



# The Science-Backed High Performance Habits That Make People Extraordinary

High-Performers adopt these six habits and win personally and professionally



Seek  
**CLARITY**



Generate  
**ENERGY**



Raise  
**NECESSITY**



Increase  
**PRODUCTIVITY**



Develop  
**INFLUENCE**



Demonstrate  
**COURAGE**

## HIGH PERFORMANCE HABITS

### The Six Deliberate Habits that Give You the Edge

At BEYOND EXPERT® we train individuals, teams, and businesses to amplify their talents and abilities to achieve Results BEYOND Exponential. We are certified by The High Performance Institute® to bring you The High Performance Habits, in the form of 1:1 Executive coaching, group coaching and monthly online training. This transformational curriculum builds on the key concepts in Brendon Burchard's High Performance Institute and C-suite mentors with decades of "real" business experience.

### These Six Habits Will Accelerate Personal and Professional Performance, while enhancing well-being

Based on one of the largest surveys ever conducted on high performers, it turns out that just six habits will move the needle in helping you succeed and achieve your personal and professional goals. You learn what high performers do consistently from goal to goal, project to project, team to team, and person to person.

## How high performance coaching is delivered

The curriculum can be delivered in three ways:



### 1:1 COACHING

Tailored leadership development for senior executives, leaders, and high potentials, working one-on-one on their goals and challenges. This personalized approach to leadership development acts as a catalyst to enhance the performance of the individual and the teams or organization that they lead.



### GROUP COACHING

Group coaching sessions for managers in groups of 4-6 providing opportunities for individual and team development, shared learning, support and accountability.



### HIGH PERFORMANCE HABITS MONTHLY ONLINE TRAINING

# THE PATH TO HIGHER PERFORMANCE

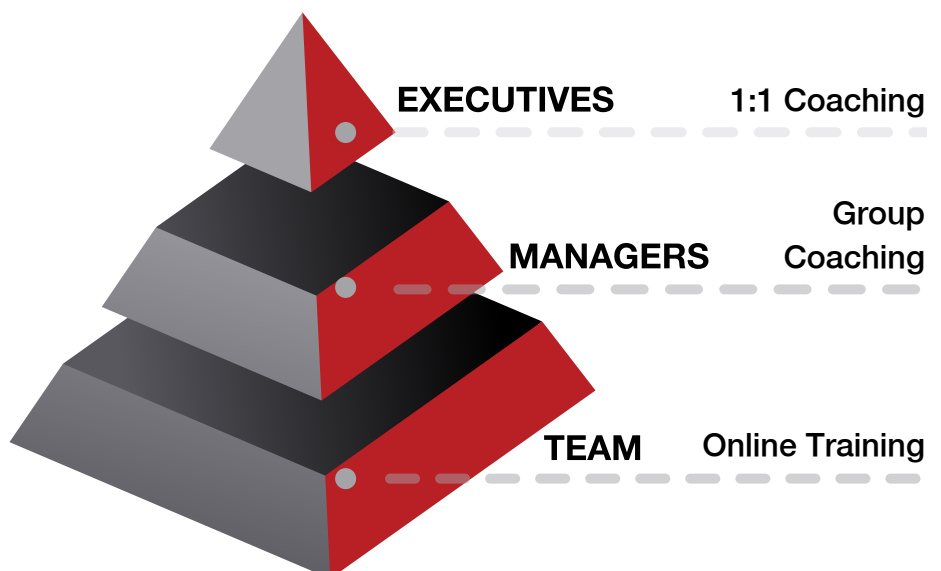
**Goal: Heightened and sustained performance without negatively impacting relationships or well-being**

The High Performance Journey starts with an assessment based on one of the world's largest high-performance studies ever conducted, with more than 170,000 participants across 190 countries. Participants learn to master the aggregation of marginal gains, helping them develop in the areas most critical to their success. The HPI Assessment is provided before and after the program to measure progress.

## HIGH PERFORMANCE ORGANIZATIONAL RESULTS

Implementing the High Performance Habits will accelerate development and foster greater organizational well-being. This program maximizes time and results in the following ways:

- People are focused on moving the needle on critical habits that increase productivity and drive results.
- A growth mindset and applied skillset to optimize their health and improve well-being.
- A common language and framework on performance so they can show up at their very best and attain mastery.
- New Skills that will become embedded in your everyday culture.
- Enhanced reputation as an employer will increase your ability to attract top talent and new customers.
- Reduced attrition cost and greater retention rates.



# THE MAN BEHIND THE HABITS



Brendon Burchard is a 3-time New York Times bestselling author, a globally respected High Performance coach, and one of the world's most-watched, followed, and quoted personal development trainers with over 10 million followers across his brands. O, the Oprah Magazine named him "one of the most influential leaders in personal growth." Success Magazine ranks him in the Top 25 Most Influential success teachers along with Oprah Winfrey, Dr. Phil, Tony Robbins, Tim Ferriss, Arianna Huffington, and Deepak Chopra.

