

**Use Fear As Fuel + Uncertainty for Mastery**

# **THE VICTORY OVER DIFFICULTY REPORT**

**A Robin Sharma Resource for Public Service**

# A personal message from Robin Sharma



We face a season of great crises in the world at this moment.

The COVID-19 virus ravages good lives and causes great fear.  
And the global economy suffers from intense volatility.

Hospitals are full, unemployment soars and anxiety rises.

And yet, our most fundamental human gift is the talent for Hope.

...we hope the stormy seas will turn to calm waters [of course they will].

...we hope we are strong enough to get through this tough time  
[of course you are].

...we hope that this vast resetting will make for a brighter world, better businesses and a wiser society [of course it will all turn out well; “Everything will be okay in the end. If it’s not okay, it’s not the end,” wrote John Lennon].

I’ve handcrafted this philosophical + tactical guide for you to protect your positivity, battleproof your productivity and fireproof your mastery [while you actually grow your business in the process].

Most importantly, *The Victory Over Difficulty Report* will serve to help you use fear as fuel and hard days as a training ground...

...for higher courage, greater creativity and deeper impact.

Stand strong. And be of good courage.

**Robin Sharma**

**Humanitarian + Leadership Missionary**

“

**Do not let the hero  
in your soul perish in  
lonely frustration for  
the life you deserved  
and have never been  
able to reach.**

**The world you desire  
can be won.”**

**AYN RAND**

# Table of Contents

<b>STRATEGIC POSITIVITY + FEARLESSNESS PREPAREDNESS</b>	<b>5</b>
---	----------

<b>TACTICAL PRODUCTIVITY IN LOCKDOWN</b>	<b>7</b>
--	----------

<b>THE ROUTINES AND RITUALS OF HEROES</b>	<b>9</b>
---	----------

<b>BULLETPROOFING YOUR BUSINESS</b>	<b>12</b>
-------------------------------------	-----------

<b>RESOURCES TO WIN IN VERY HARD TIMES</b>	<b>15</b>
--	-----------

# What you need to do to turn fear into fuel and the mess into mastery:

## 1 Maintain perspective.

Black swan events and times of tragedy are part of human history. At a macro level, things must fall apart before they can be rebuilt even better. The disorder will eventually dissolve and the chaos will inevitably lead to an era of greater clarity. That's just how the world works.

## 2 Focus on the benefits.

In studies of warriors dealing with post-traumatic stress disorder, the ones who thrived held a common trait: they all concentrated on the benefits the adversity brought into their lives. For many, the crises we face has reset their priorities. Others are finally finding time to slow down and care for their health. Still, others are using this time of enforced quietude to do the inner work required for a life beautifully lived.

## 3 Insulate your optimism.

In *Man's Search for Meaning*, Viktor Frankl realized—in a Nazi prison camp—that the ultimate power of a human being is our gift to choose how we perceive any situation that visits us. He wrote of “the highest human freedom” being our capacity to find meaning and even joy amid danger—and devastation. No matter what happens to us, we each can choose our response. To be a victim and obsess on the worst. Or to rise into your native heroism. And express your best.

## 4 See the lockdown as a laboratory.

The main aim of a soaring life is to fully know all we truly are. Celebrated psychologist James Flynn has found that what makes the finest performers world-class is their ability to “capitalize” on whatever potential they were born into. And so, use this time to read the books of the genuine masters. Visualize your creative ambitions daily and upgrade your fitness consistently. Purify your emotional life and forgive the unforgiven. And then vow to dedicate the remainder of your days to a cause larger than yourself. For this is the true secret of sustained happiness.

## 5 Keep imagining your brighter future.

When in darkness, it is seeking the light at the end of the tunnel that keeps us going. Write about what this period of difficulty is teaching you, making of you and turning you into. And record statement after statement of the better life you know you’ll experience ahead. Because vast blessings are already on their way to those who believe in the glory of their dreams.

**Leverage this period of enforced quietude to activate your greatest creativity and accelerate your finest productivity.**

**So that when we come out of these crises, you are set to x10 your influence, income and impact.**

## **1 Allow suffering to boost your creativity.**

You will be most innovative and imaginative when you allow yourself to be most real. If you're feeling scared or anxious or lonely or angry, befriend these emotions and then use them to create your most profound and authentic work yet.

## **2 Schedule ideal days.**

While in lockdown it's easy to let your usual disciplines slip and your common structures slide. Every morning record a clear written schedule for the hours ahead. Note your morning routine, work blocks, exercise times, learning hours and family gatherings. An excellent schedule is the secret weapon of the rare-air performer.

## **3 Insulate your personal genius.**

With all of the disruption around us, it's never been so easy to be super distracted. Find your "Menlo Park" [the name of the building where Edison and his team would go to get away from the world and focus on the work that would move the needle] so you block out the noise. And stay monomaniacally focused on the signal. Remember that an addiction to distraction is the death of creative production.

