



TONY ROBBINS

TIME TO

**RISE**

SUMMIT

EVENT NOTES



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Thank you for bringing your energy, passion, and commitment to the Time to Rise Summit and playing FULL OUT!

This event was only the beginning of redefining what's possible. You've taken an important first step toward a new path by committing to personal growth, unleashing your full potential and creating the life you desire.

The Time to Rise Summit equipped you with the tools, strategies, and mindset shifts necessary to elevate every aspect of your life. Here you will find a collection of key learnings from the summit to help you continue your growth path and keep your momentum high.

Whether you're seeking to level up in your career, enhance your relationships, boost your health and vitality, or tap into your inner greatness, your extraordinary life begins when you implement these key learnings from Tony Robbins to meet your most important outcomes.

Most importantly, we hope you left the summit with a newfound sense of purpose, clarity, and direction, ready to take on the world with confidence, grit and the energy to shatter any limitation.

Live with passion!

**Your Summit Team**

Day 1

# Breakthrough

## The Power of Patterns and Mindset

We live in two worlds—the external world, which we can influence but not control, and the internal world, which consists of our thoughts, emotions, and actions, which we do have control over.

Most people don't realize they have control over their internal world because no one has ever taught them how to manage it.

About 45% of daily actions are purely habit-driven—meaning much of our life is automated.

Studies show the average person has 167,000 thoughts per day, but 90% of them are the same as yesterday—this keeps people stuck in repetitive cycles.

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

If we want to change our lives, we must first recognize and interrupt the thought and behavior patterns that keep us stuck.

## The Science of Breakthroughs

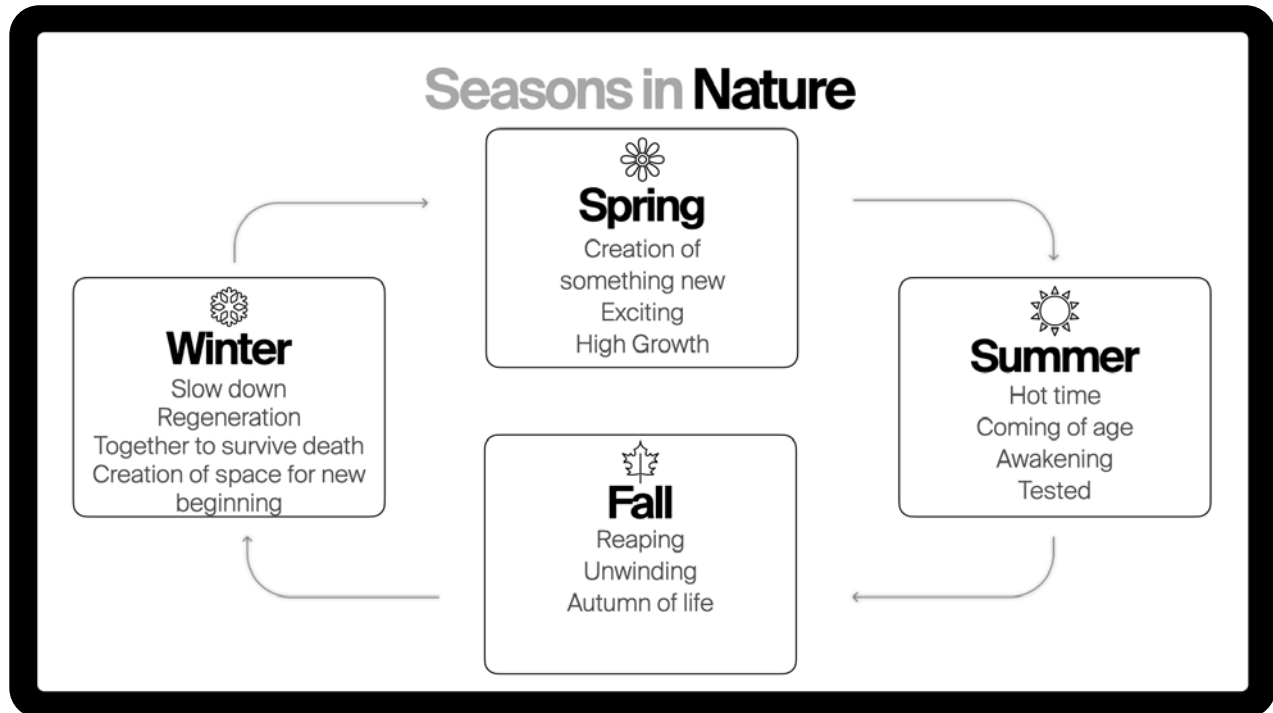
A breakthrough is not just slow, incremental progress—it's a **radical and lasting transformation** in your life, business, relationships, health, mindset, or performance.

