



TONY ROBBINS
**TIME TO
RISE**
SUMMIT
EVENT NOTES

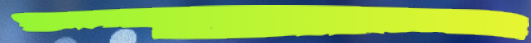


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Thank you for bringing your energy, presence, and commitment to the 2026 Time to Rise Summit and showing up fully for your life.

What we experienced together was not an ending—it was a beginning. A moment of alignment where intention met action, and possibility became something you could feel, not just imagine.

Throughout the summit, you were equipped with the strategies, distinctions, and mindset shifts to elevate how you lead, love, create, and contribute. The pages that follow are designed to help you carry that momentum forward, not as inspiration, but as daily practice.

Whether your focus is your career, your relationships, your health, or your sense of purpose, your next level doesn't arrive by chance. It's built through the standards you hold, the decisions you make, and the energy you bring into every moment.

Most of all, we hope you leave this experience grounded in clarity, anchored in purpose, and confident in your ability to shape what comes next, no matter what the world brings your way.

Live with passion!

Your Summit Team

Day 1

Breakthrough

Master Your Energy, Patterns, and Emotional State

The Power of the Internal World

We live in two worlds at the same time: The external world we can influence—and the internal world we must learn to master.

Your internal world is made up of your focus, emotions, language, physiology, and meaning. Most people never learn how to consciously control these elements, which is why they feel reactive instead of powerful.

Nearly half of what you do every day is driven by unconscious patterns—automatic thoughts, habits, and emotional responses that quietly shape your results.

If you want to change your life, you don't start by changing your circumstances. You start by changing the patterns that run your inner world.

“We don't experience life. We experience the life we focus on.”
– Tony Robbins

The Science of Breakthroughs

A breakthrough is not an incremental improvement. It is a **radical and lasting shift** in how you think, feel, and act.

True breakthroughs change:

- Your identity
- Your emotional baseline
- Your standards for what you tolerate and pursue

Temporary change alters behavior. Breakthroughs transform **who you believe you are.**

This is why motivation fades—but identity endures.

3 Keys to a Breakthrough

STATE

STORY

STRATEGY

Energy: The Foundation of All Change

Low energy creates hesitation, avoidance, and overwhelm. High energy creates action, clarity, and momentum.

Energy is not just physical. It is emotional, mental, and intentional.

When your energy is low:

- Problems feel bigger than they are
- Options disappear
- Fear gets louder than purpose

When your energy is strong:

- You see possibilities instead of obstacles
- You act faster and with more certainty
- Progress accelerates instead of stalling

This is why energy is the basis of all transformation.

State: The Gateway to Power

Your emotional state determines:

- What you focus on
- How you interpret challenges
- What actions you take—or avoid

Tony teaches that **state is created through four primary levers:**

1. Physiology

Your body shapes your mind. The fastest way to change how you feel is to change how you move, breathe, and hold yourself.

A powerful posture, deep breathing, and deliberate movement shift your biochemistry—increasing confidence, focus, and emotional control.

2. Focus

Whatever you focus on, you feel. Whatever you feel, you act on.

Shift your focus from:

- What's wrong → to what's possible
- What you fear → to what you're here to create

**“The most successful people aren't the smartest,
they're the hungriest.”**

– Tony Robbins

3. Language

The words you use shape the emotions you live in.

Change your vocabulary, and you change your emotional experience of life.

4. Meaning

What does this moment mean to you? Challenge can mean “I'm failing” or “I'm being trained for more.”

Meaning determines whether something drains you or strengthens you.

Recognizing, Using, and Creating Patterns

Your life is shaped by patterns—not personality.

Tony teaches three skills that create lasting change.

Pattern Recognition

Notice emotional, behavioral, and thinking loops that repeat—especially under stress.

Pattern Utilization

Use existing strengths and habits instead of fighting them.

Pattern Creation

Design new rituals, behaviors, and standards that produce long-term results.

Master patterns, and you stop reacting to life and start directing it.



The Four Archetypes: Your Inner Operating System

Every human being carries four core forces within them. When these forces work together, you access deeper creativity, strength, connection, and leadership.



The Warrior

- Driven, focused, disciplined, and decisive
- Takes action even when it's uncomfortable



The Magician

- Creative, visionary, and expressive
- Sees possibilities others miss



The Lover

- Compassionate, connected, and emotionally aware
- Builds depth in relationships and meaning in contribution



The Sovereign

- Leader, protector, and long-term thinker
- Committed to something bigger than self

Breakthroughs happen when you stop relying on one archetype—and **learn to integrate all four.**

“Change your story, change your life.”