## **4 Practice *The 5 Great Hours Rule*.**

The superstars all know that it's not the quantity of hours that you work that delivers your mastery. It's the brilliance—and intensity—that you bring to each hour that makes the difference. Work only five hours per day and then go play [or rest]. Anything longer yields diminishing returns. And unfiery output.

## **5 Leverage lockdown as recovery from digital overwhelm.**

Our world had too many cyber zombies in it. You can play with your device or you can change the world. You don't get to do both. Don't check email first thing in the morning. Turn off all notifications as they steal your attention. Put your phone on airplane mode while you pursue your craft. So you achieve real work. Versus fake work.

## **6 One piece of magic beats 1000 mediocrities.**

Make it your dominant intention to produce one lavish project during this time of self-isolation that represents your Taj Mahal. Or your Mona Lisa. Leap from the majority and do what very few do: push pure mastery into a world that longs for more beauty instead of doing too many things, at average. This is a formula for domain dominance. And a life you'll truly adore at the end.

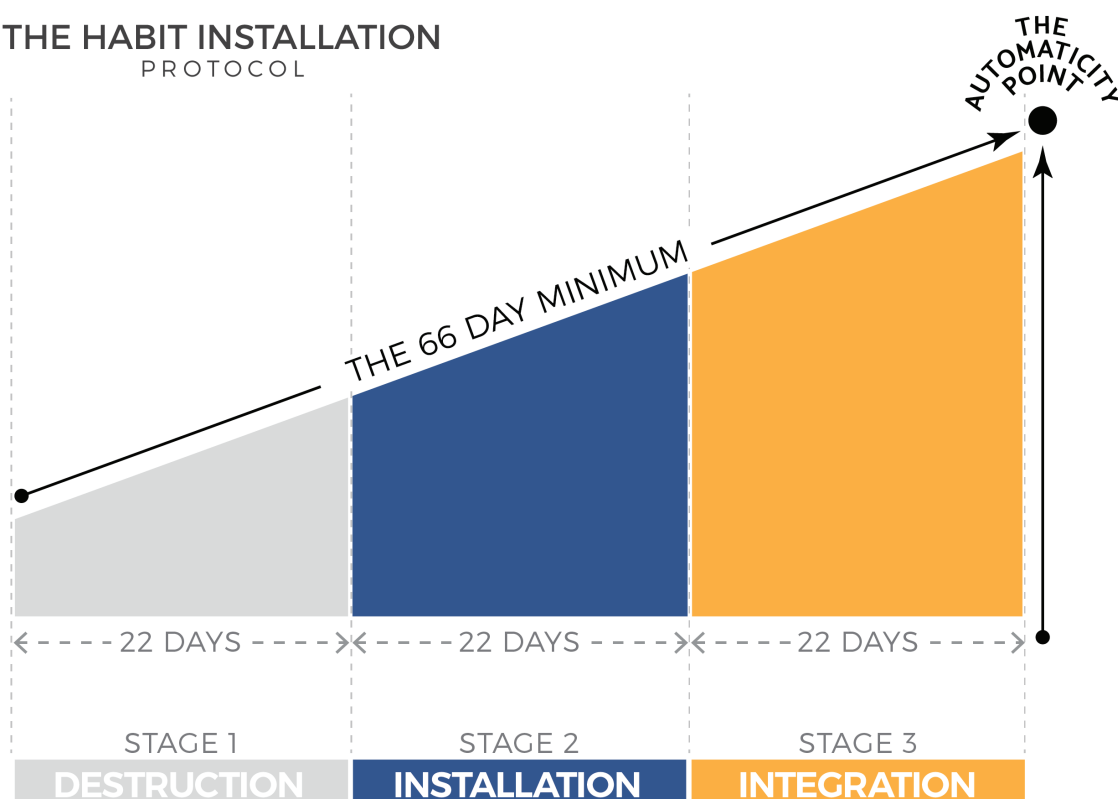


# Genius is less about giftedness and more about great habits.

In *The 5AM Club* I explained *The 66 Day Minimum* [based on the research from University College London] which confirms that it takes a human being about 66 days of training to install a new routine. To the point where it becomes automatic.

In the book I offered a framework that has helped readers understand the three stages of habit implementation and I reproduce it below for your benefit:

## THE HABIT INSTALLATION PROTOCOL



# The great heroes of history ran similar daily routines that helped them rise in good times. And win in hard ones.

## 1 Start your mornings well.

The way you begin drives how strongly you'll win. During this challenging time on the planet, begin your day with some sweaty exercise to optimize your brain, elevate your energy and improve your health. Also make some time for your *Victory Hour* [between 5AM and 6AM] to write in a journal, meditate, pray and set the tone of the day ahead. An optimized morning routine is the mother of all superb habits.

