



From the Desk of Brendon Burchard

#1 New York Times Bestselling Author

#1 Self-Help Show on YouTube, #1 Podcast debut on iTunes

Top 100 Most Followed Public Figure on Facebook

"The world's highest-paid marketing trainer." – Success Magazine

"One of the most successful online trainers in history." – Oprah.com

Dear Friend,

Each year, I train new people to become a *Certified High Performance Coach*™. I have a limited number of spots open for our 2020 training.

In this short letter, I'll attempt to convince you to take one of the spots, immediately, before it's too late, no matter your background.

However, I will not try to convince you that life coaching is fulfilling and lucrative. You've already heard how the life coaching and executive coaching industry has exploded in growth.

You know that millions of entrepreneurs, executives, athletes, and every day strivers have hired life coaches to help them improve their lives and reach new levels of potential and performance.

You know that everyone who wants to succeed today, in any position, in any organization, must know how to coach others to be their best. If people work for you, then you have to help them be better. If you serve clients, then you have to coach them to perform their best.

You also probably know that anyone can claim to be a 'life coach.' And that most coaches don't know what they are doing and constantly struggle.

It's not their fault. The problem is that traditional coaching certifications are sadly just freshmen-level courses on interpersonal communication skills—learn to listen better! build rapport! manage conflict! collaborate toward solutions!—disguised as business opportunities.

Real coaches don't just repeatedly ask their clients, "So, how's it going? What should we work on today? What are your goals, and where are you stuck?" If that's what you think coaching is, then you've been blindsided by stereotypes or never been exposed to elite-level coaching.

It's a travesty that most 'professional coaching certifications' don't teach you how to start, make money as a coach, or guide clients through truly transformative sessions. They don't teach you how to grow your brand and live an incredible lifestyle as a coach.

That's why this is an important letter. I'd like to teach you to become an elite-level coach fast, no matter what you do now, no matter your background.

I know that might sound crazy, especially if you're new. But I honestly don't know of a better way for you to transform people's lives so deeply, and this career can be so rewarding and transformative for you. If you agree, then perhaps this is something for you to explore further, with me as your guide.

If you care about helping others; if you are armed with a proven coaching process; if you learn from the best; if you have a coaching community to learn from and leverage... well, then the world is yours. Truly, the world belongs to those who know how to help others change and hit high performance.

In fact, I believe that all the great results in my life have come from knowing how to help people reach higher levels of potential and performance. It's why I enjoy my career so much—it's a true honor to help people live their best lives and serve their highest calling.

You know enough about me, so let me share why I know that becoming a *Certified High Performance Coach*™ is right for you:

1. Coaching isn't about your background or personality. It's about your client and a process that is proven to help them reach their potential faster. I'll show you how to get clients, and I'll personally train you on a process that helps anyone, anywhere, reach higher performance and results (in any area of their life). Stop worrying if you're credible enough because it's not about you or your background—it's about the client and your process for helping them achieve and grow.
2. Coaching starts with your heart. If you care for people, then I can train you to do this. You don't have to know how to do this right now—it's my job to train and certify you. You attend Certification Week with an open heart, and I'll show you the process and business.
3. Coaching is best taught by a real coach. I've trained more high-level coaches than anyone in the industry, and I'm the highest-paid active high performance coach in the world. I know what works and how to get you up to speed.
4. Coaching isn't far off—you can start right away. Look, I know you're in a hurry. You don't want to waste your time going from guru to guru or seminar to seminar to become a highly-paid coach. You want to get to work now—to change lives now—following a proven process. I'll give you that process and in turn you'll save dozens of years off your learning curve. You can truly start now.

Is this resonating with you? If so, I'd like to give you the same coaching process I would use for any highly driven individual. It's a process that would help anyone from any walk of life achieve the extraordinary. It's also the same process I use with senior executives, global superstars, Olympic athletes, and many of the world's most influential people. It works, and you can do it.

I'm even happy to give you my session outlines, marketing templates, ads, direct mail letters, postcards, enrollment scripts, evaluation forms, client homework assignments—everything you need to get going.