– Tony Robbins

Hunger and Energy: The Great Differentiators

Success is not about intelligence. It's about **hunger.**

Hunger is the deep, emotional drive to grow, contribute, and make an impact beyond yourself.

When you connect your goals to something **bigger than your own comfort**, your energy multiplies. Effort stops feeling forced—and starts feeling purposeful.

This is where lasting momentum is born.

From Reaction to Creation

You were not designed to manage exhaustion. You were designed to create.

Creation requires:

- Energy
- Focus
- Meaning
- Emotional mastery

When you align all four, progress stops being linear—and becomes exponential.

➤ Day 1 Key Takeaways

- Breakthroughs come from changing patterns, not circumstances
- Energy is the foundation of emotional and behavioral change
- State determines what you see, feel, and do
- Language and focus shape your emotional world
- The four archetypes reveal how you create, lead, and connect
- Hunger—not intelligence—separates those who rise from those who stall

➤ Momentum Questions

- What emotional or behavioral pattern do you see repeating in your life right now?
- Which archetype do you naturally rely on—and which one do you need to strengthen?
- Where is your energy being drained instead of directed?
- What would change if your goals were tied to something bigger than yourself?

➤ Rise Up Action

1. Change Your Physiology

Choose one daily movement, breathing, or posture ritual that immediately shifts your emotional state.

2. Audit Your Language

Listen to how you describe challenges. Replace disempowering words with language that creates strength and possibility.

3. Activate an Archetype

Decide which inner force you'll consciously lead with this week—warrior, magician, lover, or sovereign—and take one action from that identity.

Day 2

EXPAND YOUR IDENTITY & RELATIONSHIPS

Identity is the most powerful force in the human personality. Your beliefs about who you are shape every decision you make, every action you take, and every result you achieve. When you expand your identity, you transform your life.

Understanding Identity: The Glue That Holds Your Story Together

Your identity is the ultimate story—the collection of beliefs about who you are and who you're not. While you have many beliefs about life, business, relationships, and more, your identity is the glue that holds all those beliefs together.

“The strongest force in the human personality is the need to stay consistent with how we define ourselves.”
– Tony Robbins

Key Insights:

- A belief is a feeling of absolute certainty about what something means.
- When you believe something with certainty, you only notice the evidence that supports that belief—even if it's not true.
- Your brain acts like a search engine: whatever you focus on, you find.
- Identity controls everything because once you define yourself a certain way, you will act consistently with that definition.

Example: The Thermostat Metaphor

Picture your identity as a thermostat set to a specific temperature—let's say 68 degrees. That's your comfort zone in any area: how much money you're used to earning, how much intimacy you allow in relationships, or how fit you expect your body to be.

- When things drop below your set point (to 60 degrees), your brain feels uneasy and pushes to get back to 68.
- When things rise above your set point (to 88 degrees), your mind says, “This isn't who I am,” and you may unconsciously sabotage yourself back to 68.

This is where “imposter syndrome” comes from. You break through your old limits, but your identity hasn't caught up yet, so doubt sneaks in. The question is: will you let that thermostat control your life, or will you redefine who you are?

How to Transform Your Identity

To change your life, you must expand your identity. This doesn't mean becoming someone you're not—it means accessing more of who you already are.

The Process of Identity Change:

- Question your current identity: Ask yourself, “How long have I believed this about myself? Is this still serving me?”
- Do things your old identity wouldn't allow: Break your own rules. If you think “I'm not the kind of person who speaks up,” then speak up. Action creates new neural pathways.
- Condition the new identity through repetition: Steph Curry didn't become the greatest three-point shooter by accident—he practiced 500 shots daily, 3,500 shots weekly, 2.5 million shots over 15 years.

“You are rewarded in public for what you practice for years in private.”
– Tony Robbins

The Power of Incantations:

Incantations are not affirmations. Affirmations are thoughts. Incantations are embodied declarations that combine:

- Physical movement—changing your body to shift your state.
- Vocal intensity—speaking with conviction.
- Emotional engagement—feeling every word deep in your core.
- Repetition—rewiring your brain to own new beliefs.

Example: Tony ran 16 miles in freezing weather after a bus strike, repeating incantations like “Every day in every way I'm getting stronger and stronger.” That experience created a new identity—one of someone who can push through anything.

5 Steps to Create Your Unique Brand/Identity

1. Understand the true power of identity

Your identity/brand influences every interaction. If people don't know who you are or what you stand for, you're invisible. If they do know, you have influence before you even speak.

2. Identify and articulate your competitive advantage

Get crystal clear by answering this question concisely: "Why should someone do business with you versus someone else?"

Or if you work for a company: "Why should they promote you, give you a raise, or trust you with more responsibility?"