Unlike simple change, which can be temporary, a **breakthrough permanently alters** how you think, feel, and act in a way that sticks.

**In fact, a breakthrough is a deep shift that transforms your patterns, habits, and identity.**

# The Power of Perspective—Life’s Four Seasons

Life moves in predictable cycles, just like nature. Understanding these cycles reduces fear and helps you prepare for the future. Our lives follow patterns, ebbing and flowing through seasons of growth, challenge, and renewal.



**“Winter doesn’t last forever. Some are long, some are short, but they always end.”**

**– Tony Robbins**

Recognizing life’s seasons helps us prepare and adapt, instead of reacting with fear.

Understanding patterns is the key to transforming your life and performance. Master these three skills, and you won’t just step out of your comfort zone—you’ll shatter it. This is how you create lasting change and build an extraordinary life on your terms!

**“Change is automatic; progress is not.”**

**– Tony Robbins**

## Recognizing, Utilizing, and Creating Patterns—3 Skills

Mastering these three skills will give you the power to break through limitations, take control of your life, and create unstoppable momentum—no matter what the future brings.

- **Pattern Recognition**—reduces fear by understanding cycles
- **Pattern Utilization**—using patterns instead of letting them control you
- **Pattern Creation**—designing new habits for long-term success

Master patterns, and you control your life, your business, and your emotions—instead of letting them control you.

## Hunger & Energy—The Driving Forces of Success

The greatest differentiator in life isn't intelligence—it's hunger. A relentless drive for growth, contribution, and impact is what separates the winners from the rest.

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

**– Tony Robbins**

Energy is your secret weapon: low energy fuels negativity, but high energy unlocks peak performance.

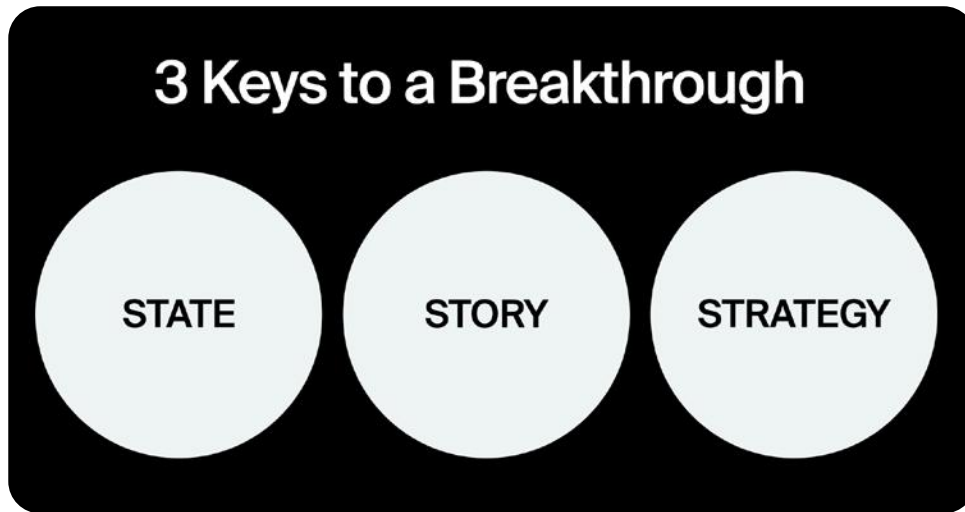
When you master both your hunger and your energy, you ignite unstoppable momentum and breakthrough results in any area of your life.

## 3 Mandates of Leadership

Your energy impacts the way you show up in every area of your life—from the critical decisions you make in your business, to the precious moments with your children, the depth of connection in your relationships, and how you show up as a leader.