So, would you like me to train and certify you? If so, please read the attached FAQs. I'd love to help you do this. You can be a catalyst for change. You can inspire people. You can make a difference. Don't ever forget that. So no matter how small you start, start something that matters. Read the attached FAQs and let's get started! —Brendon



10 Frequently Asked Questions About The Certified High Performance Coaching™ (CHPC) Program

1. What is “high performance coaching”?

Brendon Burchard, the world’s leading high performance coach, defines it as “succeeding beyond standard norms consistently over the long-term.”

So, to coach someone to high performance in their life means to help them go further than they have before—beyond the norm of their typical results and life experience—and then to help them continuously grow and succeed.

Brendon adds, “Besides that textbook definition, high performance is really a flow and a feeling. It’s the ongoing feeling of full engagement, joy and confidence that comes from consistently living from your best self. That’s the three senses of high performance: engagement, joy and confidence.”

2. What do Certified High Performance Coaches™ actually do?

CHPCs help clients reach high performance in six main areas of life—psychology, physiology, productivity, people, purpose, and presence. This is an important distinction. Our approach is a holistic one—far more encompassing than just helping a client reach one specific goal like an accountability coach might. Clients don’t want to just hit a small set of goals anymore. They want total life transformation and alignment. They want to know they’re just as high performing at home as at work. CHPCs deliver coaching through 60 minute sessions, delivered either one-on-one in person or on the phone, or in groups via webinars or meetups. Coaches are trained to ask penetrating questions and deliver emotionally engaging sessions that help clients discover deep insights and major breakthroughs. Coaches follow a proven plan to help others accelerate their growth.

3. How is CHPC different from regular coaching?

Most life coaches are trained only to elicit the client’s goals, then to work with the client to reach those goals. Their typical session with a client is very similar, in which the coach asks the client, “So what are you working on? What’s holding you back? Let’s talk that through.” Unfortunately, this becomes repetitive for the client (and very boring for high-achieving clients).

CHPC is completely different. The larger outcome, even beyond any goal of the client, is to help the client reach higher performance in all areas of their life. There is a set of specific questions that are followed in each unique session. And each session also has a training component, where the CHPC teaches the client a new habit, tool or concept that furthers their education and growth in that area. In short, there is a *curriculum* in CHPC, a true roadmap for progress that allows the coach and client to consistently feel that each session is adding value and advancing the client in life no matter their goal.

4. Can I Really Do This?

Yes. Other coaching programs fail because, at their foundation, they assume that the coach must be some kind of spontaneous genius, a therapist-like Mozart of the mind, a personality or guru capable of eliciting dramatic personal transformations every time, for all humans, on the fly. They fail to have a curriculum for developing the client beyond their goals. Other coaching programs also fail because they assume the client is always excited to talk, full of new updates, truthful about their challenges, patient with their coach, and open to all alternative views. You can see why they fail.

Any coaching approach that lacks a solid curriculum or process is an ill-fated one. People have bad days. Clients do. Coaches do, too. But what always works is a *process*, a system for exploring important issues and finding new points of growth. In CHPC, you don't have to come up with a magical and perfect question in the moment—you guide clients through a set of questions we know already work. You can still add your art, and ask spontaneous questions, but you can also always be confident that there is a next step already set for you. Clients love this approach because on days when they have little to report—maybe they didn't take action last week or month, maybe they're tired, maybe they just ran out of ideas—they can count on you to direct them toward new habits and growth every single session.

So if you can follow a process, and you can maintain your care, presence and energy for a client, *you can do this*. You don't have to be a conversational ninja or therapeutic guru. You just have to demonstrate caring and deliver a proven, highly effective, world-class process.

Important: If you are looking for freshmen-level listening and rapport skills, this is not for you. We assume you can already listen and engage with others well. Our job is to give the proper structure, questions, and tools to use with a client to deliver world-class breakthroughs and consistent high performance in all areas of their life. You don't need any coaching experience to apply, but you need to consider yourself emotionally intelligent and deeply caring. We'll train you on the process. That's our job.