Twenty years ago, he became obsessed with answering three questions:

1. Why do some individuals and teams succeed more quickly than others and sustain that success over the long term?
2. Of those who pull it off, why are some miserable and others consistently happy on their journey?
3. What motivates people to reach for higher levels of success in the first place, and what practices help them improve the most?

After extensive science-backed original research and a decade as the world's leading High Performance coach, Burchard found the answers. It turns out that just six deliberate habits give you the edge. Anyone can practice these habits and, when they do, extraordinary things happen in their lives, relationships, and careers.

BUSINESS PROBLEM	HIGH PERFORMANCE HABIT	HIGH PERFORMANCE RESULTS
Lack of Direction	Seek Clarity	Strengthen Culture
Mental or Physical Fatigue	Generate Energy	Sustain Growth
Bureaucracy & Procrastination	Raise Necessity	Accelerate Innovation
Busy Work vs. Meaningful Work	Increase Productivity	Raise Profit
Internal Politics & Conflict	Develop Influence	Build Leaders
Untapped Potential	Demonstrate Courage	Gain Collective Momentum

Let us help you implement the High Performance Habits in your organization today so that we can achieve **Beyond Exponential Results** for your leaders, teams and businesses.



For Additional Information, please contact:

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# MEET THE BEYOND EXPERT TEAM

*At BEYOND Expert® we train professionals to achieve results Beyond exponential in their life and business.*

We believe that focusing on a person's DNA (Divine Natural Abilities), is the key to true, rapid transformation and believe that each of our coaches brings something truly unique to the team.



## Jeffrey Watts

**Founder & CEO**

Business Coach, Executive Mentor, Global Entrepreneur and Transformation Author. During the last 25+ years as a Leader and Consultant, Jeffrey has found that focusing on a person's strengths, not their weaknesses or flaws, was the key to true, rapid transformation. Jeffrey's leadership has revolutionized hundreds of clients and companies – they call him "The Catalyst."



## John Roussot

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Liberating Greatness for 21 years in corporate and entrepreneurial ventures, consulting, coaching, and training individuals and teams in 33 countries around the world.



## Artemis Limpert

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A highly sought over motivational speaker and coach, with the unique ability to cut-to-the-heart-of-the-matter, which allows people to achieve the real breakthroughs they desire.



## Nate Short

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Nate is a certified High Performance Coach and highly productive realtor, speaker, author and entrepreneur with decades of experience as a high performer.



**75%**

of the reasons for poor performance and attrition come down to things that leaders influence\*

**According to Gallup Survey**

**Certified High Performance Coaching is a science backed process designed to help individuals and organizations succeed above standard norms while maintaining positive well-being and relationships.**



Trusted by Fortune 500 CEOs, Olympians and Global Leaders to take their performance to the next level and go from good to great.



**1. The Immediate Manager**

**A manager's expectations are unclear; or they provide inadequate equipment, materials, or resources; or that opportunities for development are few and far between.**

It accelerates the growth of managers into Leaders but helping them find clarity on who they are as a person, how they want to interact with their team, their role as a leader and the roles of members of their team. It challenges them to be more courageous, open, honest and vulnerable. All key qualities of a great leader. It equips them with influence skills that help them to establish a deep trusting connection with their team which maximizes loyalty and efficiency.



**2. Poor Fit for the Job**

**Another sign of trouble appears when employees perceive that they don't have opportunities to do what they do best every day.**