Your answer must be specific. Everyone says "I give good service"—that's not a competitive advantage. What do you do that's genuinely different or better?

3. Practice communicating it congruently

It's not enough to write it down. You must be able to say it with confidence and conviction. Practice with friends or colleagues. Get feedback. Refine it until it flows naturally and powerfully.

4. Live it!

You can't move people if you're not moved. You can't touch people if you're not touched. Your brand must be authentic—something you embody in every interaction, not just something you say.

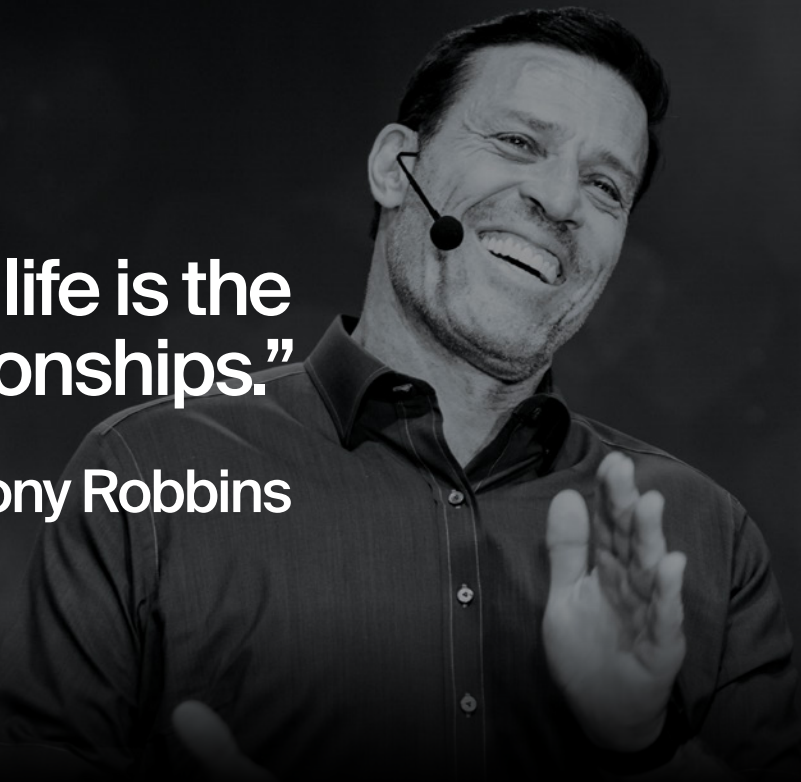
5. Market it: Add more value than anyone else

The best marketing isn't advertising—it's value-added marketing. Do more for people than they expect. Solve problems they didn't even know they had. Go above and beyond.

Example: Mike Glickman was a 17-year-old realtor struggling to get clients. During a trash strike, he hired a private company to remove all the trash in his target neighborhood—without asking residents to pay. When people came home to clean streets, they wondered who did it. He became the most popular realtor in that community overnight, making \$1.2 million in commissions over three years.

"You are valued in the marketplace by how much value you add to others."

– Tony Robbins

A black and white photograph of Tony Robbins, a motivational speaker, wearing a headset microphone and gesturing with his hands while speaking. He is smiling and looking towards the camera.

“The quality of your life is the quality of your relationships.”

– Tony Robbins

Identity in Relationships

Your relationships are not just about who you're with. They're about who you believe your partner to be, and who you choose to be in the relationship.

What Destroys Relationships:

- **Expectations:** In the beginning, you wanted to give everything. Over time, you start keeping score—"I did this, so you should do that."
- **The Law of Familiarity:** Get around anything long enough and you start to take it for granted. This is human nature, but you can consciously interrupt it.
- **Poor communication in stressful states:** Most people communicate well when they feel good. The key is learning how to communicate when you're upset or overwhelmed.

90% of Success in Relationships is Selection

Here's the truth: 90% of relationship success is not about selecting your partner—it's about selecting who YOU are in the relationship. At the start, you may have selected the "generous lover" version of yourself. You must consciously choose that version again and again if you want love to thrive.

The S.E.W. Communication Tool

Dr. Julie Colwell created a simple, powerful tool that ends arguments and creates deeper connection: S.E.W.

Here's the breakdown:

S = Sensations (What you feel in your body)

Instead of saying "You make me so frustrated," describe physical sensations: "I'm feeling tightness in my chest and my shoulders are tense." No one can argue with what you're experiencing in your body.

E = Emotions (What you feel emotionally)

There are five core emotions: sad, mad, scared (fearful), glad (happy), and surprise. Often you feel a mix of these. "I'm feeling scared and sad, but also glad that we're talking about this."

