

---

# Helping vs. **Optimizing**

Why leaders and high achievers are wasting their life chasing peak performance instead of mastering it.

# The Race to the Top



Turkish Billionaire Hüsni Özyeğin said:

*“Getting to the top is not so easy; staying there is more difficult.”*

And most practical leaders understand this, which is why they seek out resources to try and stay at the top of their game — it’s an inherent part of their high-achieving nature.

Most likely they have already invested significant amounts of money year after year on executive coaches, therapists, consultants, advisors, and masterminds. Yet, they’re still left unsatisfied.

These respectable professions all have their place, but most are focused on generic tactics without consideration of how quickly leaders need to get to where they want to be.

That’s because what is required to reach peak performance goes far beyond traditional talk therapy and coaching systems. These things help, but they do not optimize.

## Why Aren't Today's Leaders Operating at Their Highest Level?

Many are convinced they know what peak performance is. But what is widely understood of it is only a fraction of what’s possible.

There’s a level of excellence that most leaders have yet to attain, regardless of their current success. Success does not mean one has mastered peak performance.

There’s a mainstream belief that performance is just the ability to execute strategies or plans that result in quantifiable growth, which is then considered a measure of whether someone has attained success or not.

This disconnect drives the big business of personal development. About \$166 billion is spent on leadership development programs in the US alone, and about \$366 billion globally.

**\$166 Billion**

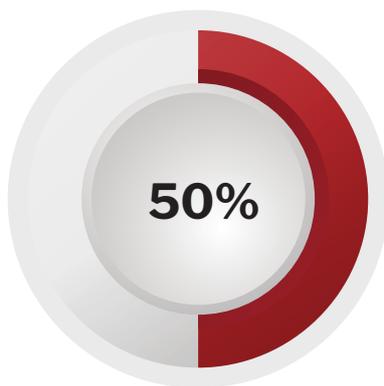
is spent on leadership development programs in the US alone

**\$366 Billion**

is spent on leadership development programs globally

## Leadership Development Spend

	Global Spend (USD)	North America (USD)	Rest of World (USD)
2020	357.7B	165.3B	192.4B
2019	370.3B	169.4B	200.9B
2018	366.2B	166.8B	199.3B
2015	355.6B	160.0B	195.6B
2010	271.1B	122.0B	149.1B



*of respondents report that their companies have adopted AI in at least one business function*

With varying perspectives, a field that was once founded on the noble principle of optimizing leaders potential has turned into something resembling entertainment that provides superficial results at best.

Additionally, society has fallen into a world where personal performance has been replaced with technology-based systems. About 50% of businesses are already using and will increase the use of AI for at least one business function, including decision-making. We've found ourselves on a steady downhill slope, allowing machines and apps to do so much of the work for us. Then we end up circumventing the experiences necessary to build ourselves up to our most optimal state.

The resources available to leaders today bank their efforts on "proven" processes, numbered steps, linear and logical rationality, and tactics that are beginning to destroy our accountability and resourcefulness.

That's why it's imperative that leaders understand the differences between the types of resources available in today's high-performance landscape to determine which options are ideal for their personal and professional goals.



*Performance is as complex and dynamic as any individual. It cannot simply be bound by the quantifiable. Nor can it be caged in by strategic milestones or limited by society's definitions. Your peak performance is something exclusive to you.*

## What is Peak Performance?

Performance isn't something that can be defined by compartmentalized thinking—it's not about how much you can innovate, execute, or accumulate. It has little to do with your ability to stay on track to complete tasks (that's actually achievement).

Performance is as complex and dynamic as any individual. It cannot simply be bound by the quantifiable. Nor can it be caged in by strategic milestones or limited by society's definitions. Your peak performance is something exclusive to you.

However, most coaches, consultants, and mentors would have you believe otherwise. They sell the notion that if you follow their steps from "A to Z," you can and will achieve peak performance.

Linear paths are deceptively simple and are unlikely to lead you anywhere meaningful.

Yet, many leaders and influencers have been indoctrinated into believing success is achieved at the end of a straight line. As such, they end up on a never-ending quest for the next trending solution meant to increase or improve their performance.

**Peak performance is the truest measure of who you are in relationship to yourself. It's a constant act of self-discovery.**

To achieve peak performance, you must be willing to go beyond your "comfort zone," break repetitive patterns, and cultivate new levels of attentiveness and awareness. Consider not just the "what," but also the "why" and "how" of one's life and business.

This also means an awareness of one's emotions and specifically the ability to control responses and reactions while maintaining equilibrium no matter the stimuli.

This kind of performance is often elusive. Yet, it's not impossible to achieve with the right type of support, and by fully understanding the truth of peak performance itself:

**Your success does not determine your level of performance. Your peak performance defines the limits of your success.**

# Helping vs. Optimizing: Understanding the Difference



*Can anyone truly succeed if they haven't realized their full potential yet?*

Of course, it's possible to achieve success without realizing one's full potential—to a certain degree. Ultimately, a thoroughbred horse can run in a race, but can it run the fastest and win every time?

