
Why You Need to *Get Unf*cked*

The 5 major contrasts you need to know to take you and your organization to the next level.

Why You Need to Get *Unf*cked*

The 5 major contrasts you need to know to take you and your organization to the next level.

—
“We spend most of our lives learning how to do and teaching others how to do, yet it is the quality and character of the leader that determines the performance, the results.”

- Francis Hesselbein, former CEO for the Girl Scouts of the USA

Today's leaders are looking to abandon the conventional paths towards achieving higher levels of success in order to maintain an elite edge for their personal and professional life.

This is apparent as *transformational leadership and high-performance* are increasingly searched on Google. Yet, what people are finding are yesterday's outdated systems and processes repackaged as innovative and progressive new methods of support.

The following highlights the differences between these current perspectives on high-performance and transformational leadership, and what is required for leaders to move beyond them for personal and professional optimization.

What Type of Resources are Available to Leaders Today?

We can find leaders of all ranks still investing in the typical strategies and systems used for linear models of growth. Most transformational, performance-based leadership offered today focuses on these processes and systems alone. Unfortunately, it casts aside the dynamic nature of development itself.

In fact, *modern management theory and practice* has done everything but conquer what it takes to address real-world challenges successfully. The strategies and thinking that were successful for meeting routine challenges in the past do not have the same success rates when applied to non-routine, adaptive challenges today. The *ongoing pandemic* has proven this.

The Case for the Unf*cking

Leaders want to not only attain high levels of productivity for themselves and the companies they run, but they also want to sustain it. They want to be known for their high-performing environments and inspiring leadership. But how can they quickly and effectively be highly productive and inspire others with resources that offer the same perspectives that repeatedly focus on external rather than internal problems?

To start, a leader's primary focus needs to be themselves:

- They need to abandon certain thought processes that earned their past progress. Like ever-evolving products, services, and skills, they too must evolve. Many leaders allow linear and compartmentalized thinking to sedate their progress.
- Leaders need to stop obsessing over outside problems. By simply observing these problems (while simultaneously addressing personal limits and unpleasant truths) will drive them far beyond what stifles their resourcefulness and potential. Attempting to solve problems without first addressing themselves will only produce short term, limited results.
- Leaders also need a personal agent (an outside force) capable of redirecting their focus, power, and action in real time so they can attain optimal performance.

I've discovered that the only way a leader becomes optimized and attains their elite edge is through a combination of the above elements. They can do this with an intense, interpersonal, and challenging experience I call...

Getting *Unf*cked*



Why do Leaders Need This?

Because they are in positions of power and influence. Their life must be aligned with their core values and standards, or their power and influence will be as faulty as themselves. They need to fully know who they are without the chaos they endured to get to where they are today.

Here's 5 of the most important contrasting points a leader must understand and embrace in order to be prepared for the *Unf*cking* experience.

Contrast #1:

Transference vs. Transformation

Transference: an act, process, or instance of redirecting from one place to another.

Transformation: a thorough or dramatic change in form or appearance; a metamorphosis.

Sam Walton, one of the founding members of the retail giant, Walmart, was cited as a "*transformational leader*" simply because he traveled around the country to meet with associates to show appreciation for their contributions to the company.



Leaders who value optimal performance and productivity must shift their focus away from the tactics and strategies used to achieve their current level of success.

This is a nice gesture, but it isn't transformational. There can be positive implications from the deployment of such a tactic; however, the motivational results are often short-lived. The excitement and endorphin rush of meeting the "celebrity head" eventually fades, especially for those associates or teammates who resume the grind of work after a company's retreat, conference, or event.

This is a prime example of transference - the movement of one's motivational spirit into others to uplift morale and provide mere moments of clarity in purpose and/or a common goal. But those are just that: moments. This transferred excitement

does not get to the heart of what's required to establish and sustain long-term motivation and purpose of a company.

Leaders who value optimal performance and productivity must shift their focus away from the tactics and strategies used to achieve their current level of success. They must unite the functional aspects of their organizations to their own lives if they are to exceed beyond current expectations.

Anyone can adopt a strategy and systematically apply an approach for some form of momentum. But it's how a leader operates personally that has the biggest influence on the culture of an organization.

Simply put, personal and professional performance are not mutually exclusive.

A leader's presence alone should innately align the culture, motivation, and standards of their employees towards a common goal and the growth of an organization as a unit. If this were always the case, associates' needs would be met without strain, and they would feel inspired by simply being a part of the company.

Companies wouldn't require outside motivation and inspiration if their leaders were personally and professionally optimized.

It is *this* that we consider transformational leadership.

Contrast #2: Help vs. Optimize

Help: to make it easier for someone to do something by offering one's services or resources.

Optimize: to make the best or most effective use of a situation, opportunity, or resource.

Many of the resources available in the last few decades designed to advance businesses in leadership and productivity have been *transactional in nature* - they assume a standard cause-effect relationship. This worked for routine problem solving in prior decades, but not for the modern non-routine problems we find today.