W = What you want (or don't want)

Be specific about what you need or desire. "What I want is to feel heard and understood. I want us to solve this together." When you clearly state what you want, your partner can actually give it to you.

The S.E.W. approach encourages empathy, understanding, and constructive dialogue, ultimately fostering healthier and more fulfilling relationships.

Why S.E.W. Works:

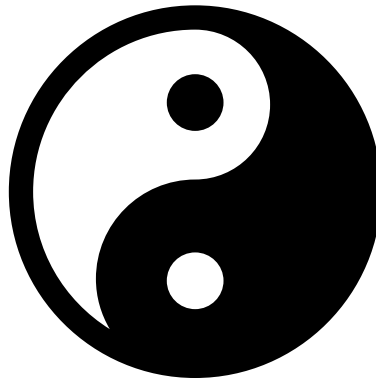
- No one can argue with your sensations, emotions, or wants—they're your truth.
- It removes blame from the conversation.
- It gets you out of your head and into your heart.
- It creates space for your partner to respond with compassion instead of defensiveness.

Understanding Perspectives

Dr. Julie Colwell created a simple, powerful tool that ends arguments and creates deeper connection: S.E.W.

Masculine vs. Feminine Energy:

- Masculine energy (regardless of gender) wants to solve problems. Fix it, kill it, shrink it, or forget it.



- Feminine energy (regardless of gender) wants to feel and share the experience. To be heard, understood, and appreciated.

When masculine energy tries to “solve” feminine energy problems without first listening, it creates disconnection. When feminine energy keeps sharing without allowing masculine energy to solve, it creates frustration.

The solution: Understand you’re speaking different languages. Ask, “Do you want me to help solve this, or do you just want me to listen?”

Wisdom from Sage Robbins

Sage Robbins emphasized that time is precious—we never know how much we have with the people we love.

Key Insights:

- Let your parents off the hook. See them as human beings, not just in their role as “parent.”
- Drop expectations and simply love people where they are.
- Show up unexpectedly. Send a text. Make a call. Don’t wait for the “right time.”
- The greatest gift you can give is your presence and unconditional love.

“Get to know your loved ones as people. Fall in love with the beautiful human beings that they are.”

—Sage Robbins

➤ Day 2 Key Takeaways

- Identity is the strongest force in the human personality—it determines what you believe you can and cannot do.
- You are not your patterns. You can change any limiting identity by questioning it and taking actions your old identity wouldn't allow.
- Conditioning through repetition and emotion creates lasting change—like Steph Curry's 2.5 million practice shots.
- Your brand (personal or professional) must answer: "Why should someone choose you over someone else?"
- The quality of your life is the quality of your relationships.
- Use the S.E.W. tool to communicate without blame: Sensations, Emotions, What you want.
- 90% of relationship success is selecting who YOU are in the relationship, not just who your partner is.

➤ Momentum Questions

- What is your old identity? How have you been defining yourself?
- What is your new identity? How can you expand your identity to change your life?
- In your most important relationship, how are you showing up? Are you the "generous lover" or are you keeping score?

➤ Rise Up Actions

1. **Create an incantation:** Write a powerful statement about your new identity (e.g., "I am a force for good. I add value everywhere I go. I am enough and I am worthy."). Say it aloud with full body movement and emotional intensity for 2 minutes each morning.
2. **Create your competitive advantage statement:** Write down clearly and concisely why someone should do business with you or trust you with more responsibility. Practice saying it until it flows naturally.
3. **Practice communicating with the S.E.W. technique:** The next time you feel upset in a relationship, pause before reacting. Describe your sensations, name your emotions (from the five core emotions), and clearly state what you want.
4. **Recommit to giving in relationships:** Pick one person you love and do something unexpected to light them up—not for what you'll get back, but because it makes you come alive. That's how love grows and you rise.

Day 3

Identity and The Hero's Journey

Rewrite Your Story. Awaken Your Hunger. Become Who You're Here to Be.

The Power of Identity

Your identity is not what you do. It's who you believe you are.

And who you believe you are determines:

- What you attempt
- What you tolerate
- What you walk away from
- What you fight for

Tony teaches that beliefs about the world shape your strategy. But beliefs about yourself shape your destiny.

Your identity is the emotional and psychological “home” you always return to—even when life tries to pull you somewhere higher.

“Change your story. Change your life.” — Tony Robbins

The Nature of Story

Human beings don't just live events. We live the meaning we assign to them.

Your story determines whether:

- A challenge becomes a punishment or a training ground
- A loss becomes an ending or a beginning
- A problem becomes a wall or a doorway

Tony taught that throughout history, wisdom has always been passed through stories— because stories don't just inform. They transform identity.

