

THANK YOU FOR ATTENDING A RECENT ALAN STEIN, JR. EVENT.

KEY TAKE-A-WAYS

What makes the best the best? The mindset, rituals, habits and discipline they have during the Unseen Hours.

GOOD NEWS:

This PDF contains everything you need to maximize your success, happiness and influence and will help you achieve improved confidence, fulfillment and financial freedom.

BAD NEWS:

99% of the people that read these notes will choose, either consciously or subconsciously, not to implement these proven strategies and concepts.

POSITIVE HABITS:

You choose your habits. Your habits dictate your success. Therefore, success is a choice.

Success is not a result of what we do occasionally. Success is a result of what we do all of the time.

Daily Reflection: Are the habits I have today on par with the dreams I have for tomorrow?

Studies have shown that up to 90% of our daily actions are habitual. How you do anything is how you do everything.

Happiness, fulfillment and success are not synonymous - but they are highly correlated. And they occur when we serve others, show gratitude and are constantly growing and developing.

“Every morning when you wake up you have a choice. You can make the choice to work hard or you can make the choice to not work hard. That’s it. That is the most fundamental choice you have to make each day.” – Jim Valvano

Not working hard is a choice. Effort is always a decision. Hard work is the conscious choice to intentionally leave your comfort zone with purpose.

THE BEST NEVER GET BORED WITH THE BASICS:

I asked him, ***“Kobe, you are the best player in the world... why do you do such basic drills?”*** He smiled and said, ***“Why do you think I am the best player in the world? Because I never get bored with the basics.”***

Kobe taught us that the basics are simple, but not easy. If they were easy everyone would do them. But we live in an instantly downloadable world that encourages us to skip steps and circumvent the process. We are taught to chase what’s hot, flashy and sexy and ignore what’s basic.

YOUR ATTENTION:

We must develop the vital skill of giving some one or some thing, our undivided attention. We must learn to live present in a digitally distracted world so we will become more connected, productive and influential leaders and teammates.

Not giving someone that deserves it, your full attention, is unacceptable. It doesn’t matter if it’s your boss, your co-worker, your spouse or your child. The foundation of leadership and teamwork is caring.

Our most valuable asset is our time. And our most valuable currency is our attention. Giving someone our attention shows we truly care. And caring creates connection. And connection is what being a leader and a teammate is all about.

LEADERSHIP:

“Leadership is a choice... It’s not a title. It’s not a position. It’s not a rank.” – Simon Sinek

Leaders aren’t born; they are made. Leadership skills can be improved and developed through purposeful practice.

You, and only you, decide whether or not you are a leader. You may not get to choose whether you are a **‘boss’** or a **‘manager’** or a **‘director’** – but you choose whether or not you are a leader. No one wants to be managed. No one wants to be bossed around. No one wants to be directed. People want to be led.

And a **‘player’** led team will always outperform a **‘coach’** led team in the long run. Leadership must start with each and every member of the team in order to reach it’s potential and become as successful as possible.

Leaders are always in demand and are always the highest paid. The first step to becoming a leader is living a life worth following. It’s making sure your beliefs and behaviors are always aligned. It’s making sure your values and actions are always in harmony. If they aren’t, you will instantly undermine your credibility as a leader.

Every great leader...

- Raises the level of everyone around them
- Sparks true emotion and connection
- Effectively communicates in multiple forms
- Can sell anything from concepts to products
- Puts their people's needs first
- Resolves problems, conflicts and issues

WHAT THE BEST DO DURING UNSEEN HOURS:

The best hold themselves to a high standard:

Steph Curry doesn't leave the gym until he swishes 5 free throws in a row.

The best embrace discomfort:

We grow through discomfort. We grow through challenge. We grow through adversity. We must condition ourselves to be comfortable... being uncomfortable.

The best do what needs to be done:

When I asked Kevin Durant if he liked our first workout, he gave me a stern look and said... ***“No. But I know this is what I need to do to make it to the NBA. When can we meet again?”***

The best live present:

They focus on the next play, they focus on what they can control (attitude and effort) and they focus on the process.

The best do the little things:

Coach K wrote me a handwritten letter (a 'little thing') that has had a profound impact on my life.

The best bounce back:

What did James Robinson do the day after he missed the biggest shot of his life? He didn't sulk. He didn't hide. He didn't make excuses. James went to the gym and reenacted that exact same play over and over until he made 100 shots from very spot he missed.

The best set the tone:

Do you know the difference between a thermostat and a thermometer? A thermostat sets the temperature and a thermometer simply reads it. A thermostat dictates the environment and thermometer reacts to it.

10 ASSISTS: (Credit to my friend and mentor, Rich Sheubrooks)

Put 10 pennies in your left pocket every morning. Every time you throw teammate an **'assist'**... you transfer one penny from your left pocket to your right pocket. And an assist can be anything you do to serve a teammate... from bringing them a coffee to rescheduling a conference call because they aren't feeling well. But here's the catch. You don't leave the office until you've dished out 10 assists.

A REAL TEAM:

Now, the word team is thrown around a lot in the corporate world. So what is a team?

A **good** team **IS LIKE** a family. A **great** team **IS** a family.

A team is not simply a group of people working together. A team is a group of people that truly care and respect each other... that puts the team's needs ahead of their own... and works relentlessly to fulfill their role to accomplish the group's shared vision and mission.

But there is an important distinction that is rarely talked about. And that is the difference between liking and caring.

You don't have to like everyone you work with. But you do have to care about them. Caring is an act of will. Caring is a choice. When you can choose to help, assist and serve someone that you may not particularly like... that means you truly care. And that is a standard in which elite teams are made.

When it comes to massive achievement, working together is more efficient, effective and productive than doing your own thing and going at it alone.

People want to be a part of something bigger than themselves. They want to feel like they matter and want to make a contribution. Whether on the basketball court or in your office... **'we'** is greater than **'me'**.

Everyone on the team needs to be **'we'** driven, not **'me'** driven.

TIME AUDIT:

Make a list of the 3 most important responsibilities you are expected to fulfill in your role on this team. Make a list of everything you do in a given day at work. Then compare the lists.

If you aren't investing at least 80-90% of your time on your primary 3 responsibilities – then you are not being as efficient and as productive as you are capable. You aren't being the best teammate you can be. Even though it is unintentional, it is a form of selfishness. And selfishness is corrosive, disruptive and destructive.

CHAMPIONSHIP CULTURE:

A leader's #1 job is to create and protect the culture and get everyone to maximize their specific role.

Culture is the environment and the behavior exhibited when the 'boss or coach' isn't around. A sound culture increases camaraderie, cohesion and productivity. A poor culture undermines every aspect of leadership and teamwork.

Leaders aren't responsible for results. Leaders are responsible for creating the environment (people + culture) that empowers the results. A good environment creates good performance. A good performance creates good results. It all starts with the environment.

CREATING CHANGE:

Knowledge unapplied is worthless.

How do you get from where you are to where you want to be?

- Decide exactly what you want
- Determine the price you have to pay
- Choose whether or not you are willing to pay that price
- Take **ACTION!**

You need to make the choice to act. You need to make the choice be an influential leader and teammate. Because the choices you make today will determine where you are tomorrow.



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