Coaches Tip: You have to believe in yourself. We don't have time in our 4-day certification to convince you that you are ready to help people. You have to believe in who you are, that you can coach others if you had a process, and that you're excited to go build your brand and make a difference in the world. Not believing in yourself or your abilities makes this and all entrepreneurial endeavors a non-starter.

5. What Do I Get If I Am Accepted?

If you apply and are accepted as a CHPC, you get:

- 4 days of skill-based training and role plays at Certification Week. You will be trained by Brendon Burchard, not some other hired trainer. You're getting trained by the world's best and that's priceless. If you feel that four full days of training to become a professional-level coach is too much, then this is not for you. It takes four days of training to get certified. Certification Week will take place May 14-17, 2020 in San Clara, California.
- Exclusive membership in an elite community of world-class coaches. If you want to get certified from an organization that certifies thousands of people per year, then this is not for you. And that's why Certified High Performance Coaches have premium positioning in the marketplace. This is not one of those chop-shop life coaching certifications on the web.
- Recordings of your entire Certification Week training so that you can revisit them anytime you want for 12 months. Yes, we film your entire week of training and put the recordings in an online members area. This way you can revisit Brendon's training and distinctions, session-by-session as you deliver them.
- 12 full months of ongoing, skill-based training to help you continually master your craft and marketing. Every month after Certification Week, you'll get an invitation to join a webinar or view a video-based training from Brendon or one of our experienced CHPCs. These monthly trainings include case studies, success stories, and powerful new tactics and ideas to help you become a better coach.
- 12 session outlines which include the questions to ask in each session, the points to teach, intros and outros, and even the worksheets and homework to send clients after each session.
- Personal evaluation forms for each session, so you know how to rate yourself.
- Client record forms for each session, so you can take notes on what the client specifically shared in that session.
- Enrollment scripts, and renewal scripts that you can edit or model to get clients to signup with you over the phone or in person.
- Marketing tools designed by Brendon Burchard, including webinar presentations, direct mail letters, and postcards that you can use or model to get your own clients. Yes, these are the same marketing tools and strategies Brendon uses to get clients.
- Private Facebook group of active CHPCs, a world-class coaches group to keep in touch with and learn from.

- Peace of mind knowing that you've had the best training on the planet for high performance coaching. *Guaranteed*. (If you don't think so, just ask for your money back. See FAQ #9 below).
- 10 tickets to HPX Live seminar. We know that you'll want to give tickets to your clients, family, or friends so that they can fully immerse in the world of high performance. These tickets are each \$997, but we give them to you free. (Value of \$9,970. Your guests will need to claim their ticket and pay a one-time \$97 registration and materials fee.)
- A video of Brendon that you can send to potential clients, where he explains why coaching is so valuable and why they should hire you.
- Invitation to join exclusive networking reception at HPX Live. It's a great opportunities for you to connect and share with your fellow coaches.

6. Do I Owe a Percentage to HPI or Brendon Burchard?

No. This is a professional certification program that certifies that you have completed our training. This is *not* a franchise, "business opportunity," employee relationship, referral program, or business partnership with High Performance Institute (HPI) or Brendon Burchard. The role of HPI and Brendon Burchard is to train you on a proprietary process for coaching, and then to support you in your skill development as a coach. *That is all*. You receive a certification that you have completed your training. From there, providing your services or building your business is up to you.

This means that HPI and Brendon do *not* send you clients, take a portion of your revenue, demand accounting, or ask, in any way whatsoever, to be involved in your business. All we do is certify that you've completed training. To be clear: you are responsible for building your own business, marketing your own brand, getting your own clients—all without any obligation to HPI or Brendon Burchard. You build your own personal brand, find your own clients, keep *all* your money—you earned it!

Important: If you are looking to be a protégé, franchisee, or superfan of Brendon Burchard, then this is not for you. This is for people who want to run their own business, with no tie or obligation to anyone. This means you want an elite-level service to offer your own customers or to use with your own teams or clients. Again, we do not take a cut of any of your income, which is why this is so awesome. You're being trained by the best in the world—a multimillionaire and Top 100 Most Followed Public Figure in the world—and you are given all our tools, with no further obligation. This isn't about being one of "Brendon's coaches" at all. In fact, you can't say that because this is not about Brendon. It's about a proven process and a certification from HPI. That's why you will be able to market yourself as a *Certified High Performance Coach™*. You will also receive a certificate at the end of Certification Week, and your name will be listed on the HPI website as an active coach.