If someone sticks with programs and performance-enhancing regimens designed to *help* and not *optimize*, then that's what they'll remain: **racehorses that just run fast.**

## The Two Systems That “Help”

### #1 The Learn and Copy Method

Many household names and general tier coaches, masterminds, retreats, conferences, events, books, and the like are typically in this category.

The Learn and Copy Method is based on influencers, thought leaders, celebrities, and anyone leveraging certain experiences and accomplishments into a product the masses *should* crave.

Their offerings are often linear, usually step-by-step, and widely mischaracterized as dynamic and transformational.

The goal is to take advantage of the inherent human response of emulation and imitation. It is natural for most people and even leaders to be drawn to this practice because they're enticed by what that authority is claiming to possess.

**Unfortunately, most individuals get stuck in the routine of imitation. Is their goal to become a better, truer version of themselves? Or to become a copy and pasted version of someone else?**



*The most touted events and retreats are designed to coax people under the guise of hyped-up fun. This leads to a false sense of progress from the dopamine highs of excitement that make people believe they are changing. They are group think based, accompanied by enthusiastic speakers that spark motivation that decelerates as fast as it accelerates. It's fun, it's social, but it's temporary.*

Following rote steps will produce some results. But doing so limits the scope of what can be achieved because one unconsciously becomes an integrated version of the person they are copying. They inherit some successful traits, but also absorb their limitations.

In addition, the most touted events and retreats are designed to coax people under the guise of hyped-up fun. This leads to a false sense of progress from the dopamine highs of excitement that make people believe they are changing. They are group think based, accompanied by enthusiastic speakers that spark motivation that decelerates as fast as it accelerates. It's fun, it's social, but it's temporary.

The focus is directed on concepts and the repetition of one-liners and key phrases masked as transformative actions rather than the deep reflections necessary to understanding one's limitations. Ultimately, participants end up hijacking their own progress for the sake of a good time.

## #2 Therapy and Therapeutics

First, let's define the difference. Therapy is to heal; therapeutics are to cope. But neither immerse the client into new and necessary stressors for growth.

Therapy and therapeutics are a means of coping with, creating awareness of, and fixing what is broken—putting pieces back together so one can comfortably move on with life.

These practices tend to be primarily conversation-based. This focus means most clients are trained to use intellectualizing as a weapon against what "broke" them.



These methods do help people gain clarity over their traumas and dysfunctional behaviors, sometimes providing the ability to rise above them. **People can get better, but they don't become their best.** Consider them patched-up versions of what they were before, a plate that's been broken and glued back together.

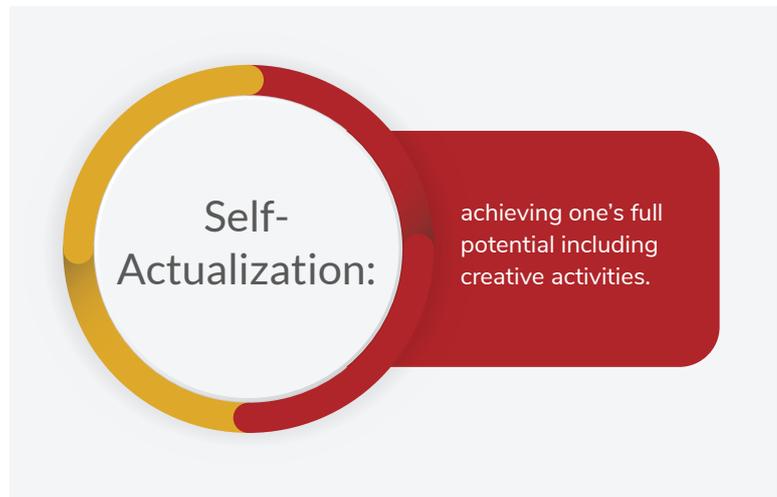
Like the plate, they are "whole", but the cracks remain, and the weaknesses are still ingrained. This is most evident in people during times of stress as they inevitably revert back to learned responses from their deepest injuries. Eradicating, not merely relieving these "stresses," is paramount to reaching peak performance.

## The Optimization Formula

This is a phoenix-like rising and emerging from what's been trapped within through the removal of the factors that short circuit one's power and potential in the first place.

For leaders to access their maximum potential, they must go beyond traditional helping systems. They must achieve self-actualization and put themselves through experiences that radically evolve them into their best.

*For leaders to access their maximum potential, they must go beyond traditional helping systems.*



In contrast, helping systems are available to anyone at any point in their life who's looking for the addition of new strategies and skills. Barriers to entry are low so that everyone can participate. But for leaders looking to exceed their "limits", there are higher standards and specific character traits required for this to be possible.

Some of the most fundamental requirements in mindset and attitude are the abilities to:

	#1. Surrender and Embrace	#2. Remove and Integrate
✓	Abandoning process thinking	Resisting over-consumption
✓	Resisting the need to know	Facing hard truths
✓	Giving up control	Releasing harboring beliefs
✓	Welcoming necessary suffering	Mastering stillness
✓	Finding comfort in ambiguity	Relying on intuition

Operating through these key fundamentals, will produce newfound innovation and successes.

