

# THE BURN

Oftentimes we only hear about the accolades of someone great (awards received, championships won, etc).

I have found over the last 14+ years of working with some of the world's top performers in business and sports that there is something that DRIVES them to that greatness...and it goes deeper than just their WHY or PURPOSE.

The BURN is what really lights them up to believe anything is possible. It's the mindset that causes them to fight on a different level. **That same BURN lies inside of YOU.** It lights YOUR why on fire and drives YOU to take the necessary actions.

The BURN in your heart, that underlying passion will help YOU fight through anything in your life and emerge on a different plane than that of where YOU started.

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**The BURN Challenge:** Think about how often you have connected with your BURN the last 30 days. If it hasn't been consistent enough, why not start NOW and connect to it today?

Stay locked in on that purpose and do it again every single day from here on out, granting yourself the opportunity to achieve like you never have before.

Connect deeper to the BURN that lies inside of you that will drive YOUR greatest levels of performance.

# STANDARD OVER FEELINGS

When I talk to people about succeeding in the significant personal and professional goals in their lives, I always start by focusing on three things.

## **Purpose, Process, and Reframing.**

Are you staying connected to the purpose that will cause you to take significant action in your life?

Are you staying connected to the process--not focusing on results you can't control--that will drive success in your life?

Are you reframing your goal by staying focused on solutions rather than problems?

Success means overcoming challenges, adversity, and hardship. Focusing on purpose, process, and reframing gives you the tools you need to overcome these challenges.

When I introduce these concepts to people, it invariably leads to two questions.

What makes the greatest great?

What makes the best performers the best?

## **Focus on a Standard vs. Feelings.**

To truly be the best of the best, high achievers don't allow feelings to dictate how they show up.

We all go through tough times in our lives. But the greatest of the great accept those setbacks. They embrace challenges as part of life. And if the purpose is significant enough, they continue to fight with everything they have.

But many others show up and allow feelings to dictate their performance.

That's why the most successful people in life live to a standard and not to their feelings.

## The Work Out Example.

Here's a perfect example of how a standard vs. feelings can impact your life. You can apply this simple illustration to everything you do.

Let's say you decide to start a new workout program. On Day One, the alarm goes off at 6 a.m. But because that warm bed and soft sheets feel so good, you snuggle in, hit the snooze button and go back to sleep.

"Heck, it's only the first day," you tell yourself, "I can always start tomorrow."

You hit the snooze button a couple more times, and before you know it, there's not enough time to get up and start your new routine. That is a perfect example of living to your feelings.

But if you realize the benefits of getting up and out of bed, and committing to a workout is going to make you healthier, feel better and have more energy, you will recognize this standard is important enough to wipe the sleep from your eyes, gladly hop out of bed, and dig right in to your morning workout.

## Belief. Potential. Action. Results.

Many people think that the most successful people have found a way to skip ahead, to go around the process that is required to be successful. They're wrong.

Success is simply the direct result of hard work.

To put people in the right frame of mind about what it takes to set a standard that incorporates hard work, I ask people to think about four elements -- belief, potential, actions, and results.