7. How Do I Apply?

The application process to become a *Certified High Performance Coach*™ is open to anyone in the world. Applications are due immediately. Since space is limited, the earlier you apply, the better. Once we are full the process will be closed, which may happen this month. To apply:

- 1) Film a video of yourself explaining why you want to be a high performance coach. It should be no longer than four (4) minutes. You can post the video anywhere online you want. You can shoot it on your phone and upload it to Dropbox and send us the link; or you can post the video as unlisted on YouTube; or you can post it on a private page on your blog. If you won't take the time to learn how to post a video online, then this is not for you.
- 2) Write a 1-page biography so we can get to know you. No prior coaching or teaching experience is necessary to become a CHPC. However, if you have any unique passions, experiences, or qualifications, please let us know. And please, one page only. A two-page bio disqualifies you because it says you can't follow instructions ☺
- 3) In the same document as your biography, add another page. Write out the Top 10 coaching questions you'd love to ask a high-achieving person to help them learn about themselves or achieve a breakthrough. In other words, if you were on a live call with someone, what 10 questions would you love to ask them as their coach? Name your document with the following naming convention: CHPC-YourLastName-2020. (Microsoft Word or PDF preferred). For example, if Brendon Burchard was submitting, the title of his application would be "CHPC-Burchard-2020.doc"
- 4) Email the link to your video and the 2-page document created from steps 2-3 above, to support@hpxlife.com with the subject line: **CHPC APPLICATION**. If you were referred to us by a Certified High Performance Coach, please include their first and last name in your application.

You will receive a reply or acceptance email within five business days.

If you have any questions about the Certification or this process, please write us at support@hpxlife.com with the subject line: CHPC Question.

8. What Happens If I'm Accepted, and How Much is Tuition?

- A. If accepted, you will attend Certification Week, our 4-day training program led personally by Brendon Burchard. Certification Week will take place May 14-17, 2020 in Santa Clara, California. At Certification Week, you will learn the exact processes, tools, marketing strategies, and career secrets needed to become a successful Certified High Performance Coach™.
- B. If accepted, you can also attend HPX Live with a coach tuition waiver. Our next event is February 20-22, 2020 in San Diego, CA. If you attend, you will receive 10 free tickets to give to

your clients or friends. (Value of \$9,970. Your guests will need to claim their ticket and pay a one-time \$97 registration and materials fee.) On the evening prior to HPX, Brendon will meet with you and our coaches for two hours to discuss new insights and best practices. Yes, we are giving you ten \$997 tuition-waivers for clients or friends. This increases the value of the coaching services you offer to clients, or gives your family and friends a taste of what high performance really is.

- C. If accepted, you will need to pay your Certification fee within 10 days of acceptance. Tuition is \$10,000 USD and can be paid in a single payment or three payments of \$3,433. The tuition fee covers your 4-day training, ability to brand yourself as a Certified High Performance Coach™, and all your materials and coaching tools. Tuition does not include your airfare, hotel, meals, or other travel expenses. If you are not 100% satisfied with the quality and depth of the training by the end of Day 2, then 100% of your tuition will be fully refunded. Remember: you are also getting \$10,000 of tuition waivers to HPX Live for your clients, so it's a deal.
- D. Once you complete Certification Week, your certification is good for an entire 12 months. To renew it each year, you will pay an annual certification fee of just \$497, which also ensures you continue to receive monthly training and community access. You will also need to return to take the 4-day Certification Week live at least every other year. Your annual renewal fee includes your registration for Certification Week. You are welcome to attend one Certification Week per calendar, if you choose. You are required to attend Certification Week at least every other year. We instituted this policy so that you continue your education and mastery. Just as nurses and EMTs must re-certify themselves each year, we believe that world-class coaches should too. Continuing education is one reason our coaches outperform and are often paid better than newbie coaches. If you do not like the idea of coming back to Certification Week every other year in order to learn new ideas, strategies for marketing, network with fellow coaches, and to deepen your practice and mastery, then this program is certainly not for you. We aim to be the world's best. And the world's best train on a continual basis.