Every life is either a warning or an example. And at any moment, you can choose which one your life becomes.

The Seven Elements of Every Life Story

Tony broke down the universal structure behind every great story—and every human journey.

1. Desire

Every story begins with what the hero wants.

Your strongest, most emotional desire determines:

- The direction of your life
- The speed of your growth
- The quality of your experience

When desire fades, life becomes about survival instead of creation.

2. The Problem & The Need

Every desire reveals a gap.

The problem isn't what's “wrong” with your life. It's what's calling you to grow.

The need is not for comfort. It's for courage, truth, discipline, or faith.

3. The Opponents

Every journey meets resistance.

Tony revealed three types of opponents:

External Opponents

People, systems, or circumstances that block your progress.

Intimate Opponents

Those closest to you who challenge your emotional world.

Internal Opponent

The voice of fear, blame, and limitation inside your own mind.

The final battle is always within.

4. The Plan

Every hero creates a strategy. And almost every first plan fails.

Failure is not a signal to stop. It's proof you've entered the story.

5. The Battle

This is where most people quit.

The battle is emotional before it's external. It's the moment you confront fear, doubt, and self-deception.

This is where character is forged.

6. The Revelation

At some point, the hero realizes:

"It's not them. It's me."

This moment of self-honesty changes everything. A new identity begins to form.

7. The New Equilibrium

The hero returns transformed.

Life doesn't become easier, but it becomes more meaningful. And soon, a new call to adventure appears.

This moment of self-honesty changes everything. A new identity begins to form.

Growth never ends. Neither does your story.

The Hero's Journey in Real Life

Tony revealed that life doesn't "attack" us.

It calls us.

What feels like chaos is often a call to expansion.

Your "worthy opponent" or the challenge you didn't ask for is the force shaping who you're becoming.

The quality of your life is not determined by the absence of problems. It's determined by the quality of the problems you're willing to face.

Hunger: The Engine of Identity

Hunger is not ambition. It's emotional fuel.

It's the deep drive to:

- Grow
- Contribute
- Matter beyond yourself

Tony taught that the most successful people in the world share one trait—not intelligence, not luck, and not resources.

They are hungry.

When hunger is alive:

- Energy rises
- Creativity expands
- Endurance becomes natural

Without hunger, even success feels empty.

Progress = Happiness

Achievement doesn't sustain fulfillment. Progress does.

Happiness is not found at the finish line. It's found on the path.

When you feel yourself moving forward—learning, growing, and becoming—your nervous system shifts from stress to aliveness.

You don't need to “arrive” to feel alive. You need to know you're on the path.

The Path: A Practical Framework for Change

Tony introduced a seven-step process for creating progress in any area of life:

Step 1 – Clarify What You Want

Vague goals create weak energy. Specific outcomes activate your brain's focus system.

Clarity creates power.

Step 2 – Awaken Your Hunger

Strong reasons come before strong strategies. When your “why” is emotional, your “how” becomes inevitable.

“Reasons come first. Answers come second.” – Tony Robbins

Step 3 – Face the Truth

Identify what's really been stopping you. Not with judgment—with honesty.

Common blockers include:

- Limiting beliefs
- Emotional avoidance
- Lack of standards
- Lack of conditioning

The truth doesn't punish you. It frees you.

Step 4 – Take Massive Action

Fear does not disappear through thinking.

It disappears through movement.

Courage is not a personality trait. It's a habit.

Step 5 – Adjust the Strategy

Feedback is not failure. It's guidance.

Stay committed to the outcome and flexible in the approach.

Step 6 – Condition the Identity

Repetition turns action into identity.

Who you practice being is who you become.

Step 7 – Live the New Story

At some point, the change stops feeling like effort.

It starts feeling like home.

From Survival to Creation

You were not designed to manage life.

You were designed to create it.

When hunger is awake and when state is strong, life stops feeling like something that happens to you and starts feeling like something that moves through you.

➤ Day 3 Key Takeaways

- Identity shapes destiny more than strategy
- Your story determines what you attempt and what you avoid
- Every life follows a hero's journey—whether consciously or unconsciously
- Hunger is the emotional engine of growth and fulfillment
- Progress, not achievement, creates lasting happiness
- The greatest opponent you will ever face is your own internal story

➤ Momentum Questions

What chapter of the hero's journey are you in right now?

What desire is truly driving your life—growth or survival?

Who or what is your “worthy opponent” at this stage?

What story have you been telling about yourself that's ready to be rewritten?

What would “being on the path” look like in the next 30 days?

