



CHURCHILL
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UNLOCK POTENTIAL



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MINDSET AND MARKETS

MIKE HARDY



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UNLOCK YOUR POTENTIAL



MIKE HARDY

San Dimas, CA

HOW TO WEAPONIZE YOUR BODY/MIND/SPIRIT

- What is your LEVEL 10 version?
- Are you healthy?
- Are you balanced?
- Are you free?
- Are you at peace?
- Are you winning?
- Are you weaponized?
- Develop structure
- Healthy boundaries
- Work life balance
- Morning routine
- Weaponize yourself
- Create freedom
- Find peace





GOAL = TOP 1%

Achieve a healthy
LIFE / WORK BALANCE...

Create a bulletproof routine to weaponize your body, mind, spirit, soul.

Systematically win personally & professionally.

Consider the possibility that there is a systematic way to win in life and business.

THE PAIN & PROBLEM

- 8 Billion people today
- 110 Billion people throughout history
- The possibilities of one human being will never be found in another.
- Most people are born unique but die as clones.
- Most people die at 25 but are not buried until age 80.
- Break the generational curse & create legacy. Change your family tree.





MY CONVICTION

Achieve a healthy

LIFE / WORK BALANCE...

- 1) Develop Mental Health Resilience
- 2) A Bullet Proof Mindset – Weaponized
- 3) Create and Live a Non-Anxious Life



THE PAIN & PROBLEM

How many of these apply to you?

- Your business is not growing as it should, and your stress is high.
- Your relationship with your significant other and/or kids is suffering, and you are drifting apart.
- You have a hard time finding peace and your vision for the future is cloudy.
- Your health, fitness, and physical confidence is shaky.



THE PAIN & PROBLEM

Consider the following possibility:

1. Your business is not growing as it could be because you are not showing up as the person you need to be for your spouse and kids.
2. Your relationship with your spouse/significant other and kids is suffering because you are lacking clarity, certainty, and personal vision.
3. Your vision for the future is murky because your energy is low, and you have neglected your health and fitness.
4. Your health, fitness, and physical confidence is suffering because you have not taken care of *YOU*, and you have become a slave to your work.





THE PAIN & PROBLEM

I am responsible

I am responsible

I am responsible

Victim vs Victor

I am the master of my fate

I am the master of my soul

THE PAIN & PROBLEM

Nothing will get better unless you tell yourself the truth!

- Who are you?
- What do you want?
- Why do you want that?
- Why are you here?
- Where to you want to go?
- Who do you want to go with?
- Vision & Purpose
- Clarity, Courage, Certainty, Confidence





UNLOCK YOUR POTENTIAL

*A FORMULA THAT WILL
PROTECT YOU... FROM YOU!*

CORE FOUR





CORE FOUR:

(Rate yourself here)

THE FOUNDATION:

Body / Fitness

Being / Faith

Balance / Family

Business / Finance



CORE FOUR:

*We don't rise to the level of our Goals. We fall to the level of our systems.
(Atomic Habits)*

- How much is 1% of you day?
- If you want to go big, you have to aim small. (one apple vs seven)
- The Eighth Wonder of the world.
- My daily discipline – “You can discipline yourself, or you can be disciplined by others.”
- People change when the pain of staying the same becomes greater than the pain of change.
- A man without a vision for his future always returns to his past.



CORE FOUR:

*We don't rise to the level of our Goals. We fall to the level of our systems.
(Atomic Habits) 1 Month, 1 Year, 3 Years. Unrecognizable.
Transformation.*