“The problems that exist in the world today cannot be solved by the level of thinking that created them.”

- Albert Einstein

Additionally, today's popular talking heads in the coaching and consulting fields have also fallen victim to solely offering these same routine approaches with the intention to streamline their work and increase their bottom line. However, these focus on generic tactics that leave a gap from where leaders are to where they want to be.

Einstein said it best: *“The problems that exist in the world today cannot be solved by the level of thinking that created them.”*

These things *help*, but they do not *optimize*.

Optimization requires these three elements: 1) a level of self-actualization, 2) adherence to higher personal standards and 3) the development of specific character traits if leaders are to access their maximum potential.

Resources to support leaders in achieving this state need to be:

- **Highly Personalized:** Focusing on a leader's life experiences and relationships as the source of their potential for success.
- **Intimate in Nature:** A transparent, vulnerable, and integrated connection between the leader and the resource proves most productive.
- **Holistic and Dynamic:** Life itself is dynamic; nothing in the leader's life is off limits in this working relationship.
- **Compressed in Time Frame:** Containment and pressurization in limited time-frame accelerates leaders to innovative results.
- **An Outside Force:** Someone built to be in the trenches with the leader, capable of creating new, dramatic experiences that bring out a leader's power and potential.

No more gurus or experts to follow.

The results are astounding with leaders experiencing their power, productivity, and satisfaction similar to what professional athletes call "**being in the zone.**"

Contrast #3:

Addition vs. Removal

Addition: the action or process of adding something to something else.

Removal: the action of taking away or abolishing something unwanted.

What many leaders do not understand is that achieving *breakthrough* results does not come from the addition of new skills or strategies in their life and business.

Reaching peak performance is about the removal of stresses, issues, and blind spots that are unknowingly hindering one's performance. It's more effective to remove these than to incessantly consume concepts, tips, or hacks, which have become the typical resource commodities in the business of leadership development today.

Bruce Lee famously said, "*Empty your cup so that it may be filled; become devoid to gain totality.*" What he means is that people can only gain power and freedom over their lives after they've dispensed with their beliefs. We don't need to remove all of them, of course. But we need to remove the hampering ones.

Similarly, an article posted in *Forbes* speaks to a need for removing underlying tensions within a leadership team as the foremost step in the workplace to improve performance.

The underlying issues "...can be best described as that thorn in the side, dreadful personal behaviors or consistent tensions that never get addressed...it can reside and live within the teams for years... being tolerated and not addressed." It's insidious. It will wear out the team, their productivity, and the business. And not so surprisingly, it'll seep into their personal lives, then back into the business.

"Empty your cup so that it may be filled; become devoid to gain totality."

- Bruce Lee



Attempts to ameliorate these behaviors through superficial interventions (incentive systems, inspirational talks, new policies, reorganizations, etc.) ignore underlying issues.

What is the use in implementing these initiatives if the people doing the work have internal issues that poison those solutions?

Leaders cannot operate by “keeping problems at bay.” They need to tackle the causes.

This type of removal requires a different manner of intervention. Leaders must be open-minded, transparent, and vulnerable. This allows honest assessment and disruption of hampering beliefs and behaviors within themselves, their team, and their organization. This usually requires change to many aspects of their life and organization, often requiring temporary withdrawals to slingshot further, faster towards their loftiest goals.

This is how the culture of an organization is improved; people work better together, and their teams respond more favorably to the addition of new skills and strategies.

To experience a long-lasting, genuinely improved team with higher productivity levels, it's paramount that their cup is emptied before it can be refilled.

Learn about chronic and acute stresses faced by leaders today [in this short video](#) and why the removal of them serves their highest value – performance.

Removing the underlying tensions will require disruption, hard work and patience. It may cause you to change your team, redefine roles, expectations and perhaps take a temporary step backwards. The tendency of some team leaders will be to point the finger at others, but it's important that each leader examines their own behaviors that could be contributing to the undercurrent and tension.

Contrast #4:

Deflection vs. Acceptance

Deflection: to deviate from an intended purpose.
Acceptance: to receive or undertake something offered.

—

Acceptance goes far beyond simply understanding oneself or others. When a leader can accept what is unfamiliar, uncomfortable, and/or highly challenging, their performance accelerates, as their creativity, vision, and innovation is unrestricted.

Politicians and public figures are extremely deft in deflection – a widely used tactic of answering questions in a way that reroutes the conversation.

It has become commonplace due to the overwhelming access that fans, customers, and journalists have to our leaders through our social media today.

Due to the fast-paced and demanding nature of business, leaders are questioned, demanded of, and called upon frequently. As a result, deflection has become an easy, reflexive crutch when faced with harsh truths, critical feedback, and new expectations.

It's become an instinctual reaction to avoid what feels uncomfortable. Now it's understandable that being forced to divulge certain information can be unnecessary in a public setting, but when it comes to small group scenarios or within the privacy of the organization, this tactic is counterproductive.