9. What Happens If I Don't Love It?

You get a full refund. Here's how it works: If at the end of Day 2 of the 4-day Certification Week, you don't feel this is the best coaching certification program in the world, or if you are unhappy or unsure for any reason whatsoever, simply tell our event staff, hand in your materials, and leave the hotel venue. You'll receive a 100% refund for your \$10,000 tuition to the program. (Since you will have paid your hotel and transportation costs, which are not included in your tuition, those expenses are on you and not reimbursed under any circumstances).

Important: If you don't like following a process and curriculum, then this is not for you. Sorry, mavericks, but this is not for you. We train you on very specific sessions to deliver to a client, with a proven set of questions and tools. You can bring your own art to the process, but if you don't follow the sessions in general then it would not be called Certified High Performance Coaching.

Also, if you dislike role-playing during seminars, then this is not for you. We have you role-play real sessions with real people so that by the time you leave our 4-day Certification you already have acquired the skill of coaching our sessions. Our sessions are on topics like helping people gain more clarity, energy, courage, productivity, and influence in their lives. If you are not passionate about helping people in those topic areas, or in coaching them to reach their potential in all areas of their lives, then this is not for you.

Last one: If you want everything in life given to you, then this is not for you. Like all entrepreneurial endeavors, you will have to work to establish yourself and your business. While we give you all the processes and marketing strategies we know for succeeding as a coach in this marketplace, your success is entirely up to you.

10. What Happens After Certification Week?

You receive your Certificate of Completion, and when you're ready, you start! You'll have all the training and resources you need to start your own service or company coaching other people. Best of all, you'll have access to the CHPC community to ask any questions you have along the way. You'll discover that the CHPC community is incredibly helpful. In fact, if you decide you want an accountability partner or practice partner while you're at Certification Week, we'll even match you with someone. We also assign a community manager for your class to serve as a host of monthly trainings and as your personal point of contact. From there, you'll always be able to ask the community any question you want in our private CHPC Facebook group.

Still have questions? Please write us at support@hpxlife.com with the subject line: "CHPC Question."



Josh Mueller
Certified High Performance Coach™

"The strategies and confidence I gained through the CHPC program have positioned me to grow my coaching business from a part time side income to a six-figure income in 2016. Best of all, my clients are loving the content and experiencing breakthroughs and growth on a regular basis. I'm helping salespeople and entrepreneurs around North America grow their businesses without sacrificing their lifestyle to do it and I've been able to cut my time on the road in half and am in the best shape of my life because I've finally implemented the schedule I've always wanted. Not only has the CHPC program been working for my clients but it's working for me too!"

Client Success Stories

"My clients have laughed, cried, gotten frustrated and most importantly had moments of discovery. I've learned how much they appreciate when you repeat what they're telling you back to them. Ask them "what" questions to help them gain higher levels of clarity around what they want and how to get there, "why" questions to help them gain higher levels of clarity on what's motivating them, and "really" questions to help them question the beliefs they have about the things holding them back from having the courage to make bold moves toward their dreams. One of my proudest moments was when a client broke into tears and explained I was the first person to tell her she was already good enough and it took off the pressure she was putting on herself to be better and perfect at everything. We took some time to list and celebrate her wins and made a commitment to make that a practice. She went on to almost double her sales personally for her business as well as turn her organization from being down 26% for the year to growing 46% for the year in just six months. Another great testament has been seeing the regular value clients gain from ongoing encouragement to studying and using the CHPC worksheets in their daily lives."



Jillian Robinson
Certified High Performance Coach™

“Have you ever had the experience where you felt 2 degrees off? For a decade, I taught, spoke, wrote and provided some group coaching in personal development, having been a TV producer prior, where I was even blessed to win Emmy awards. Yet when I became a CHPC was when I felt I had come home. The process is so powerful – I knew it could consistently change clients’ lives, as it has. And it has changed my life, as it routinely enables me to live a charged life versus staying in a comfortable life, which, ultimately, feels unfulfilled because we know there is so much more.