CORE FOUR – A Formula for Legacy - Build, Protect, & Transfer

Body – Fitness & Fuel

Being – Prayer, Meditation, Revelation

Balance – Invest in myself, my wife, my kids

Business – Discover & Declare





BODY

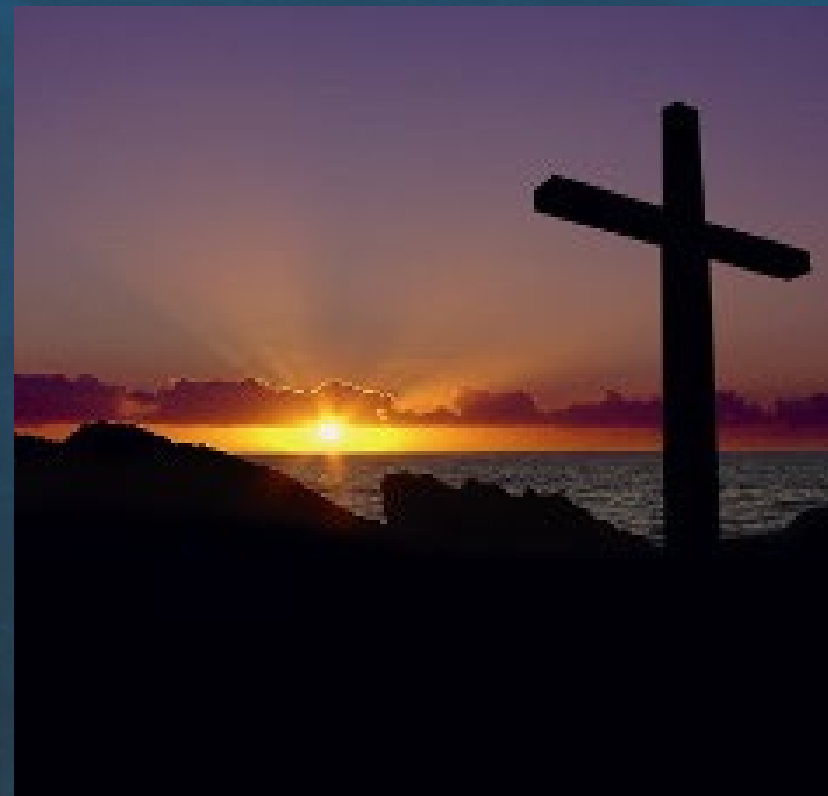
- Fitness & Fuel
- 1%
- Daily
- Sweat
- Habits
- Consistency
- Compounding
- Level 1 vs 5
- Quarterly Goal





BEING

- 10-15 minutes
- Pray
- Breath
- Write
- Think
- Feel
- Listen
- Being vs doing
- Best Ideas
- Still Small Voice





BALANCE

- Invest in myself
- Invest In my Wife
- Invest in my Kids
- Invest in My Friends
- Daily Deposits
- Date Night
- One on One
- Family Trip





BALANCE

- 1% Rule
- Daily deposits
- Give my best at work, not my all
- Where are we on the calendar?
- Set the tone when I get home
- We create for our kids





BUSINESS

Discover

Declare

Thought leader

In vs On Time

Hiring:

