



The art of losing isn't hard to master.

We lose things every day. Some are small: car keys, or phone numbers. Many are much larger: energy, time, excitement, focus, relationships, and opportunities. After a while, we just get used to it. It's the way life is, we tell ourselves, and then we do our best with whatever we have left.

The art of succeeding – of achieving what everyone else thinks you can't, not just once in a while but day after day in changing circumstances – has long been the rarest feat of all.

It's not that we don't want to achieve amazing things, and it's certainly not that we aren't exhorted to do that. We can hardly turn around these days without someone telling us we have to be different from the way we are, and better. Our businesses must "change or die," as the common saying goes. We have to get smarter, work faster, achieve more results, have more energy . . . the lists go on and on.

But here's a very important scientific fact: *the biggest barrier to accomplishing your dreams is inside of you.* It's not what you might think it is or what you might have been told: it's not a lack of willpower or intelligence or commitment or creativity or courage. What's in your way is your own brain.

Yes, your brain. For all of its fine qualities, your brain also uses many powerful strategies to hold you back and make you less than you could be.

Why would your brain do that to you? Because a lot of your brain was built for the days long ago when playing it safe was the most urgent thing a person had to do. In those days, life was all about survival – about defending habit, repeating routine, fitting in, making do, and going along – and the most valuable brain was one that kept you from taking chances or trying new things.

The secret to getting out of your own way and accomplishing more than you ever imagined is to turn down the volume of your negative, reactionary, fear-driven brain parts and tune in to the parts (in you head *and* newly discovered brains in your heart and gut) that can create and sustain a strong line of energy between where you are now and where you want to be.

This book details the ultra-practical tools for getting your brain working on your side, not against you. In large part, it's a matter of making five counterintuitive choices and then backing them with sound, science-based actions. The principal choices that propel you forward are choosing: *Direction, not Motion; Focus, not Time; Capacity, not Conformity; Energy, not Effort; and Impact, not Intentions.* *Get Out of Your Own Way* shows you how.

Consider what life is like for the very young – so full of wonder and hopes and the full energy of life's potential. Then consider what you see around you every day – so much settling, so much empty striving, so much resignation. So much skill at the art of losing.

What happened? We each began life as a newborn miracle. Between then and now is history. But what happens next is not solely in the hands of habit or fate or the crush of the crowd, it's also in the power of what you dare to imagine and do. The chance to be better than your best is right here, within your reach. All you have to do is see it and guide it, and this is the first book to help you do exactly that. Instead of trying harder, it's time to try differently. That's when you'll see that what everyone else thinks is impossible, isn't.