

# OUTPERFORM THE NORM

Raise Your Game.

**OUTPERFORM**  
THE NORM

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# TODAY'S **OUTPERFORMING** AGENDA:

- ✓ What does it mean to Outperform The Norm?
- ✓ Strategies to help you “raise your game,” personally and professionally
- ✓ Wrap Up and Q & A

*“There is **ALWAYS** another level.”*





# OUT-PER-FORM

v. TO SURPASS IN EXCELLENCE OF PERFORMANCE;  
DO BETTER THAN.

# THE NORM

# OUTPERFORMERS

HOPEFULLY

DEFINITELY

WHEN I HAVE TIME

I'LL MAKE IT A PRIORITY

EXCUSES

ACCOUNTABILITY

FIXED MINDSET

GROWTH MINDSET

COMFORTABLE

CHALLENGED

SECURE DECISIONS

CALCULATED RISKS

SOMEDAY

TODAY

EASY WAY

BEST WAY

FOLLOWER

LEADER

FOCUSED ON ME

FOCUSED ON WE



# COMMIT

"YOU PLAY TO WIN  
INSTEAD OF PLAYING  
NOT TO LOSE."



# OUTPERFORMERS COMMIT

## ✓ What Are You Committed To?

- ✓ Ask yourself this question daily
- ✓ The more specific, the better
- ✓ What one word symbolizes the best version of YOU?

*“You play to win.  
‘The Norm’ plays not to lose.”*





**Presence**





# ATTACK

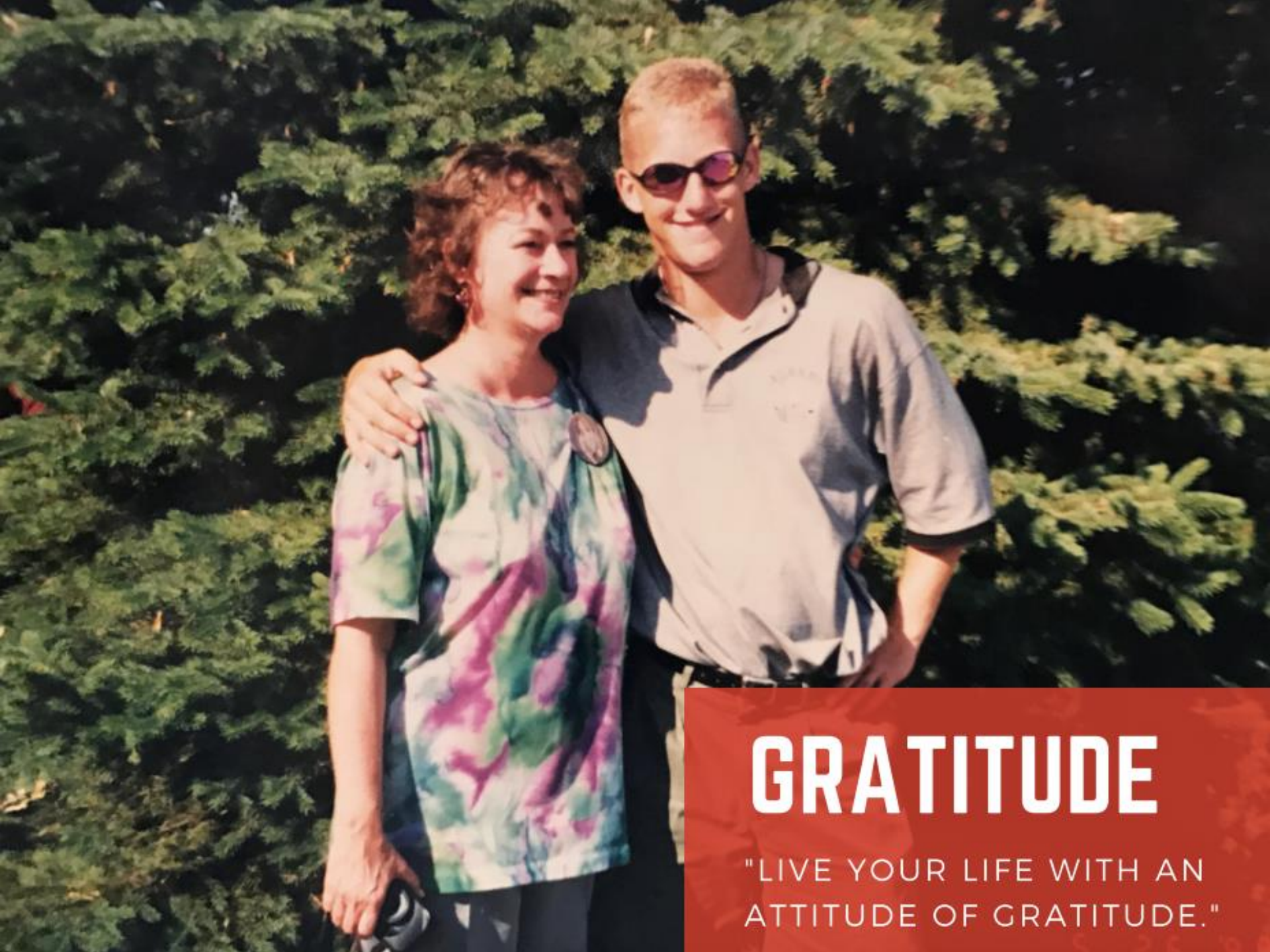
"MOMENTUM IS MAGIC. ROUTINES GET RESULTS."