1. **See it as it is, not worse than it is:** The key isn't to sugarcoat reality but to face it head-on without amplifying the challenges.
2. **See it better than it is:** Create a compelling future. Breakthroughs happen when we envision better possibilities.
3. **Make it the way you see it:** This mandate requires both strategy and, crucially, energy. It's about turning vision into reality through decisive action.

## 3 Keys to Create a Breakthrough



1. **Change your strategy:** If something isn't working, you must change your approach.
2. **Change your story:** Create a new set of beliefs to get out of your own way. Change your story, change your life!
3. **Change your state:** This is your physical state. When a person is in a state of absolute certainty, the results are unstoppable.

The fastest way to change your state is to make a radical change in the way you use your body. By adopting a powerful posture, you can shift your biochemical state, leading to increased confidence.

### Power Postures

- ↑ Testosterone Increases 20%
- ↓ Stress Hormone, Cortisol, levels decrease 25%
- ↑ Risk Tolerance increases 33%



## The 4 Archetypes

The four archetypes—the Warrior, the Magician, the Lover, and the Sovereign—provide a framework for understanding human nature. Understanding the significance of each archetype shapes our perceptions, motivations, and relationships.

**The Warrior**—Strong, goal-oriented and strategic

**The Magician**—Creative, artistic and expressive

**The Lover**—Caring, forgiving and in-tune with the emotions of others

**The Sovereign**—A natural leader, practical and committed to the greater good

When you step into your Warrior, your Magician, your Lover, and your Sovereign, you unlock a whole new way of living—one filled with greater ease, boundless creativity, deeper heart, and abundant gratitude.

**“Change your story, change your life.”**

**– Tony Robbins**

When you integrate your Warrior, Magician, Lover, and Sovereign, you tap into a powerful internal network that fuels your strength, creativity, passion, and leadership.

These forces work together to guide you, unlocking wisdom from within and giving you a whole new perspective to conquer challenges and live with purpose.

## ➤ Day 1 Key Takeaways

- Creating lasting change requires recognizing **patterns**.
- Patterns in nature are like patterns within us. Every **season** has a purpose.
- To change our patterns, we must be able to **recognize** them.
- **Energy** is the most important pattern to master and is key to experiencing a breakthrough.
- Use the **4 archetypes** to identify where you naturally excel and where you may need to focus on growth and development.

## ➤ Momentum Questions

- What's your OLD story?
- What's your NEW story?
- How will your new story CHANGE your life?

## ➤ Rise Up Action

Your level of energy determines your success. Change your energy at any moment with these power moves:

- Make a noise that makes you feel good.
- Make a movement that makes you feel strong.
- Unleash your energy for 30 seconds and celebrate!

## Day 2

# Belief

Beliefs, whether conscious or subconscious, profoundly influence our thoughts, emotions, actions, and ultimately our results in life. Beliefs create the lens through which we perceive the world and ourselves.

When you change your story, you change a set of beliefs, and you change your life.

**“Beliefs have the power to create and the power to destroy.”**

**– Tony Robbins**

## Understanding Limiting Beliefs

Limiting beliefs are often the result of past experiences, upbringing, social conditioning, or negative self-talk.

**Becoming conscious of these beliefs is the first step toward overcoming them.**

Common limiting beliefs include:

- I'm too old.
- I'm too young.
- I'm scared.
- I don't have the skills.
- I don't have the experience.
- I'm not good enough.
- I'm a procrastinator.
- I'm lazy.
- I'm not smart enough.
- I don't have time.
- I don't have money.

These beliefs create self-doubt, fear, procrastination, and other barriers that slow personal growth and success.

## Identity: The Most Powerful Belief in the Human Personality

Our identity, or the way we define ourselves, is the strongest force influencing our actions. Most people tend to act consistently with their identity whether it's positive or negative.

### Example of identity in action

If someone labels themselves as a procrastinator, they will subconsciously align their actions with that identity, hindering their ability to achieve their goals.

Identity is formed through beliefs, and changing your identity is the only way to create lasting change. Adopting empowering beliefs accelerates your growth and progress.

## Where Imposter Syndrome Comes From

Tony explains identity as a personal “thermostat” that regulates your comfort zone across life domains like earnings, relationships, and personal achievement.