➤ Rise Up Actions

Awaken Hunger

Write one outcome that truly excites you—and list five emotional reasons it must happen.

Face the Truth

Identify one fear or belief that has been quietly holding you back—and take one bold action that challenges it.

Live the New Story

Choose one identity you will practice this week (Leader, Creator, Protector, Giver)—and make daily action from that role.

Bonus Day

Tony's 5-to-Thrive: Your Compelling Future

Momentum is everything—it's the force that propels you beyond where you thought possible. But momentum can fade if you don't recognize the patterns that quietly pull you back into old stories and limits. You can lock in your breakthroughs by mastering your state, shifting your identity, and designing a compelling future.

Use this guide to expose hidden patterns that get in the way and own your momentum towards creating an extraordinary quality of life.

5 Patterns That Can Get in the Way

1. Stop the language of “MY” ... my fear, my anxiety, my depression.

These states are not you. They're just a pattern.

Watch your language. Instead of saying “my fear,” “my anxiety,” or “my depression,” recognize these as patterns, not personality traits. You might be experiencing a pattern of anxiety, but that doesn't mean you have to label yourself as an anxious person.

Anything you attach the words “I am” to with enough intensity and enough consistency you will become. Recognizing challenges as patterns, not reflections of your identity, empowers you to make meaningful changes. The language you use has an impact on how you perceive challenges.

2. Interrupt the pattern of stress around finding your purpose.

You have more than one purpose. Free yourself from the idea of “one giant purpose.”

Thinking you only have one massive purpose can create stress and limit possibilities. Embrace the idea of having multiple purposes. Focus on simplifying and finding meaning in helping others.

“Activity without a sense of purpose is the drain to quality of your life.” — Tony Robbins

Remember, complexity is the enemy of execution. When you make things complex, it's harder to follow through. Simplify your approach using systems like RPM (Results, Purpose, Massive Action Plan) to stay focused on what really matters.

3. Perfection is the lowest standard of all.

Choose progress over perfection. Shift your focus from pursuing perfection to consistent practice and learning for continuous progress and eventual greatness.

Your purpose might be to always strive for greatness. Achieving greatness involves making mistakes, learning from them without self-criticism, and consistently moving forward.

In Silicon Valley, successful companies embrace the concept of the “minimum viable product”—launching something imperfect to gather feedback and improve quickly. Perfection delays progress; action creates momentum.

4. Stop the pattern of thinking and choose action over feelings.

Thinking without action prevents progress. Instead, just start doing and testing things. People make the mistake of thinking change starts with their mind first, but we can think ourselves into a circle. Shift your body first, and your mind will follow.

Immersion creates lasting change. Repeat an action, practice it regularly, and it turns into a pattern—a habit inside you—shaping who you are and producing long-lasting results.

Every day, fuel your mind, body, and spirit with the actions, beliefs, and habits of the person you’re becoming. The greatest investment you can make is in yourself, your skills and your growth. Keep leveling up in every area—mindset, skills, health, relationships—until your new identity is unstoppable.

Key example: Warren Buffett famously said the best investment you can make is in yourself. Instead of waiting to “feel ready,” take action now. Whether it’s a cold plunge, a difficult conversation, or launching a project—action creates the feelings you’re waiting for.

5. Stop carrying around your old story.

Consciously eliminate the disempowering patterns that destroy your momentum. Cut out the beliefs that keep you stuck and replace them with ones that serve you no matter what life throws your way.

Tony highlighted a couple of his own go-to beliefs, such as, “Everything happens for a reason and a purpose,” and “Life is always happening for me, not to me.”

Once you make a real decision, you have to own that decision. Stack the good and then pursue great ideas and empowering beliefs—they won’t just show up; you must actively seek them out to make them your new reality.

Q&A Section: Keys to Financial Security & Health

Financial Security

If you're going to have financial security or financial freedom, there's only one way to do it: you must earn more than you spend and invest the difference wisely.

Theodore Johnson story: There's a gentleman named Theodore Johnson who worked for UPS. He never made more than \$14,000 a year, yet he died worth \$70 million. How? He consistently invested 20% of every paycheck and never touched it. The power of compound interest and consistency over time created extraordinary wealth.

The key principle: Pay yourself first. Before you pay anyone else, invest in your future. Even if it's just 10% to start, decide to make it automatic and non-negotiable.

Health & Managing Stress

Your health is the foundation of your life. When your health suffers, so do other areas of life—your relationships, career, mental state and finances. On the other hand, when you treat your body well and create the vitality you deserve, you have the energy to create a life full of abundance.

