

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

What separates peak performers from everyone else?

After 20 years of studying high achievers across sports and business, I've discovered three key elements that set them apart. These aren't just nice-to-haves—they're essential components that create sustainable success.

Peak performers understand that life is a team sport. They know they can't do it alone, and more importantly, they don't try to. Instead, they embrace three critical success factors:

1. Coaching and accountability
2. Community
3. The right tools.

The most successful leaders don't pride themselves on being busy—they pride themselves on being effective. They surround themselves with people who challenge them, support them, and hold them accountable while using proven systems to execute their vision.

Without these three elements, even the most talented individuals will struggle to reach their full potential.

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## GET ON THE ICE

Here's how to implement the three things peak performers love:

- **Seek Coaching & Accountability:** Find someone who can see your blind spots and hold you accountable to your goals.
- **Build Your Community:** Surround yourself with other high performers who elevate your game and support your growth.
- **Acquire the Right Tools:** Invest in systems and frameworks that help you execute consistently and effectively.
- **Track Your Progress:** Use a weekly scorecard to capture wins, challenges, and adjustments needed.

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## QUOTE OF THE WEEK

*"Life is a team sport. The quickest way to level up your game is to level up who you spend time with."*

— Shawn Shephard