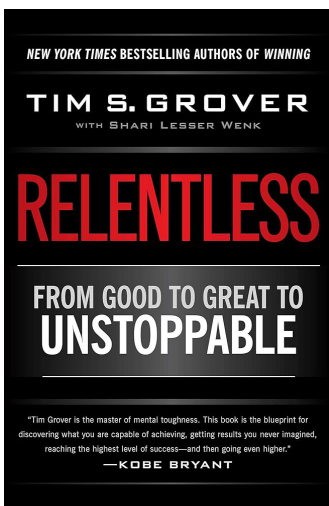


EXECUTIVE BOOK SUMMARIES

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Relentless

THE NUTSHELL

Simon & Schuster 2013

Relentless is about being unstoppable. That means never being satisfied with what you've already achieved and always striving for better. It means giving yourself a new goal to work towards every time you reach a new personal best. This mindset applies to everything in life where you want to achieve immense success. People who become great, and fight until they're unstoppable are what I call Cleaners. I will share with you the traits of a Cleaner, all of which are equally important.

When you're a Cleaner, you keep pushing yourself harder when everyone else has had enough. If you want to be better than everyone else, you have to work harder, and more than everyone else. The rule is to get comfortable with being uncomfortable.

To push yourself to be the best, and work harder than everyone else, you need to get into the Zone, shut out everything else, and control the uncontrollable. I define the Zone as a quiet dark place in which you are free from all distraction and emotion and have a pinpoint focus on whatever it is you are working on. What's important is to understand what puts you in the Zone and then master your ability to get there. This will only be possible if you know yourself very well, another trait of a Cleaner. You need to know exactly who you are and what you've got inside of you. Stop thinking, stop waiting, make sure you know what you have to do, and then do it.

ABOUT THE AUTHOR

Tim S. Grover

Tim S. Grover is a businessman, motivational speaker, personal trainer, and owner of Attack Athletics. He is world-renowned for his legendary work with elite champions and Hall of Famers, including Michael Jordan, Kobe Bryant, Dwayne Wade, and hundreds of other professional athletes.

Relentless

Cleaners are highly driven people, and much of their passion comes from a dark place within. It's a force, a killer instinct, that allows them to leave all limitations behind and just follow actions and results without any fear. This is what allows them to thrive in stressful and tense situations. They know that pressure isn't a bad thing, it can act as fuel for growth and success.

It is this mindset that makes Cleaners stand out from everyone else, and makes them reliable people so that everyone comes looking for them in emergencies and they always deliver.

Cleaners don't compete with anyone else, because they never need to. They make sure their skill is up to a level where no one can compete with them anyway. They trust their instinct and make decisions for themselves simply because they could never stand anyone else making those choices for them. They don't necessarily love being uncomfortable, but they are so addicted to the success and results, that they are willing to go through the sacrifice and the pain. One very important thing they are willing to give up is social validation because they are not doing it for anyone but themselves. They will probably not be liked by other people because of this, but they will be respected.

Cleaners are very picky about the people they put their trust in. They set very high criteria for people who are close to them because part of success is recognizing the people who will help you get better, and not pull you down.

Failure is an alien concept for Cleaners. Failure only occurs when they choose it to. Until then, everything is just a contribution to their success, the process. For them, it's never over.

When a Cleaner does achieve success, they rarely celebrate it like most people would. This is because there's always more work to do and more to prove. They have an insatiable need for the results, and they can never have enough.

You can be a Cleaner too, but adopting this mindset and being insatiable for success, despite not loving the process. Be a Cleaner and go get it.