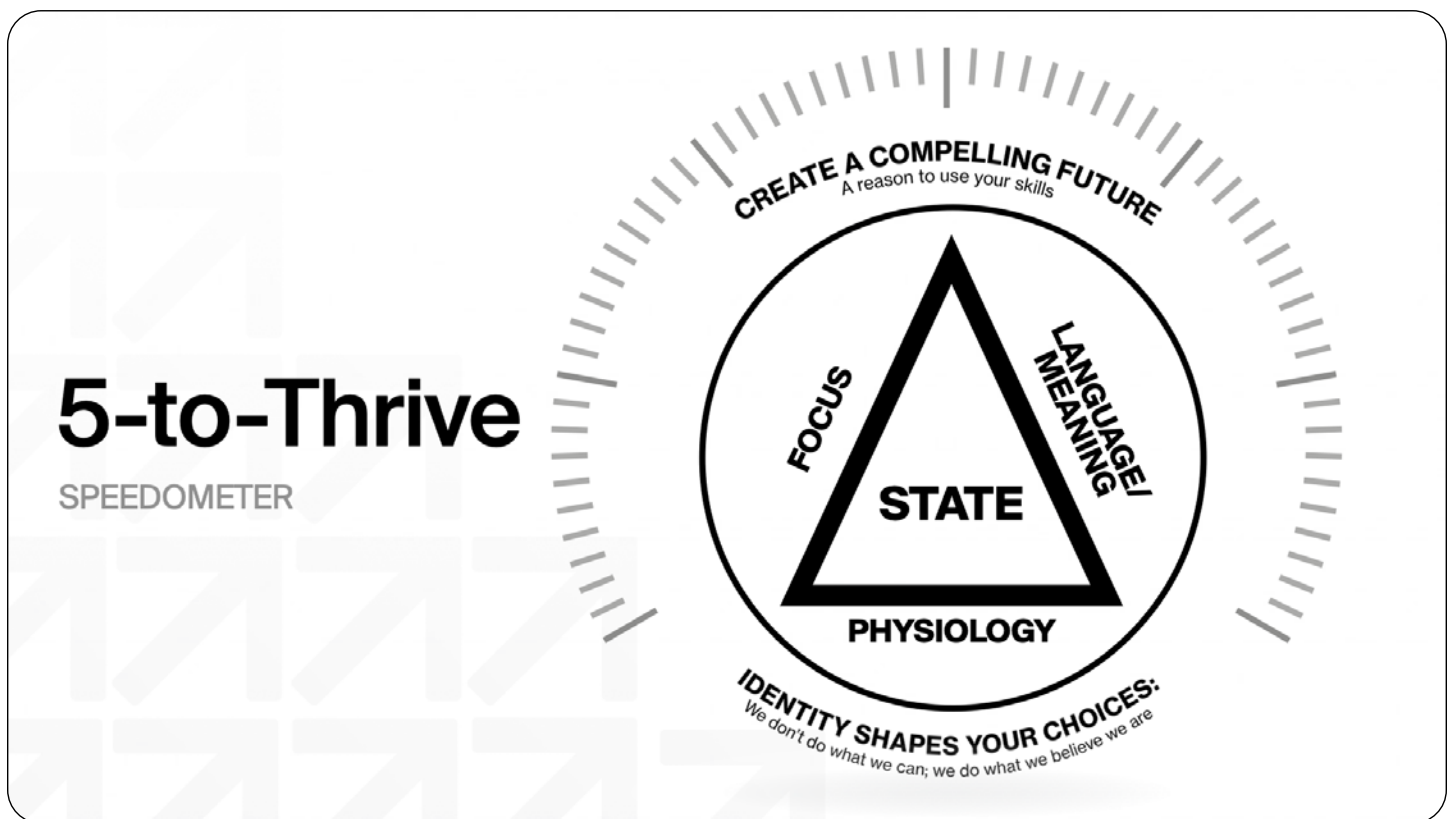
The solution here is not to be perfect. What matters more is consistency. Small daily actions compound: a 10-minute walk, choosing water over soda, getting 8 hours of sleep. Done consistently, they transform your health and energy.

5-to-Thrive

Think of 5-to-Thrive as the daily conditions that determine whether change lasts. Insight alone isn't enough. If your energy drops, your standards drop. And when standards drop, so does your follow-through.

Everything begins with state.

Tony emphasizes again and again: when your state is low, you don't have access to your best thinking, your best answers, or your best behavior. When your state is strong, momentum becomes natural.



The first three elements of 5-to-Thrive make up what Tony calls the Triad. These are the moment-to-moment levers to change your emotional state. When any one of them changes, your state changes. When your state changes, your access to energy, clarity, and action changes.

Acting as a base is your identity because no matter the momentary changes, we ultimately act in alignment with how we define ourselves.

