

Author's statement

The distinctions shared in this book, are some of the same distinctions, that participants are exposed to in our globally delivered Inner Stance trainings.

These distinctions are directly connected to performance in life and business.

The type of performance I am referring to, is the production of actual, intended outcomes in the physical universe. They are meant to be lived.

To get value from these distinctions, you will have to create them for yourself. They won't do you much good, if you just read them, or know about them.

Once implemented, these distinctions will allow you to operate with considerably more depth and rigor.

People who are more effective, in their day-to-day interactions with others and the world around them, tend to live more grounded, vital, and happier lives.

My intention, is to provide you with an opportunity for you to deliberately create the life you choose to live.

Finally, I want to express my sincere appreciation and respect to the individuals who, for the last three decades, have made my life worth getting up early for and staying up late for; Inner Stance and Straight-Line participants and staff worldwide.

Stay hungry,

A handwritten signature in black ink, appearing to read 'Rainer Rinkel', written in a fluid, cursive style.

The purpose of the Inner Stance book series

The purpose of the Inner Stance book series, is to provide you with an opportunity, for you to discover and further distinguish various things about yourself.

Specifically, how you show up and operate in life.

Specifically, why or why you are not, creating a life of significant impacts.

Specifically, why or why you are not, living life on your own terms.

It's a chance, for you to live a more effective life, if you choose to do so.

It's imperative, that you follow the instructions in the bulletin "How to read an Inner Stance Book," to get the most out of this series.

Read and distinguish with rigor.
And above all, make your life matter.

Being given the keys to the kingdom, is not enough

Being given the keys to the kingdom, is not enough.
You have to walk through the door, and deal with what's on the other side.
You have to drive the damn car, and keep it on the road.
In other words, you still have to live your life in a workable way.

You have to bracket.
You have to move forward – not sideways.
You have to move with sufficient velocity, so as to not get run over.
You have to be responsible for living an effective life.

It doesn't matter what you think.
It matters what you do.

The reptile brain, will still want to keep things the same.
Bracket the reptile brain, and do what's next.

A radically powerful and effective life, is not a perfect life.
It's a life where you deliver on significant outcomes.

You will always have to deal with what's in front of you.
You will always have to do what's required.



It takes strength

It takes strength, to stop being average and:

1. To stop lying to yourself.
2. To break unworkable patterns.
3. To stop justifying unworkable behaviors.
4. To give up, being a victim.
5. To stop hating people who are more successful than you.
6. To stop talking about things, you know you will never do.
7. To keep showing up, when you've already won.
8. To stop living a fake life on social media.
9. To not eat when you're hungry.
10. To ignore your case.
11. To drop being manipulative and nice, to get what you want.
12. To stop using vacations as escape strategies.
13. To stop doing that which doesn't matter.
14. To remain focused and bracket.
15. To stop thinking things to death.
16. To crush your targets.
17. To stop looking to be saved.
18. To be FOR Self and others.

SUCCESS

IS,

HOLDING

NOTHING

BACK.