A woman with blonde hair tied in a ponytail, wearing a black headband and a white athletic jacket with orange trim, is shown in a crouched position. A semi-transparent red horizontal band is overlaid across the middle of the image, containing white text.

# THE VITAL 4%

"ONE HOUR OF THE DAY. OWN IT."



# GRATITUDE

"LIVE YOUR LIFE WITH AN  
ATTITUDE OF GRATITUDE."

# OUTPERFORMERS ATTACK

- ✓ **Control The Controllables**
  - ✓ Outcomes = motivation and direction
  - ✓ Process = feedback and results
  - ✓ What processes can you control that will give you the best chance of your desired outcome?

*“Commit fully to the process.”*







and tasks are  
away for the future  
focus on the  
his new play  
or family  
consider, we

# OUTPERFORMERS ATTACK

- ✓ **Minimize Distractions**
  - ✓ The SWEPT Strategy
  - ✓ The high price of context switching

*“Commit to being a single-tasker.”*



A man with short, light-colored hair is wearing a black headlamp on his forehead. He is looking directly at the camera with a focused, slightly weary expression. He is wearing a black long-sleeved shirt. The background is dark and out of focus, suggesting a night-time outdoor setting. A red horizontal band across the middle of the image contains the text.

# CONQUER

"YOU'RE STRONGER THAN YOU THINK."



# OUTPERFORMERS CONQUER

- ✓ **You're Always Your Greatest Opponent**
  - ✓ Prepare for adversity in advance. It WILL happen.
  - ✓ Use Reference Points + Vicarious Experiences

*“You win after others  
have already given in.”*



The background of the image is a blurred view of a sports stadium. At the top, several bright stadium lights are visible, creating a hazy, atmospheric effect. Below the lights is a solid red horizontal band that serves as a background for the text. At the bottom of the image is a green grassy field, also blurred.

# ON-FIELD IDENTITY

"AN ENHANCED VERSION OF YOU."

# OUTPERFORMERS CONQUER

- ✓ **Create Your “On-Field Identity”**
  - ✓ FASTEST way to boost performance
  - ✓ A heightened, better version of yourself
  - ✓ Rids yourself of judgments, worries, fears

*“Today is game day.  
Show up as your best.”*





**1. What leader do you admire the most? Why?**

**2. What specific characteristics do they possess?**

- ✓ **Physically:** How do they move? What do you see?
- ✓ **Mentally:** How do they think? What are their dominant thoughts?
- ✓ **Emotionally:** How do they feel? What are their emotions?