A compelling future is what sustains change into the future. It provides the pull that keeps you moving when emotion alone is no longer enough.

Here's the breakdown of all five:

Here's the breakdown of all five:

1. Physiology

Physiology comes first. Embody the kind of energy, movement and intensity that guarantees you'll follow through. When you change your body, you instantly change your biochemistry. Bring not just your thinking but also your physiology to the table because it's crucial for slaying your dragons.

Simple test: Think of how a depressed person sits, stands, breathes, and moves. Now think of how a certain, confident person carries themselves. Your physiology determines your emotional state. Change your body; change your state.

2. Focus

Focus equals feeling. Your focus holds the key to either empowering or disempowering states. Whatever you focus on, you're going to feel—even if it's not true.

“Where focus goes, energy flows.” – Tony Robbins

You can focus on what's wrong or what's right. You can focus on problems or solutions. You can focus on what you've lost or what you still have. Your focus is your choice, and it shapes your entire experience.

3. Language/Meaning

The words we choose shape the meaning we give to events in our lives. Words equal meaning and meaning equals emotion.

The language we use creates and sustains our emotional states. If we continually use negative language, it will lead us to a negative state. Change your vocabulary; change your life.

Transformational Vocabulary: Instead of saying you're “furious,” you can say you're “a little peeved.” Instead of “depressed,” try “I'm in a funk.” The words you choose literally change your biochemistry and your emotional state.

Examples:

- Instead of “nutritious,” use “delicious.”
- Instead of “devastated,” say “fascinated.”
- When negative, use 1-3 words to break your pattern, then shift immediately.

Using language that keeps you stuck can hinder your progress. For sustained growth, condition yourself consistently through practice and immersion.

4. Compelling Future

Connect with a reason to use your skills. Without a compelling future, you're unlikely to even begin the journey. A compelling future provides direction, purpose, and inspiration. It makes effort easier because it pulls you towards a more meaningful future. It steers us away from disempowering beliefs and stress-inducing mindsets. And it offers a clear vision of what we desire and strive to achieve.

When you have a compelling future, you can deal with any present challenge. You have a reason to push through hard times because you know where you're headed.

5. Identity

Your identity shapes your choices, so you need an identity that supports your vision and your WHY. Who do you want to become? Who do you need to become to achieve your goals?

The strongest force in the human personality is the need to remain consistent with how we define ourselves. If you see yourself as someone who "can't stick to things," you'll sabotage yourself. But if you see yourself as someone who "always follows through," you'll find a way.

Empowering identity beliefs:

- "My worst day can be my best day."
- "I am more than anything that could ever happen to me."
- "Life is always happening FOR me, not TO me."

↗ Incantation

**Now I am the Voice.
I will *lead*, not follow.
I will *believe*, not doubt.
I will *create*, not destroy.
I am a Force for Good.
I am a Leader.**

**Defy the odds!
Set a new standard!
Step Up!**

**“Thank you for this beautiful, amazing life.
Thank you for these insights. Thank you
for the hunger and drive you’ve given me.
Thank you for the answers. Thank you for
the love, thank you for the strength, thank
you for the truth that sets me free.”**

— Tony Robbins

➤ Bonus Day Key Takeaways

- Use pattern recognition to fuel your growth. Overcome challenges by changing patterns, not your core self.
- Leverage the 5-to-Thrive framework to sustain momentum and accelerate your progress. Your state is shaped by your physiology, focus, language and meaning. Identity keeps you consistent, and a compelling future is what pulls you forward, giving you the drive to push through no matter what.
- Stack the good. Train yourself to access gratitude and positive emotions on command.

➤ Momentum Questions

- What are the top three beliefs you currently attach to the words “I am”? How do these beliefs either propel you forward or hold you back?
- Considering the 5-to-Thrive framework, what specific changes could you implement in the next 24 hours to shift your life?
- When you envision your compelling future, what three specific areas of impact do you want to create?

➤ Rise Up Actions

- **Review the 5 patterns that can get in the way.** Which pattern do you struggle with most? Write down one specific action you’ll take this week to interrupt that pattern.
- **Apply the 5-to-Thrive framework** when you feel stuck:
 - Check your physiology (are you slumped?)
 - Shift your focus (what am I grateful for right now?)
 - Change your language (what’s a better word for how I feel?)
 - Connect to your compelling future (why does this matter?)
 - Align with your true identity.
- **Stack the good** every day. Each morning, think of 3-5 specific magic moments of gratitude. Feel them in your body. This trains your nervous system for resilience and joy.

“The quality of your life is the quality of where you live emotionally.”

– Tony Robbins