

# THE OTHER 90%

## How To Unlock Your Vast Untapped Potential For Leadership And Life

ROBERT COOPER

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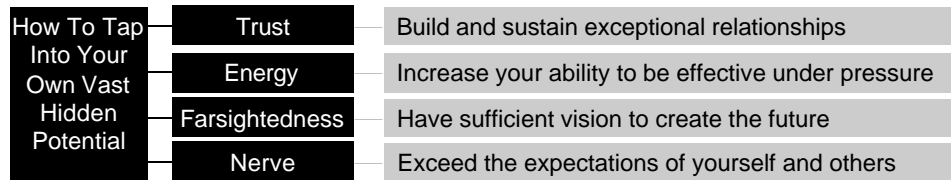
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**MAIN IDEA**

Human beings only ever use a fraction of the potential power of their personal intelligence and spirit – 10% or probably much less. That means there is at least another 90% of unused capacity that, if tapped into, could be harnessed to achieve much more. Thus, the key to achieving more is not simply to do more of the same but to find new and creative ways to exploit that other 90%.

The four key principles involved in accessing that normally hidden potential are:



*“For centuries, it has been assumed that there are limits to human capacity. Now, a host of scientific discoveries prove this wrong, yet the mind-set of limits persists – blocking us from our greatest possibilities and leaving us feeling bombarded by stress, change and uncertainty. No matter how hard we work, no matter how much we give away, we’re still not getting what we hoped for. There is another way. The next frontier is not only in front of you, it is inside you. You have a vast hidden potential and a destiny beckoning to be lived. So do we all. No one else can live it in your place.”*

– Robert Cooper

*“There is no passion to be found playing small – in settling for a life that is less than the one you are capable of living.”*

– Nelson Mandela

- Trust**
- Be original and do the spectacular
  - Use your gut, heart and mind
  - Nobody has to lose for you to win
  - Be true to your own belief system
  - Dare to trust yourself and others
  - Always look for greatness in others

- Energy**
- Be quick, but don’t rush
  - A little emotion is a great thing
  - Be willing to follow your dreams
  - Come through on your promises
  - Worry about the right small stuff
  - Do less and live life a little more

- Farsightedness**
- Align your life with your dreams
  - Glance years ahead every day
  - Face the world head on
  - Be willing to hope irrationally
  - Rescue yourself from growing older
  - Champion some lost causes
  - Occasionally do nothing, guilt free

- Nerve**
- Make adversity your best ally
  - Look at life as a test of the spirit
  - Don’t assume; ask and observe
  - Have a thick skin but a rich soul
  - Push the edge of the envelope
  - Have a reverence for life
  - Do something no one else has done

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