When people start performing above their identity’s “set point,” their brain triggers a psychological mechanism that attempts to return them to their familiar state, making them feel like an “imposter.”

This internal setting drives people to maintain a consistent self-perception, causing them to pull back when they exceed their perceived limits or sabotage their own progress.

To create lasting change, you must transform your identity, not just your actions or goals. Your self-perception fundamentally determines your behaviors and experiences.

## The Power of Incantations

Incantations differ from affirmations by requiring full-body engagement, combining verbal repetition with physical and emotional intensity. Unlike passive affirmations that the brain might dismiss as false, incantations rewire mental patterns through passionate, embodied statements. By repeatedly declaring empowering beliefs with physical movement and emotional conviction, you can potentially shift your internal narrative and expand your perceived limits.

**“Affirmation without discipline is the beginning of delusion.”**

**– Jim Rohn**

# 5 Steps to Creating Your Unique Brand

Building your “brand” is the path to building your identity. It’s about embodying a distinct essence that sets you apart from others. It’s about enhancing what you already have inside.

- 1. Understand the true power of identity:** Recognize that your identity is not just superficial; it’s the core of who you are and how people know you.
- 2. Identify and articulate your competitive advantage:** What sets you apart from others at home, in your community, in your business, in your career?
- 3. Practice communicating congruently:** Ensure that your messaging, branding, and actions align with your identity. Consistency is key to building trust.
- 4. Live it:** Your identity should permeate every aspect of your life. Incorporate your identity and unique qualities into everything you do. Find a way to communicate it.
- 5. Market it:** The best marketing is delivering people an experience that’s greater than they have ever imagined.

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

– Tony Robbins

## 5 Identity and Relationships

Choosing the right partner is important—but so is choosing the best version of yourself to bring into the relationship.

Keys to relationship success:

- **The law of familiarity:** Over time, people take each other for granted, leading to complacency.
- **Expectations kill intimacy:** Instead of expecting, practice appreciation.
- **Communication in different states:** Everyone communicates well when they feel good, but stress leads to poor communication.
- **Arguments & perception:** People often argue due to personal interpretations and expectations, leading to negative identity branding of their partners.

## How to Use the S.E.W. Tool by Dr. Julie Colwell

S.E.W. is a simple yet powerful tool to facilitate effective and non-confrontational communication in relationships. S.E.W. stands for Sensations, Emotions, and Wants.

Here's how it works:

- **Sensations:** The first step involves describing the physical sensations experienced in the body. This could include feelings of tension, tightness, or discomfort. By focusing on the physical sensations, individuals can ground themselves in the present moment. For example, one might say, "I'm feeling a tightness in my chest," or "I notice a knot in my stomach."
- **Emotions:** Next, you will express the emotions you are feeling. This step also involves recognizing and acknowledging one's emotional state without judgment. Emotions can range from sadness and anger to fear and joy. By articulating these emotions, you can convey feelings more effectively. For instance, you might say, "I'm feeling sad," or "I'm experiencing a lot of anger right now."
- **Wants:** The final step involves communicating your desires, needs or what you want to achieve as a result of the communication. By clarifying your wants, you can create constructive outcomes. For example, one might say, "What I want is for us to understand each other better," or "I want to find a solution that works for both of us."

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

**"Love is our nature when we get out of our own human way."**

**– Sage Robbins**

## Relationship Tips from Sage Robbins

Sage emphasizes that relationships—whether with a partner, family, friends, or colleagues—are the core of our lives.

When you choose to rewrite your own narrative of love, focus on how you show up in your relationships rather than placing blame. The power of grace, acceptance, and letting go reminds you that true connection comes from taking responsibility for your own experience.

By releasing resentment and embracing kindness, you create space for deeper, more enduring love. No matter where you are in life, every moment invites you to begin again, to open your heart, and to connect in a way that brings peace and fulfillment.

## ➤ Day 2 Key Takeaways

- Your **identity**, or the way you define yourself, has a powerful influence on your outcomes.
- Expanding your **identity** leads to lasting change.
- Acknowledging **limiting beliefs** is the first step toward overcoming them.
- Success in life is determined by the quality of your **relationships**.
- You can't **influence** someone when you are **judging** them.