## 2 Apply *The 60 Minute Student Strategy*.

Use the news as a tool, never as a drug. And remember that reading a book is having a conversation with the author. Study the right works and the hand that puts down the book is a fundamentally changed hand. Set up a "lockdown transformation curriculum". And sleep not until you've studied for an hour during the day.

## 3 Do your *Second Wind Workout [2WW]*.

I introduced *The 2WW Protocol* in *The 5AM Club*—in the section on *The 10 Rituals of Daily Genius*. If you believe that exercise is the game-changer [and it is as it scales your focus, boosts creativity, maximizes energy and escalates your execution ability] then why would you only do one workout a day? Definitely train at dawn to set you up for an amazing day. And then at 5 or 6PM, go for a walk or commit to a mountain bike ride. Do push-ups or try yoga. In doing so, you'll get a second wind. For a wonderful evening.

## 4 Take a nap.

Many of the highest heroes and greatest artists of history renewed their reserves through an afternoon nap. Rest is not a luxury. It's a necessity. For elite performance. And a pristinely peaceful life.

## 5 Implement a strong pre-sleep ritual

A key to a remarkable morning routine is an excellent nighttime regime. What you do before you go to bed has a profound impact on the depth of your sleep. And, therefore, upon your ability to join *The 5AM Club* [which now has over 10,000,000 members]. Tactics for a healthy pre-sleep ritual include no digital devices three hours before you rest, a warm bath with soothing music, a period of journaling or meditation. And sleeping within a dark, cool room with zero electronics.



# 6 Ways to Bulletproof Your Business in Seasons of Difficulty

## 1 Grow more leaders.

The job of a leader is to create more leaders. Imagine if you made the time right now to mentor and coach your people so they step into their greatest selves. And finest performances. You'd have a shop that would be absolutely undefeatable.

## 2 Do a cash lockdown.

Do a cash lockdown. One of the opportunities right now is to go through each line expense with a careful eye and decrease spending on things that don't matter. Conserve cash. And then hunt for ways to grow the bottom line. While you enrich those you serve.

## 3 Build a strong bench.

One of my clients and good friends [who sadly passed away] was Greg Brophy. He founded the global document disposal powerhouse Shred-It with a single truck. And a lofty vision. One day he shared one of his winning moves with me: he'd always be looking for great talent, even when he didn't need a position filled. He was always building a steady bench. That would eventually turn into his championship players. With massive unemployment right now, it's a stellar time to install the greatest team you've ever had.

## **4 Double down on your mission.**

Your peers are scared and slowing down. Now is a glorious time to ramp it up. Talent is more available. Costs of doing business have come down dramatically. And competition is becoming far less fierce. Now is the time for you to shine. This is your moment. And the chance to lead that your whole life has prepared you for.

## **5 Become more inventive.**

Many great companies were launched in The Great Depression. Rather than stagnating to wait out the storm become more innovative. Ask yourself how you can deepen customer relationships during this messy and chaotic time. Wonder on which new products you can bring to your marketplace to deliver striking value. And what your firm can do to rise in originality. Because the visionary always triumphs when the dust inevitably clears.

## **6 See mastery as the supreme victory.**

People always reward the best. Use this time of physical distancing to learn more about your craft and to grow your skillsets. Even in hard times, industry titans are in huge demand.

“ **Be so good they  
can't ignore you.”**

**STEVE MARTIN**

# Resources to Win in Very Hard Times

## ***The Splendid and the Vile***

by Erik Larson

## ***The Power of Positive Thinking***

by Dale Carnegie

## ***The How of Happiness***

by Sonja Lyubomirsky

## ***The Go-Getter***

by Peter Kyne

## ***Good to Great***

by Jim Collins

## ***The 15 Invaluable Laws of Growth***

by John Maxwell

## ***Aristotle Onassis***

by Nicholas Fraser

## ***When Things Fall Apart***

by Pema Chödrön

## ***The Four Agreements***

by Don Miguel Ruiz

## ***The 5AM Club***

by Robin Sharma

## Advanced Resource:

To help you stay positive, strong, productive and peaceful during the crises, I've created *Success Mastery University [SMU]*.


This digital academy that contains the 20 top audio programs that my clients have found most transformational has a regular retail value of \$2747.

Yet, to honor your dedication to learning and to encourage your growth during these hard times I'm making *Success Mastery University* available to you for only \$7 so everyone can benefit from the powerful information.

**Memberships are extremely limited so claim yours here.**

**SUCCESS MASTERY  
UNIVERSITY**





**“ If each one of us  
would only sweep  
our own doorstep,  
the whole world  
would be clean.”**

**MOTHER TERESA**

**Claim your  
membership to  
SUCCESS MASTERY  
UNIVERSITY**

**SHARE THIS MANUAL WITH A FRIEND**