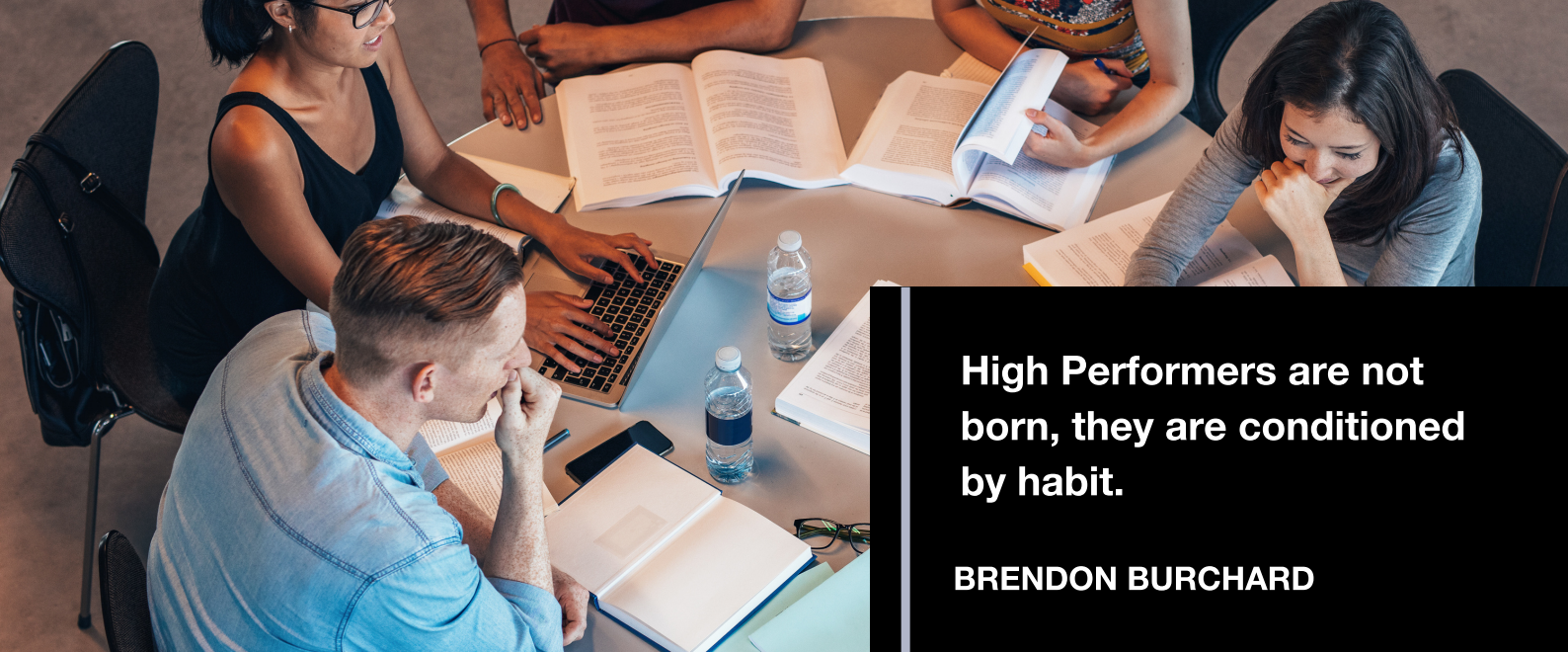
Similar to your managers, the High Performance Framework will help your employees to find clarity about themselves, their strengths and where they feel they can contribute most to your organization. This, coupled with the courage module promotes constructive conversations around where best to match an employees talent and drive to the goals of organization. Productivity and influence then helps the transition of role happen in a way that meets the needs of each party involved.



**3. Coworkers not committed to quality**

**Watch for employees who perceive that their coworkers are not committed to a high standard of work.**

It establishes quality and performance at the heart of your organization, Iron sharpens Iron, and success breeds success. It will not only help to increase the quality of average performers through osmosis but will help you to create a benchmark by which performance conversations can be had and difficult decisions made with relative ease and compassion.



**High Performers are not born, they are conditioned by habit.**

**BRENDON BURCHARD**



#### 4. Pay and Benefits

**Engaged employees are far more likely to perceive that they are paid appropriately for the work they do. Pay and benefits become a big issue if employees feel that their coworkers aren't committed to quality.**

High Performance drives increases in revenue and profit and therefore there will be additional funds to pay employees commensurate with their increase in performance. It also drives benefit outside of salary. The High Performance framework is a holistic framework that helps employees to increase performance in all aspects of their life - not just their career and remuneration.



#### 5. Connection to the organization

**Another key sign that turnover may be looming appears when employees don't feel a connection to the organization's mission or purpose or its leadership.**

Similar to managers, high performance coaching will help your leaders, and you, to become better leaders. In addition to personal benefits of increased clarity, energy, courage, productivity and influence, the High Performance Habits give you a common language and framework to drive superior performance and growth in the organization. It will help you to connect to your employees on a new level, and it will help them to connect their contribution to the wider mission, purpose and goals of your organization.

**In a Workplace with low overall engagement, recognition and praise have no effect on reducing turnover.\***

**Many bosses still think that all turnover comes down to money.\***

# CLIENT TESTIMONIALS



"Jeffrey always knew I could reach and achieve greater results. From within, I also knew. Jeffrey has been a mentor, motivator and personal friend and I am thankful for his persistent drive towards success. His diverse business knowledge and unique implementation and coaching is something I continue to value. I could never have started Aventine Asia without him. Jeffrey is the catalyst that I needed.

**Russell Chang**

Chairman, Aventine, Asia



"Once Jeffrey was brought into our Fortune 500 company, things quickly changed. He helped build structure for our department, gave us a true purpose for what we were to be achieving and positively built the team's confidence to be able to improve results and general morale to the organization. He gave me the confidence and assurance I needed to take my career to the next level to become a Vice President."