## ➤ Momentum Questions

- What is your old identity?
- How can you expand your identity right now?
- How will this change your life?

## ➤ Rise Up Actions

1. One of the easiest ways to expand your identity is to use language to put you in the right state. Language creates meaning, and meaning creates emotions. Practice shifting your language to change your state.
  - “I can” versus “I can’t”
  - “I get to” versus “I have to”
2. Journal about a time when you felt like an imposter. Identify what beliefs and self-definitions contributed to that feeling. Then write a counter-narrative where you celebrate your growth and potential.
3. Use the S.E.W. tool to enhance communication. Choose a recent situation where communication felt off. Then use these steps to mend the situation.
  - **Sensations:** Describe any physical tension or discomfort you experienced.
  - **Emotions:** Name the feelings you had without judgment.
  - **Wants:** Clearly state what you needed or desired from the interaction.

Day 3

# 7 Steps: Your Path to an Extraordinary Life

**Complexity is the enemy of execution.**

When you make things complex, it's harder to follow through.

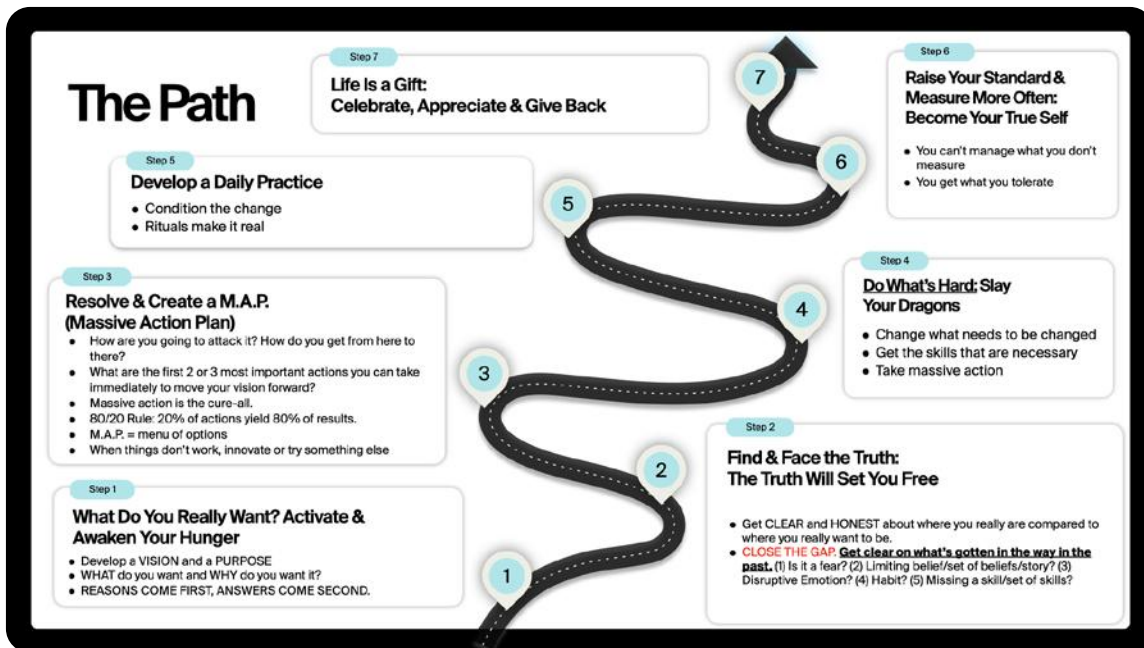
Tony is always looking for what he calls “profound knowledge.” Profound knowledge is so simple that, once you understand it, you can immediately change your life or help somebody else very quickly.

**“The only mistake is not taking action.”  
– Tony Robbins**

## The Path: 7 Steps of the Hero’s Journey

Many of us have a gap between where we currently are and where we want to be.

How do you know if you’re on the path toward your goals? Tony developed this 7-Step Path to help you identify your current position, overcome obstacles and guide you in closing the gap to make strides toward achieving the life you envision.



### **Step 1: What Do You Really Want? Activate and Awaken Your Hunger:**

You must have a vision of a compelling future. What do you want and why? Reasons come first, answers second.