This process has also inspired me to advance a long-time dream of bringing personal development to youth. I had delivered my own program to teens in the past, and was blessed to experience success and impact with the kids. Yet now, being part of a lifestyle – High Performance Living – I get to continually live into, and hopefully exude, that teaching to the youth I coach in high performance and provide these tools that I know are essential to their survival and thriving in today’s world. That fuels me continually. Thank you to Brendon for providing this clear road map on how we can live our best life.”

Client Success Story

“You know how so many people struggle, wondering, what is my mission or purpose? One client started Session 1 with a nagging feeling that she needed to do something that ‘filled her heart’ and made a difference in the world... But she didn’t know what. Session 1 we identified her ‘What.’ By Session 6, she had set a date to leave her long-time successful career. Completing Session 12, she had a plan and commitment to launch her own business within 30 days in the field of her dream. Also in our 12th session she shared, ‘I was nowhere when we started. I have so much clarity about my purpose and what I want to do now...I just feel like I’m finally getting to who I was meant to be...’

I learned, again, how I love helping people who want to have a positive ripple effect in the world and are willing to do the work to get there. It feels like a gift and an honor.”



Charlie Cardin
Certified High Performance Coach™

“Less than a year ago, I went to my very first HPA live event. It was there that I discovered my true purpose to help women who were just like me, professional women with successful careers, who were survivors of domestic violence. I needed to crystallize on my plan so I hired one of Brendon's CHPCs. I made breakthrough after breakthrough during our time together. High Performance coaching completely changed my mindset, it drove home the realization that the only difference between successful people and unsuccessful people is their ability to change their mindset and take action. Within one month after completing the coaching, I had started my own business. A month later, I became certified as a High Performance Coach, and three months later, I left my 25+ year corporate journey to pursue my dreams and to follow my purpose. Since then, I have inspired thousands of survivors to have hope and given them strategies to break the cycle and change their lives forever. Brendon's teachings changed my ideas of what was possible and I haven't stopped charging since!”

Client Success Story

“I started working with a senior executive at a financial firm in June of this year. She had been at the company for 20 years but was feeling for some time that she needed a change but she didn't know where to start. Getting clarity was huge for her. Through our coaching, she discovered how much she had sacrificed her own needs and dreams for the good of the company and she made a decision that it was time to find something that would be more congruent with her values and purpose. She gave her notice and has been on an exciting journey to experiment and find her next big thing. She now understands the importance of aligning her work with who she is as a person and it has been exhilarating to watch every step of the way!”



Yasemin Inal
Certified High Performance Coach™

“One of the greatest things I've been able to implement in my own life has been being more intentional about what makes me a High Performer in every sense of the word. In the last few years as I've been building my business, I hustled and worked too many hours like many entrepreneurs do. Becoming a High Performance Coach made me commit to a lifestyle where I choose to hustle wisely. As a mom of 3, it is really important for me to spend quality time with my little loves and my husband who is always so supportive of my dreams and passions. So, amplifying my relationships to a whole new level has been a huge side effect of this work that I am blessed with.

Self-care has always been huge in my life. High Performance Coaching helped me take my self-care to a much higher level. I am at my favorite gym almost every day working on cardio and strength. I meditate every single day. I sleep 8 hours a night, drink lots of water, eat organic, healthy food, take daily walks by the lake, invest in my personal growth, spend time with my loved ones, have lots of belly laughs every single day and bring the joy. I always had a quite healthy lifestyle but High Performance Coaching solidified that and made me become more intentional about everything I do. I will forever be grateful to Brendon for helping me commit more seriously than ever to becoming the best version of myself. Now I know as a High Performance Coach, I have to walk the talk. And to me, congruence is everything.”

