

GET OUT OF YOUR OWN WAY

The Five Keys to Surpassing Everyone's Expectations

ROBERT COOPER

ROBERT COOPER is a leadership advisor who specializes in the neuroscience of optimal performance. For the past thirty years, Dr. Cooper has analyzed how some individuals and teams achieve what others consider to be impossible. He has personally advised rising stars in many organizations on his performance principles. Dr. Cooper has lectured at the Stanford Business School, Stanford Executive Program, Management Centre Europe, Ruling Companies Association (Milan Italy), and The Leadership Trust (U.K.). He is the author of *The Other 90%: How to Unlock Your Vast Untapped Potential for Leadership and Life*.

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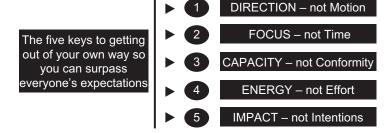


MAIN IDEA

The biggest barrier to accomplishing your dreams is never external. Instead the biggest barrier is always internal – how your mind works and operates. To accomplish more, you've got to train your brain to think differently. If you can do that, you in effect get out of your own way so you can move forward to greater personal success.

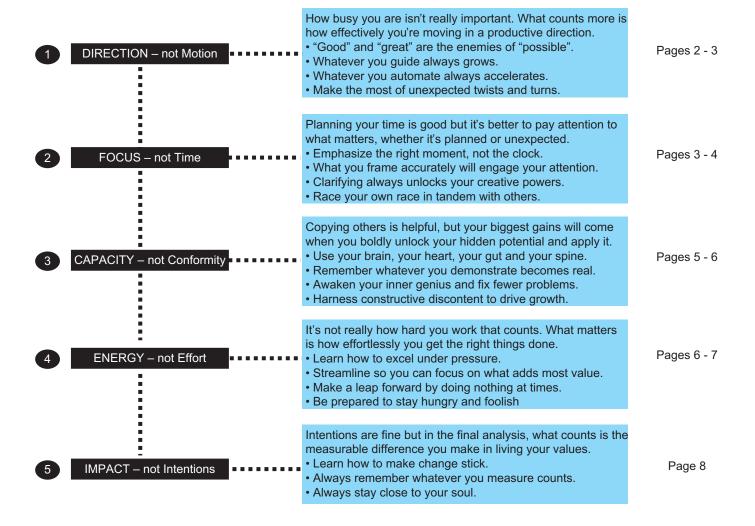
Your brain doesn't even realize it stands in the way of achieving more. It has evolved through different eras when survival was the greatest challenge facing the human race. For that reason, the brain defends established habits, encourages you to stick to a routine, keeps you from taking risks and prefers the known to trying new things. All of these patterns are helpful when playing it safe was an imperative but they are far less productive in the modern era.

To get your brain working for you instead of against you, you have to make five somewhat counterintuitive choices:



Instead of endlessly trying harder to do the same things over and over, it's time to try doing something different. Once you do that, you may even find what everyone else thinks is impossible really is not. It just requires your combination of skills and talents.

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