### **Step 2: Find & Face the Truth: The Truth Will Set You Free:**

Be clear and honest about where you are AND where you want to be, so you can identify the gap. What has gotten in the way in the past? Is it a fear, a set of beliefs? An emotion, a habit or missing a skillset or set of skills?

### **Step 3: Resolve & Create a M.A.P. (Massive Action Plan):**

Get leverage to expand your identity and push yourself beyond your limits.

### **Step 4: Do What's Hard: Slay Your Dragons:**

Change what needs to be changed. Get the skills necessary.

**“If you can’t, you MUST.”**

**– Tony Robbins**

### **Step 5: Develop a Daily Practice:**

Keep your momentum strong with new practices and small actions, rituals and habits that keep you moving forward toward long-term success.

### **Step 6: Raise Your Standard & Measure More Often: Become Your True Self:**

Consistently checking in enables you to gauge your progress, observe your growth, and make necessary course corrections.

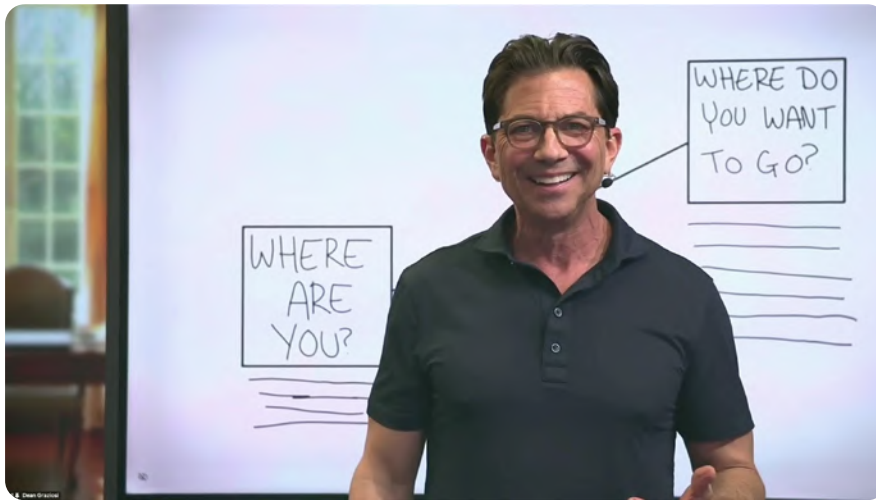
### **Step 7: Life is a Gift: Celebrate, Appreciate & Give Back:**

Celebrate your victories and what you’ve accomplished. Appreciate the dragons you’ve slayed and how far you’ve come. Appreciate WHO you’ve become because of the opponents you’ve faced.

**“You can’t manage what you don’t measure.”**

**– Tony Robbins**

## Keys to Closing the Gap with Dean Graziosi



You have the power to **rewrite your story**. If you're here, it means you're committed to growth. Take this opportunity to step into the next level of yourself and **say yes to bold action**.

**“The fastest way to get from where you are to where you want to be is to find somebody who’s already done it and model proven practices.”**

**– Dean Graziosi**

**The first step to closing the gap is to clearly define where you are, where you want to go, and determining the capabilities you’ll need to bridge the gap.**

This exercise brings clarity and conviction needed to stay on track when challenges arise. But it’s essential to connect emotionally to **your deeper WHY** and your inner purpose to get results.

Once you’ve identified those key elements, the next step is figuring out the skills you require and finding a mentor or guide who can assist you in **bridging the gap faster** because they’ve successfully navigated the path you aspire to take.

Don’t wait until it’s too late to go after what truly matters. **The time is NOW.**

## ➤ Day 3 Key Takeaways

- **Complexity** is the enemy of execution.
- Use **Tony's 7-Step Path** to see where you are now so you can make **consistent progress**.
- The key to closing the gap is knowing where you currently are, where you want to go, and **WHY you want to get there**.

## ➤ Momentum Questions

- What area do you want to change?
- What's gotten in the way?
- What are you going to do?