Character

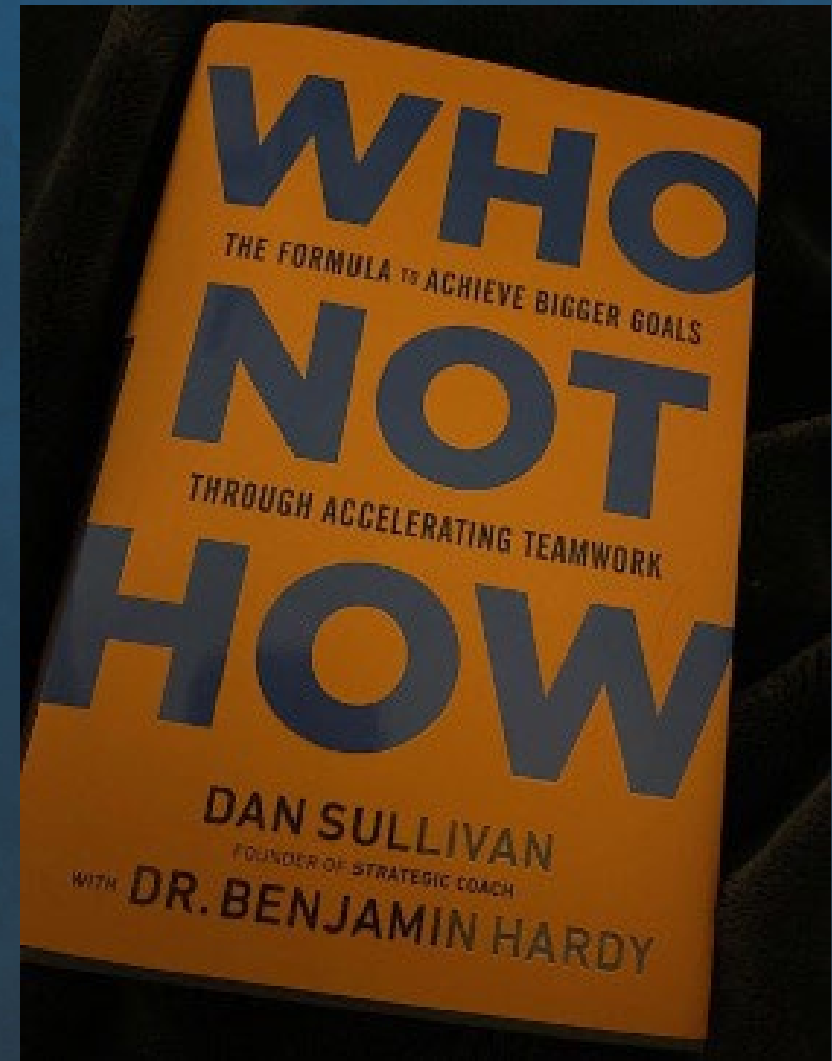
Competent

Compassion

Coachable

Courage

Chemistry



BUSINESS

Making Money
Keeping Money
Growing Money

Beliefs
Principals
Values
Strategy
Tactics

Intention...

***MORE MONEY WILL ONLY
MAKE YOU MORE OF WHAT
YOU ALREADY ARE.***

MONEY IS AN AMPLIFIER



FOUR DIFFERENT MINDSETS – WHO ARE YOU?

- Hustler – Win the Month
- Entrepreneur – Win the Year
- CEO / Owner – Win the Decade
- Emperor – Win Generationally

We live within the limits of our own thinking. We live within the walls that we build for ourselves.

See a world that no one else is seeing. Play a game that no one else is playing.

Talent hits a target that no one else can hit. Genius hits a target that no one else can see.





HIGHEST AND BEST THINGS I HAVE LEARNED

1. 10% Thinking / Planning / Advice
2. 80% Aggressive Action
3. 10% Course Correction

- Strategy without tactics is the slow course to victory.
- Tactics without strategy is the noise before defeat.
- Vision without action is a daydream.
- Action without vision is a nightmare.

- Are you playing to WIN? Or are you playing NOT TO LOSE?
- Scarcity vs Abundance vs Prosperity
- Be a LEADER, not a SAVIOR.
- What you focus on Expands
- One year from now, what will you wish you'd done today?
- Mindset / Skillset / Work Ethic / Work Efficiency
- Hustler / Entrepreneur / Owner / Emperor
- Employee / Self Employed / Owner / Investor

WHO ARE YOU MEANT TO BECOME?

THERE ARE NO SHORTCUTS TO ANY PLACE WORTH GOING.

We must all suffer one of two pains in life.

The pain of discipline or the pain of regret.

The difference is this...

Discipline weighs ounces

Regret weighs tons

(Fear is temporary. Regret is forever)



FINAL TIPS & TAKEAWAYS

- Most people die at 25 but are not buried until age 80
- I am the master of my fate. I am the captain of my soul
- What is God's A+ Plan for your life?
- Who do you want to become? Who are you meant to impact?
- Freedom of time, place and relationship
- Success on the outside... Peace on the inside.
- We all have versions of ourselves. What version are living 1-10?
- Decision Filter – Will this decision or action help me and my family live the life that we want?





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QUESTIONS?



THANK YOU!



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MATT RICCI
PAB MEMBER





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GRAND PRIZE



1x: *\$2,000 at Marriott + \$1,000 at American Airlines*

ADDITIONAL PRIZES



1x: *Apple 11-in iPad Air
or \$550 Best Buy Gift
Card*



2x: *Apple AirPods Pro 2
or \$250 Best Buy Gift
Card*



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