**3. If they were sitting here right now, what advice would they give you?**

**4. What is the biggest thing stopping you from becoming this type of Outperforming leader?**

# OUTPERFORMERS CONQUER

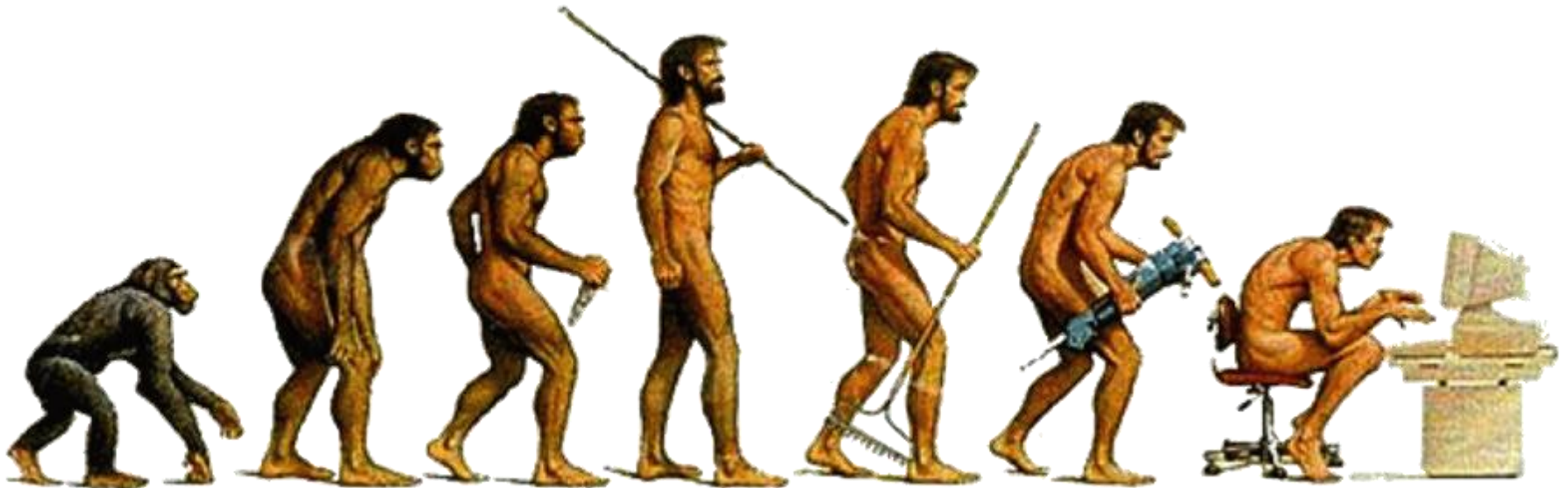
- ✓ Using Your “On-Field Identity”
  - ✓ Commit to focusing on ONE character trait
  - ✓ Create a trigger that initiates the transition
    - ✓ An outfit, song, item, action, etc.
  - ✓ Start in short spurts (5-10 minutes at a time)

*“Today is game day.  
Show up as your best.”*



# OUTPERFORMERS CONQUER

- ✓ **Command a Confident Power Posture**
  - ✓ Emotions are created by motions
  - ✓ This will change your level of IMPACT





**POWERFUL**



**POWERLESS**





# FUEL

"YOU PURPOSELY USE  
FOOD AS FUEL."

# OUTPERFORMERS FUEL

- ✓ **Fuel your Body to Outperform**
  - ✓ **Skin:** 2-4 weeks
  - ✓ **Liver:** 5 months
  - ✓ **Taste buds:** 10 days
  - ✓ **Lungs:** 2-3 weeks
  - ✓ **Stomach lining:** 2-3 days

*“You purposely use food as fuel.”*



# OUTPERFORMERS FUEL

- ✓ **Jump Start + Plan your Day**
  - ✓ Breakfast = “Breaking-a-fast”
  - ✓ Sets the tone for an energetic, Outperforming day
  - ✓ Plan your meals (like you do your meetings)

*“You purposely use food as fuel.”*





# OUTPERFORMERS FUEL

- ✓ **High Performance Hydration**
  - ✓ As little as 1-2% dehydration impairs performance
  - ✓ 80% of headaches are caused by dehydration
  - ✓ Drink half your bodyweight in oz of water per day!

*“You purposely use food as fuel.”*





# MOVE

"MOTION IS YOUR COMPETITIVE ADVANTAGE."