Here's what deflection has come to look like in intimate settings:

- Listening to respond, not understand
- Lack of pauses between responses or interrupting
- Becoming defensive
- Feeling agitated, frustrated, and confused
- Unable to see the benefit from the engagement

Deflective behavior such as this does not accentuate a leader's position. It diminishes it. This reactive state limits their ability to foster new awareness or insights required to progress themselves and their companies. Furthermore, it ends up drastically stunting their efforts and the results they strive for.

The leading solution to this issue has been listed in leadership forums around the web describing *acceptance* as a key trait to improve a leader's influence and impact on those around them.

One [LinkedIn article explains](#), "...acceptance in leading is simply recognizing others and comprehending that it is an important step towards understanding." In the context of an organization's culture, understanding and recognizing others is an important aspect of acceptance. But acceptance goes far beyond simply understanding oneself or others. When a leader can accept what is unfamiliar, uncomfortable, and/or highly challenging, their performance accelerates because their creativity, vision, and innovation is unrestricted.

For a leader to know they've evolved from deflection to acceptance, these are the behaviors that take the driver's seat:

- Discernment – deciphering genuinely invalid from useful information, without judgment
- Embrace – welcoming and relishing new challenges
- Open-mindedness – leaning into the wisdom of others
- Collaboration – enhancing creativity and innovation through team effort



To be clear, **acceptance** does NOT mean condoning, capitulating, or outright agreeing. But it does mean welcoming value within whatever situation a leader finds themselves in (by being open and receptive in the present moment), especially when they're being challenged.

Leave deflection tactics to the politicians and embrace acceptance. Doing so shifts one's reputation to that of an insightful, honest, and influential leader.

Contrast #5: Relief vs. Resolution

Relief: to cause pain, distress, or difficulty to become less severe or serious.

Resolution: settle or find a solution to a problem, dispute, or contentious matter.

Studies have proven that *stress* in the workplace is a silent killer for those in positions of high responsibility. Today's leaders know that managing stress is critical to their performance and satisfaction. So, it's imperative they seek out resources that provide such management.

Although it's become increasingly culturally acceptable to seek help, many leaders still continue to grind away, suffering in silence. They allow themselves to be consumed by the myriad of responsibilities inherent in their positions. And because leaders are bombarded with more stress-management support options than they can effectively use, they end up reaching for familiar tools to provide relief.

Some of the best forms are meditation, exercise, and therapy, which are healthier and more effective. Others, such as drugs, alcohol, and sex are seductive, and easily accessible. But of course, they're temporary, and eventually exacerbate and create additional stress. The *Substance Abuse and Mental Health Services Administration* released a report indicating that 10% of the management population has a substance abuse problem.



Unfortunately, leaders find themselves in the perpetual cycle of coping with stress by chasing relief, never aptly getting to the root cause of their issues.

What is needed is resolution which first begins with leaders being clear on their responsibilities and then delegating everything else.

Second, leaders must commit to ending their start-stop routine of dabbling in healthy habits when convenient but giving in to the addictive pulls of unhealthy vices when life gets difficult.

To end this vicious cycle, leaders need to face what ails them from within. It's crucial they forgo the urges to cope and welcome challenges that erupt their stress to the surface so they can be dealt with head on.

They need to step outside of their comfort zones to see what truly matters and what doesn't. Once they do, external and internal stresses do not hold the same weight, and everything becomes easier.

What Are the Results of Leaders Getting *Unf*cked*?

In summary, for leaders to fully attain elite levels of performance and evolve into leaders that inspire, cultivate, and outlast their competitors, they need to outgrow these 5 aspects of conventional support: *transference, help, addition, deflection, and relief*. They need to embody the 5 pillars of high-performance: *transformation, optimization, removal, acceptance, and resolution*.

Armed with this clarity, leaders can be assured that their quest to elevate their game is not over. It's time they look forward to an unconventional and highly specialized resource that provides the right experiences in the right framework to unleash their power and potential.

Getting *Unf*cked* is the standard towards optimization. It's what many leaders across industries have been investing in for over a decade now. It's time you swim out of the maelstrom of systems and programs to invest in yourself.

When you do, how you behave and perceive difficulties radically transforms.

The most common and expected results all leaders experience during and following this work are:

- Exponential growth in wealth, impact, and bottom line
- Stronger, healthier, and more meaningful relationships
- Transformation of stresses into assets and eradication of burnout
- Exposure and removal of blind spots
- Elimination of personal and professional fears

Anything else will leave you struggling and grinding, leaving the proverbial "chips on the table."

So, what will you choose to do?

For leaders to fully attain elite levels of performance and evolve into leaders that inspire, cultivate, and outlast their competitors, they need to outgrow these 5 aspects of conventional support: *transference, help, addition, deflection, and relief*. They need to embody the 5 pillars of high-performance: *transformation, optimization, removal, acceptance, and resolution*.

ARE YOU HUNGRY TO BE 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