It's imperative to evolve one's mindset through consistent challenges. Elements of surprise allow authentic reactions and clarity about untapped potential, whereas knowing what's coming shuts all of this down.

The only way to reach and sustain peak performance is by removing stresses and blind spots as they occupy critical conscious and unconscious mind space.

Most leaders have consumed far more than they have eliminated, clouding the most potential-laden parts of themselves. When it comes to peak performance, removal matters more than addition.

Additionally, leaders must become present with themselves to know what they truly want to accomplish.

Optimizing performance stops when they avoid personal truths. How can anyone be the best version of themselves if they don't truly understand themselves?

*The only way to unleash peak performance and attain the highest level of success is through removing the stresses and blind spots that occupy critical mind space from within, both conscious and unconscious.*



## The Framework

Military Special Operations, Olympic and Professional Athletics, Special Government Agencies, and the like are all prime examples of environments that elicit peak performance in and from their members. There is a fundamental framework within each of these industries that demands a more dynamic and holistic approach in the manner in which individuals access their power and potential.

Simply put, they are submerged into environments that radically challenge them, discovering their mental and emotional limits.

Their purpose, their missions, and those that rely on them depend on their ability to perform flawlessly and succeed consistently.

And that allows these institutions to separate peak performers from the others. It shows that challenge is imperative to rise to the top.

Leaders outside of these fields also need this type of framework to achieve high levels of success. But unfortunately, most options available to them are from the helping systems—they're not being challenged in the manner that matches their capacity to perform.

**Below are the six necessary elements to any successful optimizing framework:**

### #1 Highly Personalized

Anything designed for leaders to maximize their potential must be uniquely personalized for them. This means the client's life experiences and relationships determine the direction and how the optimizer does their work. Other resources base their dynamic with the client on their tactics first, and wind up creating a reliance on coaching to maintain momentum.

### #2 Intimate Environment

The most impactful relationships are the most intimate. When intimacy is present, vulnerability results. Through this vulnerability, one will experience an unencumbered truth about who they are, and it then becomes difficult to hide the blind spots that stifle performance.

Optimizing someone requires an interpersonal relationship with them, working closely together. The military is an example of how intimate and intense a dynamic must be to produce high-level results.

**Consider boot camp. The recruit undergoes rigorous physical training and exhaustive mental stress. But they do so with the support of instructors (who teach) and other recruits (who assist). It cannot be done without these two elements. This goes on for months. The constant training and cooperation rebuild the civilian into a soldier.**



### #3 Holistic and Dynamic

The approach required to unleash high achievers and leaders must be holistic and dynamic, not linear, and hyper-focused on systematic problem-solving. The client's life needs to be transparent and no aspect of it is off-limits.

### #4 Compressed Time Frame

Structured parameters bring forth more creative and innovative capabilities of those within them. They make people push harder to produce more with limited time. Compressing a leader inside a specific timeframe takes this level of performance further, faster. It forces out all forms of distraction, galvanizing their rawest potential into outward action that produces real-world results.

### #5 Outside Force

There must be an outside force to pressurize and accelerate a leader. This agent is not meant to be followed or mimicked. Instead, they purposely create new, dramatic experiences that force a leader's most powerful, untapped potential to the surface. The challenges faced will stretch one to their limits, including the entire range of their emotions. When emotions are rattled and stretched, authenticity is exposed, and the rawest form of power and potential is revealed to be used for optimal acceleration.

### #6 Experts on Hand

Accelerating a leader to the top of their game requires all aspects of their life to be accentuated. A network of specialists on hand working in tandem with a primary agent ensures the balanced and proper development of peak performance capability.

## What are the Results of Optimization for Leaders?

**They exist in a place of power, productivity, satisfaction, and experience daily what professional athletes call "being in the zone."**

- They wake up each day as an unstoppable force.
- They're fulfilled and free to take on anything they choose to put their focus on.
- They experience peak mental fortitude, increased wealth, and more internal peace.
- They have eliminated the negative compromises of reaching higher levels of success like poor health and stressed relationships.
- They elegantly and actively face challenges that are surprising or disruptive.

All of this combined gives you a glimpse of what optimization entails and how it transcends conventional helping practices.

**If you're a leader who's willing to do what you've never done before to achieve unfathomable results, then you're ready to leave the crutches of "helping" behind and are poised to be optimized.**

# ARE YOU HUNGRY TO STAY AT THE TOP OF YOUR GAME?

---

Wylie McGraw is the founder of *Radical Performance Acceleration* and for well over a decade now, he's been behind the scenes doing life-altering work with powerful CEOs, Entrepreneurs, Leaders, and Public Figures, optimizing, and accelerating their performance both personally and professionally.

**His work is the proverbial “Navy SEAL Training” equivalent to high-performance and leadership development – pushing even the elite beyond their limits so they not only hit their peak but sustain it.**

He's been named a “secret weapon” by some of the most influential leaders across industries. His work is about giving an elite edge to high achieving individuals, while ending the cycle of unnecessary stress, sacrifice, and suffering that's unfortunately associated with reaching their levels of accomplishment and success.

[www.wyliemcgraw.com](http://www.wyliemcgraw.com)