## ➤ Rise Up Actions

1. Identify where you are now. *What area of your life needs change? Be honest.*
2. Visualize your best self. *Who do you want to become? What does that version of you look like?*
3. Commit to action. *Say yes to growth, take bold steps, and don't wait for the "right time."*

## Bonus Day

# 5-to-Thrive: Your Compelling Future

## 7 Patterns That Get in the Way of Growth and Success: Principles to Embody

Use this guide to navigate your path and accelerate the tempo of your growth to achieve the results you desire.

Overcoming the challenge of change becomes more manageable when you recognize that you are essentially altering patterns, not your core self. Understanding how to change a pattern is the key to this process.

### 1. Language Matters

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

“Anything I attach the words ‘I am’ to with enough intensity and enough consistency I will become.”

– Tony Robbins

### 2. Pattern Recognition

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. Saying “it’s me” makes a broad generalization that hampers your ability to bring about change.

“It’s not you, it’s a pattern”

– Tony Robbins

### 3. Multiplicity of Purpose

**You have more than one purpose.** Free yourself from the “one giant purpose” mindset.

Thinking that 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

### 4. Think Beyond Perfection

Perfection is the lowest standard. Choose progress over perfection. Shift your focus from pursuing perfection to consistent practice and learning for continuous progress and eventual greatness.

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

### 5. 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.

Immerse yourself daily in the new patterns and habits of your new identity. **The most important investment you can make is in yourself, your skills and your growth.** Continuously pursue improvement in every aspect of your life.

“Commit yourself, put yourself in immersive experiences  
regularly, and your growth will be explosive.”  
– Tony Robbins

## 6. Action Over Thought

**Thinking without action prevents progress.** People make the mistake of thinking change starts with their mind first. But we can think ourselves into a circle. Real change starts with PHYSIOLOGY. Shift your body first, and your mind will follow.

Use the 5-to-Thrive methodology (shared below) to accelerate the tempo of your growth.

## 7. Psychology of Empowerment

Consciously eliminate disempowering patterns. **Build new beliefs that empower you** in any environment. 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 genuine decision, you can release the disempowering mindset holding you back. **Stack the good** and then pursue great ideas and empowering beliefs—they won’t just come to you; **you MUST actively seek them out.**

# 5-to-Thrive

Think of 5-to-Thrive like gears that can accelerate your progress on The Path.



It all starts with your state. Your physiology and focus act like gears propelling you onto the path and accelerating the pace of change.

## 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. Bringing not just your thinking but also your physiology to the table is crucial for slaying your dragons.

## 2. Focus

Focus equals feeling. Your focus holds the key to either empowering or disempowering states.

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

### 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. This is the power of Incantations.

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

**“Problems are not permanent. Only your soul is permanent.”  
– Tony Robbins**

### 4. Compelling Future

Connect with a reason to use your skills. You need to create a compelling future, or you won't even begin the journey. A compelling future provides direction, purpose, and inspiration. 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.

### 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 to shape what you want? Who do you need to become to achieve your goals?

## ↗ 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!**

The answers are there. It just requires hunger, drive, never giving up and having a higher purpose than just ourselves.

**“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 methodology** to accelerate your progress on The Path. Your state is shaped by your physiology, focus, language and meaning, all bolstered by your identity and a compelling future.
- **Change your vocabulary, change your life**. The language we use creates and sustains our emotional states.

## ➤ Momentum Questions

- What are the top three beliefs you currently attach to the words “I am,” and how do these beliefs either propel you forward or hold you back?
- Considering the ‘5-to-Thrive’ methodology, what specific changes in your physiology could you implement in the next 24 hours to shift your state?
- When you envision your compelling future, what three specific areas of impact do you want to create?
- Reflecting on the power of immersion, what daily 15-minute practice could you design to consistently reinforce the new identity you’re building?

## ➤ Rise Up Actions

1. Reflect on a few negative emotions you tend to overuse, such as anger, sadness, or worry. **Identify alternative words or phrases** that can replace these negative feelings, potentially bringing humor, lightness, or a softer perspective.
2. Consider the impact of choosing different words on your state and overall outlook. **How do your word choices shape your world?**
3. Since immersion creates lasting change, **how are you going to immerse yourself in new patterns and habits every day?** Decide today how you will commit to creating new beliefs and habits to foster consistent progress toward your goals.