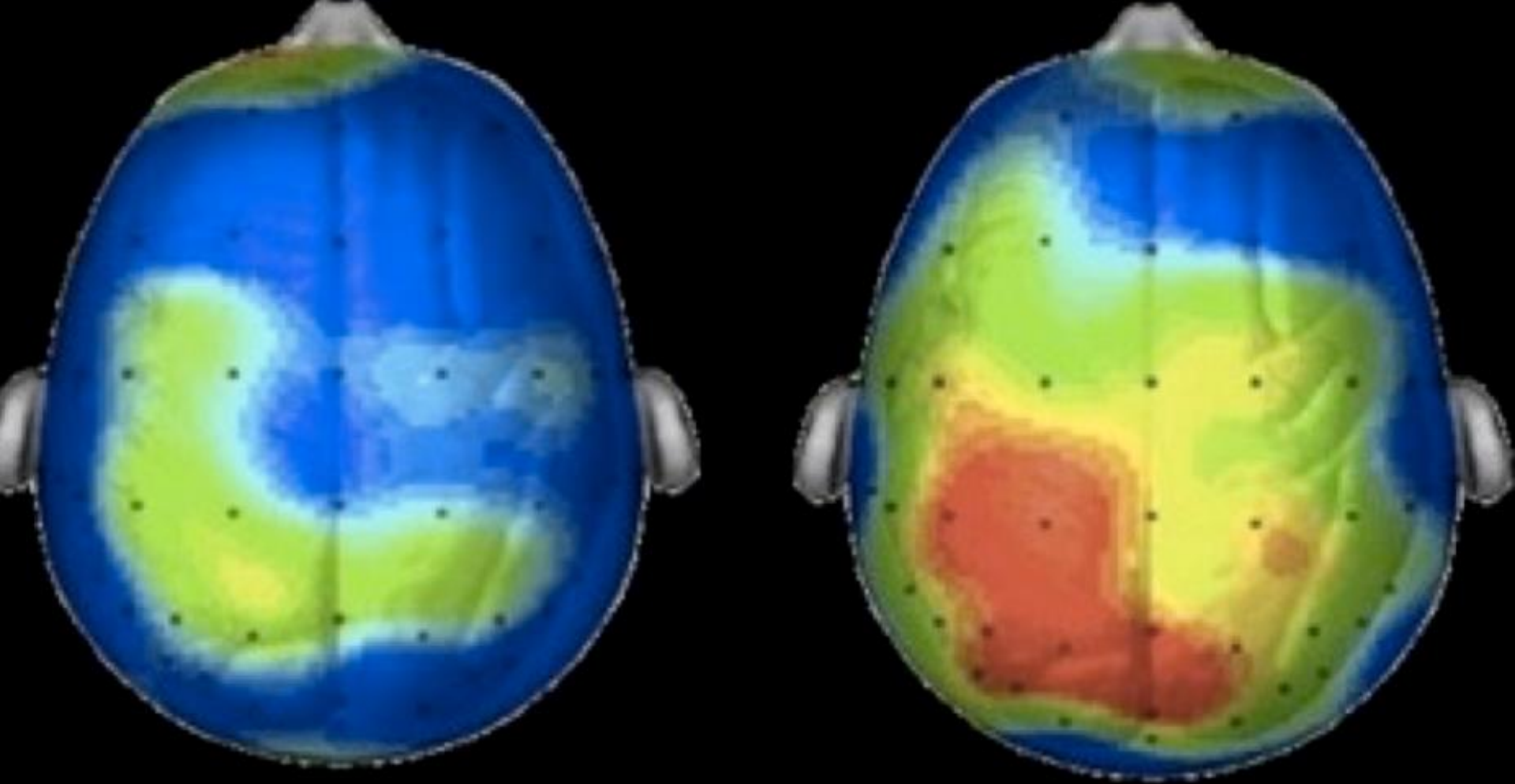
# OUTPERFORMERS MOVE

- ✓ The Greatest Performance Enhancer of all...
- ✓ EXERCISE!
- ✓ How many benefits of exercise can you name?
- ✓ But there is another important benefit...

*“Motion is your competitive advantage.”*







# MOVE

"MOTION IS YOUR COMPETITIVE ADVANTAGE."



# ENERGIZE

"YOU'RE CHARGED WHEN EVERYONE ELSE IS DRAINED."

# OUTPERFORMERS ENERGIZE

- ✓ You Have no Offseason ☹️
  - ✓ Outperforming is about STAMINA
  - ✓ Stress is not a problem; it is a lack of recovery!
  - ✓ Breath breaks (10 long/slow/deep breaths, 2x a day)

*“Your batteries are charged when everyone else is drained.”*



# OUTPERFORMERS ENERGIZE

- ✓ Sleep is Where the Magic Happens (REM sleep)
  - ✓ Reduce blue light (use Night Shift on your iPhone and/or install Flux on your computer)
  - ✓ Reduce EMFs (phone on airplane mode, wireless router is away from your bed)
  - ✓ Darken your room as much as possible

*“Your batteries are charged when everyone else is drained.”*





JOIN THE  
MOVEMENT.

**TEXT  
OUTPERFORM  
TO  
38470**

OUTPERFORM THE NORM





Text OUTPERFORM to 38470