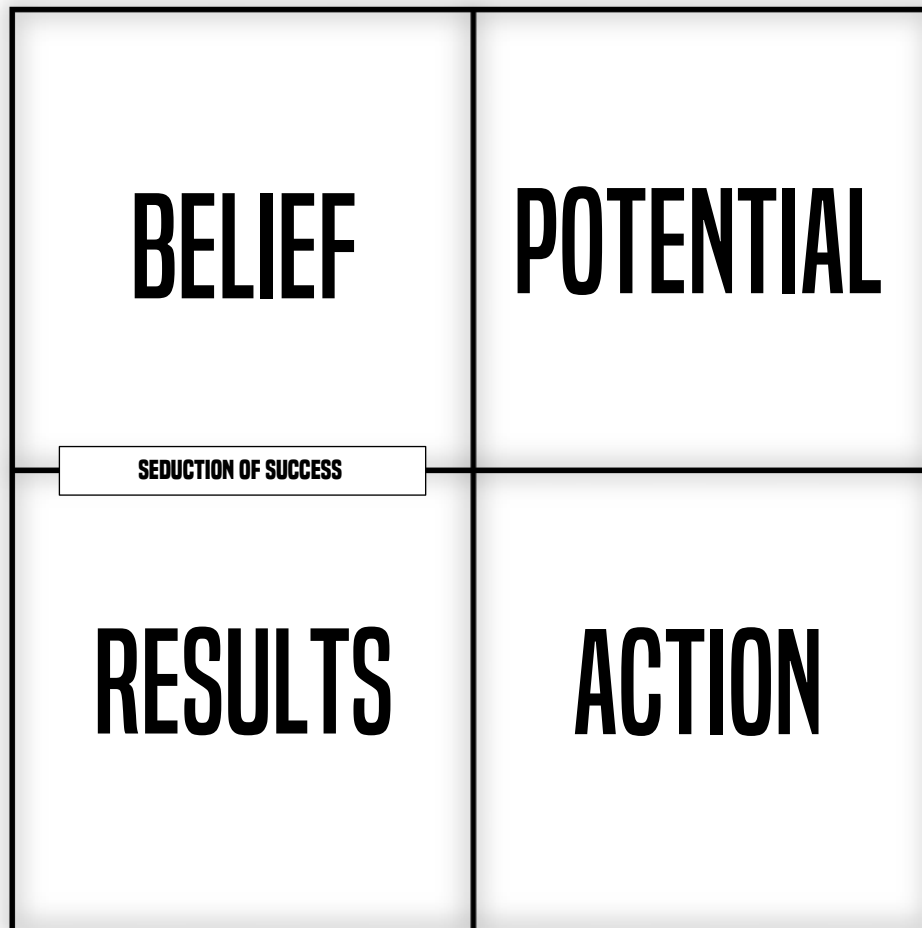
Having a **belief** in yourself is the first key to achieving success. Underperformers almost always don't believe in themselves enough or in their purpose in life. Assuming that you can succeed in whatever task it is in front of you is the first challenge you must meet.

If you don't have a full belief in yourself, it is impossible to access the full **potential** you have. When you create a barrier that walls off a belief that you can achieve your goal, by extension, you automatically also wall off the full amount of potential as well.

Without a strong enough belief that limits the ability to tap into our full potential, what will your **actions** look like? As you can guess, they're going to be less than what you are fully capable of executing.

This underperformance means our results will be less than we had hoped for.

And when our results are less than what we had hoped for, our feelings come into play. We begin to doubt ourselves. We undermine our own potential. This leads us back to substandard actions and poorer results yet again.



If you implement these core actions, you will enjoy greater success. But there is one landmine you need to be careful of as you go about your business. I call this the **seduction of success**.

Simply put, it means that after enjoying a certain measure of success, some people decide to ease up, take time off, and coast for a while, enjoying what success they have already achieved.

When you do this, you're fooling yourself into believing that you're living up to your full potential. But you're not. True high achievers are never seduced by success.

## Jerry Rice and the 100 Percent Choice.

If anyone knows about being a high achiever, it's wide receiver Jerry Rice. When Jerry and I shared a stage in Las Vegas a few years ago, exchanging ideas in the green room before we went on, he said to me, "You know what I've never understood? How could somebody not give 100 percent when it is 100 percent their choice?"

Simple, but profound. If ever you wanted an example of what it means to live to a standard vs. living through your feelings, that is it.

Jerry never was seduced by success. Like other high achievers, he recognized what made him feel good was his belief in himself and how it allowed him to reach his full potential, optimal actions, and superior results.

## Taking Responsibility.

If we aren't getting the results we want, it's not because of how the world has treated us, it is because of the choices we've made. We are responsible for our own decisions and our own actions.

When we fall short, it's because *we* didn't believe enough in ourselves. *We* didn't tap into our full potential. *We* didn't take the actions to drive the results we wanted to get.



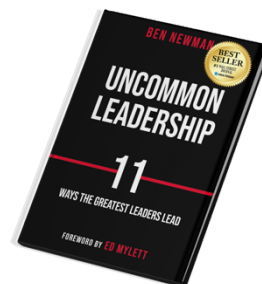
I define winning a bit differently than most people, as a result. To me, winning is the direct result of the quality of your actions. You can't always control the final score or the outcome, so I define winning as giving it your best at all times. If you can say that you gave it everything you had, in whatever it is you do, then nobody can take that away from you.

That's winning. And you can never ask any more of yourself than that.

You must be responsible for continuously focus on purpose, process, and reframing, doing the same things over and over and over again with grit and perseverance. If you do, the story you write for your life will stagger your imagination.

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