Client Success Stories

“Trusting the process and bringing my full energy and enthusiasm to the sessions has been the key to helping move my clients to high performance in general. The follow-up questions, even though it was too hard to ask them at times because I knew it would lead to something vulnerable, have been the game-changer. I had to learn to let go of any limiting thoughts and remember that it's not about me; it's about the transformation I am striving to have for my client. One amazing success story is that a client of mine who has gone through the 12 weeks of coaching with me loved our sessions so much that she signed up to become a CHPC herself. She told me that she wants to help people have breakthroughs just like I helped her. She re-enrolled for another 12 weeks to not only work on her own growth as a high performer but also as a person who wants to do this work to bring high performance to the lives of the many people who will be blessed to work with her. Honestly, this was probably the most inspiring and humbling thing that happened to me ever since I became a CHPC.”



Charly Caldwell II
Certified High Performance Coach™

"Back in 2012, when I started with the Charge Edition, then bought the Master's Course, I LIVED (and continue to live) the Framework; I lost over 50lbs, have kept it off, after a 13 year "up and down" journey, living into the Psychology and Physiology mastery work, specifically. Also, I've taken both of my businesses to the most purposeful, productive and profitable places they've been (2015 was OUTSTANDING for me, personally), specifically through the Persuasion, Purpose and Productivity work (of course, Psychology and Physiology played a huge role at a the foundation level)."

Client Success Stories

"The three core areas that seem to get the most emotion, A-ha's, and "buzz" with the dozens of HP clients I've helped: 1) "Subtle changes - even 5 minutes a day vs. the All or Nothing mentality" (this has been huge with almost every client I've coached). 2) Using this beautiful language (framed with joy, cajoling, positivity and presence, of course, with them after they've opened up to new possible beliefs, perceptive or solutions - "So, what's your challenge here, in relation to (x)?" When they self-define their challenge, and I confirm it with them it completely lives into Brendon's quote of "People support what they create." POWERFUL! 3) I've learned to be present, caring and compassionate, and let the framework do it's magic. I also explicitly frame sessions to be 'safe zones', and create an environment of trust, love and compassion for them to have conversations that many have NOT had, or don't feel they could have with anyone else."



Jannie Walker Larsson
Certified High Performance Coach™

"I am a very driven, results-oriented person and have been fortunate enough to have had a very successful path through life so far. However my success story is in fact not about the financial results I have achieved for myself or for my clients. Rather it is about the poignant and arduous journey of finding "Me" and finding my "true north" by a couple of things starting in the Spring of last year and continuing on today. I was suddenly "forced" to release my passion for the life-work I do for almost a years time to be with my brother before he past and closing a very telling legacy of my entire family in the US. Also by bringing my special needs daughter more into focus to help her come into an adult life. And by most recently painstakingly letting go, for now, of my plans to launch an online business in order to consolidate, de-clutter, and thrive with both my family and my High Performance clients. Learning to let go of the need to always move forward, to always move ahead, the addiction to stress and my zillions of to do's, and instead after many years of working at neck-breaking speeds, learning to appreciate the here and now, and to listen to what is needed for this moment, while focusing on being the absolute best mother and best International High Performance Coach I can be. In Swedish we say "skynda långsamt" which means to "hurry slowly." I am today in complete alignment that in order for me to truly accomplish my mission, it is time to remove the pressure, slow the spin, and instead focus on what truly matters to move the needle in my life. Not just cognitively, but to actually live it. The journey has been filled with ups and downs, as any emotional roller-coaster of change would be, and I am still stumbling at times, but little by little and thanks to Brendon with his "leprechaun-ish" laughter and joy, and his gentle reminders in many different forms and ways, as well as a few other experiences in my life, I am learning to live my work, love my family, and starting to carve out time to actually "Release" and "smell the roses" in order to finally be and do what I truly love!"

Client Success Story

"A client who I worked with was smart, loving, had excellent health habits and very experienced within personal development but she had low energy, was very unclear about her purpose in life, was afraid of imposing her opinion on others, (let alone think of influencing others), and not very productive in moving forward. She was incredibly open and committed to do the work required, and after our 12 sessions, she totally transformed her life; she was very clear about her "re-adjusted" purpose, had much more energy, saw the value of her work and was thrilled to be able to influence others and she was consistently taking leaps and bounds of action to move forward. It was such a joy to be a part of!"