Kaizen is to do. Kaizen is living in the moment, focusing on doing great work, leaving an impact, and loving each and every day.

The secret to Kaizen is that you can be perfectly content while simultaneously improving. Once you realize that there is no beginning or end to this path, you can fully enjoy every single step. Never stop improving, learning, creating, and being. These are all remarkable gifts that have been given to us, and it would be a shame to waste them.

It is said that some die at age 25, but are not buried until age 80. The uniting characteristic of living things is growth and movement. Spiritual and emotional death does

not come with old age; it comes when you choose to stop moving, and when you stop enjoying the pursuit of the pursuit. Don't simply choose not to die, choose to live.

Your Kaizen journey is just beginning, and we've barely scratched the surface. That should be the most exciting part. There is so much out there to learn, master, enjoy, experience, feel, and create. You are in charge. Take ownership of your results. Respect the law of cause and effect.

Do good, be great, and conquer today.

ABOUT THE AUTHOR

Jordan Arbuckle is the founder of Conquer Today, a brand dedicated to teaching life skills to young adults and highlighting positive causes around the world.