

immortal  
executive

Creating  
Powerful  
Performers  
via  
High Energy  
Performance



*I help dissatisfied executives transform their frustration into High Energy Performance in all areas of their life.*

## How can you write your own prescription?

*In today's Newsletter we'll address: the value of 'altering' limitations.*

### 3 Focal Points:

- **Realize**
- **Reframe**
- **Refocus**

### How does realization 'shift' perspective?

I have the greatest job in the world. I help dissatisfied people transform their frustrations into High Energy Performance. This is what energizes me, defines my purpose... and I get to work with extraordinary people.

'Pain' is a syndrome that we've all experienced in some way, shape or form. Whether it's physical, neurological, somatic, environmental, emotional... or other. Some of the results of 'pain' include: a decline in performance; fatigue; apathy; despondence; sadness and inertia. Though I'm not here to paint a grim reaper picture. I'm here to help you transform what's potentially 'broken', or lacking in momentum, into something dynamic and sustainable.

To do so, I'd like you to relate to a current or previous 'pain' syndrome. Remember, this doesn't have to be physical... though it can be. It can be professional, marital, social... Think of this syndrome, and 'experience' how it affects your psyche, performance and output. **How do you you/did you interact with this 'syndrome'?**

As an individual, you have all the rights and 'power' to live as a High Energy Performer. Unfortunately, crap often stands in our way, whether we are aware of it, or not.

I request that you 'reframe' your perspective (what I like to refer to as: creating a 'shift'). Your interaction with this 'syndrome' can keep you imbedded in a quagmire... or 'letting go' and soaring.

Every time that I'm fortunate enough to interact with, and help a client see this 'potential', I'm pumped... because he or she gets it, and the experience becomes a major investment in their future.

Though here's the thing: not everyone is cut out to do it, because their comfort zone is *too cozy*, and they

prefer acquiescence. Though I know that you're not in this category... because you are here, fully committed and fully-engaged.

When you realize that a 'shift' is possible, you can alter your perspective by looking at options you might never have considered. **Here's a great example:**

Back in 1996 I was fortunate to interact with an inspiring, bright, well loved 20 year-old. Living in Israel, I had a pain and injury clinic treating somatic-physical injuries. His parents, clients of mine, approached me and asked if I could meet with their son, who had been shot through the arm while guarding an outlook post. His unit had come under fire, killing all but him. He had undergone an operation to transfer a nerve from his leg, replacing his median nerve that innervated his arm and wrist.

He was a strong character, though you could see that his arm wasn't the only part of him that was 'shattered'. He lost the closest people he had in his life, outside his family.

As I worked on stimulating his median nerve, I helped him 'see straight', focusing on the present, and what he could influence. Highly committed and highly engaged, he made breakthroughs, until he had regained feeling, mobility and grip, as well as a shift in perspective.

I draw on this example because, yes it is an extreme case, though every case is 'extreme'... if it belongs to you and negatively impacts your performance and output.

What I'm challenging you to consider is this: stagnation keeps you 'out of the game'. As a potential High Energy Performer you should never exhaust any possibility until you make a breakthrough and win: lower back pain, depression, anxiety, professional frustration, relationship turmoil, Parkinson's Disease... there are answers, and they start by creating greater awareness and a powerful 'shift'. This 'shift' often comes by first 'reframing' your situation.

### **What's the POWER of the 'reframe'?**

Earlier I said: *"I have the greatest job in the world."*: not just a profession... it's a lifestyle. I'm intrigued and fully-engaged in seeing you be the absolute best 'you' possible. This is why I'm asking you to 'reframe' what you can... to make the difference and **invest in the rest of your life**. If something stands in your way... devour it.

### **What do I mean by this?**

Don't give it 'credibility'. When you give something negative credibility, it will undermine you and engulf your thoughts, potential, performance and output. This is where I ask you to 'reframe' the situation: place the situation and you in a new light. The 'reframe' can look like this:

1. How does the situation undermine me?
2. Is there any benefit holding onto it?
3. How meaningful would it be for me to let it go?
4. What positive action will replace it?

'Reframing' is a process that yields powerful results as it mentally removes you from the 'quagmire', giving you the option for momentum and sustainability.

**"If a problem can't be solved within the frame it was conceived,  
the solution lies in reframing the problem."**

- Brian McGreevy, author and screenwriter.

As you begin the process of reframing the problem, you empower yourself and possibility. This allows you to *clear out the trash* and 'refocus' your situation.

### **How can you refocus when the obstacle is profound?**

I'm going to throw this back at you: **How can you not?** You have one potentially extraordinary life, this time around. **How do you value it and what are you prepared to do to take ownership?** The High Energy Performer response: *"Whatever it takes, as I'm investing in the rest of my life."* BAM... there you have it: *Whatever it takes*. In order to lead from the front... *whatever it takes*, is a 'mantra' that defines you for the rest of your High Energy Performance life.

If you don't think I've been there, think again: 4 continents; mega experiences and failures... and I can now very clearly say this to you:

**I have the best job in the world, as I help dissatisfied people transform their frustrations into High Energy Performance... in all areas of their life.**

Like me, you have the prescription to optimize your performance and output. I challenge you to:

**REALIZE - REFRAME - REFOCUS**

### Take-Away

The greatest gift that you can ever give yourself is *'to always feel that you are approaching fulfillment'*. I say this as 'fulfillment' is a stopping point. Always feeling that you are approaching fulfillment opens the door to infinite possibilities. When you dump the pain... realizing, reframing and refocusing, you'll alter your relationship with limitations, and thrive as a High Energy Performer.

Dump the pain... your association with it is there to reframe. When you do so, you'll soar.

Have a powerful week...



**Paul Lewis**  
**President**  
**Immortal Executive**