**Danielle Blue**

VP, TransUnion



"I'm tremendously grateful to have worked with Jeffrey. He has been a wonderfully supportive, powerful catalyst for me, propelling me forward in a substantial way to help me achieve my dreams. His mentorship style is nothing short of masterful, bringing both intuitive insight and heartfelt guidance that create big shifts. Jeffrey will hold you to your greatness and see your own potential in ways you can't even see yourself."

**Lindsay Clark**

Founder, Oracle Coaching



"Jeffrey Watts impacted our team in significant ways allowing us to successfully move the company forward through the recession to where our company was acquired by a firm that was many times our size, allowing me to retire a millionaire. This company, impressed with our systems, to this day has implemented many of the solutions and strategies that we learned & created working with Jeffrey."

**Steve Fowler**

CEO, Pipeline Plumbing and Consulting



# EXAMPLE BUSINESS CASE

Acme Corp is a typical SME organization with 250 employees. Innovation is at the heart of the business given the highly competitive nature of the marketplace in which Acme Corp operates. Acme Corp provides both products and services to its customer base and is generating roughly \$25m p.a. in revenue.



## EXAMPLE INVESTMENT AT VARIOUS LEVELS IN AN ORGANIZATION

Employee Group	Numbers	Per Individual	Total
Executive	10	\$13,500.00	\$135,000.00
Manager	40	\$5,000.00	\$200,000.00
Team Member	200	\$400.00	\$80,000.00

**\$415,000**

# EXAMPLE BUSINESS CASE

Investment: \$415K

## Worst Case

**4%**  
ROI

**\$433K**  
Return

**17%**  
Profit Increase

## Base Case

**109%**  
ROI

**\$866K**  
Return

**35%**  
Profit Increase

## Best Case

**239%**  
ROI

**\$1,408K**  
Return

**56%**  
Profit Increase

## SCENARIO 1: 1% INCREASE IN PERFORMANCE

Based on the WORST case assumption that certified high-performance coaching increases the performance of your people by 1%, this would result in the following increases to Profit From Revenue, Profit From Efficiency and savings in costs associated with attrition.

Employee Group	Profit From Revenue	Profit From Efficiency	Savings From Reduced Attrition	Total
Executive	\$16,250.00	\$178,750.00	\$8,775.00	\$203,775.00
Manager	\$9,750.00	\$107,250.00	\$11,830.00	\$128,830.00
TM	\$6,500.00	\$71,500.00	\$22,750.00	\$100,750.00
				<b>\$433,355</b>
			ROI	<b>4%</b>
			Profit Increase	<b>17%</b>

## SCENARIO 2: 5% INCREASE IN PERFORMANCE

Based on the BASE case assumption that certified high-performance coaching increases the performance of your people by 5%, this would result in the following increases to Profit From Revenue, Profit From Efficiency and savings in costs associated with attrition

Employee Group	Profit From Revenue	Profit From Efficiency	Savings From Reduced Attrition	Total
Executive	\$81,250.00	\$243,750.00	\$43,875.00	\$368,875.00
Manager	\$48,750.00	\$146,250.00	\$59,150.00	\$254,150.00
TM	\$32,500.00	\$97,500.00	\$113,750.00	\$243,750.00
				<b>\$866,775</b>
			ROI	<b>109%</b>
			Profit Increase	<b>35%</b>

## SCENARIO 3: 10% INCREASE IN PERFORMANCE

Based on the BEST case assumption that certified high-performance coaching increases the performance of your people by 10%, this would result in the following increases to Profit From Revenue, Profit From Efficiency and savings in costs associated with attrition.

Employee Group	Profit From Revenue	Profit From Efficiency	Savings From Reduced Attrition	Total
Executive	\$162,500.00	\$325,000.00	\$87,750.00	\$575,250.00
Manager	\$97,500.00	\$195,000.00	\$118,300.00	\$410,800.00
TM	\$65,000.00	\$130,000.00	\$227,500.00	\$422,500.00

**\$1,408,550**

ROI **239%**  
Profit Increase **56%**

\* 1 Profit From Revenue is calculated by first determining the revenue per employee then applying factoring based on employee group (i.e. Individual executives will generate more revenue per employee than individual team members). Then the profit margin is applied (10% in this example) to calculate the profit before applying the performance increase.

\* 2 Profit From Efficiency is calculated by determining the profit per employee and then applying, factoring based on employee group (i.e. An individual executive will generate more profit per employee than an individual team member). The performance increase is applied.

\* 3 Savings from Reduced Attrition is calculated as cost of replacement. Cost of replacing executives is calculated at 45% of cost. Cost is estimated at \$150K. Cost of replacing managers is calculated at 35% of cost. Cost is estimated at \$65K. Cost of replacing team members is estimated at 25% of cost. Cost is estimated at \$35K.



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