

Expert Interview

You² – Multiplying Your Personal Effectiveness in Quantum Leaps

Price Pritchett

Price Pritchett is Chairman and CEO of PRITCHETT, LP, a Dallas-based consulting and training firm with offices in seven other countries. He holds a Ph.D. in psychology and is recognized worldwide as an expert on personal and organizational change.

Dr. Pritchett's specialized work in change management, corporate culture, and merger integration has been referenced in most of the major business journals and newspapers. He also has been featured on CNN, CNBC, and other major television channels. With over 20 million copies of his books in print worldwide, he is one of the best-selling business authors in the world. Virtually all of the Fortune 500 companies have used some combination of PRITCHETT's consulting, training, and publications.

If you want to accelerate your rate of achievement rapidly, you must search out and vigorously employ new behaviors. You² implies an “explosive jump” in your personal performance that puts you far beyond the next logical step.



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Expert Interview

You² – Multiplying Your Personal Effectiveness in Quantum Leaps

Here's what you'll learn:

- How to recognize what you truly want to achieve, not what others want you to achieve
- How to go from You to You² by taking a Quantum Leap
- Discover the Quantum Leap Ritual
- Learn how to use Pritchett's 12-minute Ritual
- Learn the "5 Trying" Mistakes to avoid

By John Assaraf

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DIRECTIONS:

Write down the new understandings you gain from this interview.

Include thoughts, realizations, and concepts you will use to enhance your business/life.

Record specific actions you will take as a result of this new knowledge.

Insights

Ideas

Actions

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____

Price Pritchett

JA Hey everybody, this is John Assaraf, CEO and Founder of Praxis Now and we've got an amazing, amazing individual that we're going to be sharing his expertise with you. He's a friend of mine, Price Pritchett. And Price is the Chairman and CEO of Pritchett Limited Partnership. It's a, a Dallas-based company that consults with organizations all over the world, specifically on change management and really getting people to experience personal and organizational change. And he's got offices in seven other countries and his work really is helping organizations with their corporate culture, their merger integration.

And he's been referred and reference in just about every single business journal and newspaper in the world. He's been on CNN, CNBC, major TV, major radio and he's got over 20 million copies, 20 million copies of his books in print worldwide. And I know he's one of the best-selling authors in the world and if we talk about Fortune 100, 200, Fortune 500 companies, most of them have somehow, someway used some of Price Pritchett's consulting, training and have used his publications.

*“You²;
however,
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explosive jump
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personal
performance
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next logical
step.”*

Now today is, I guess a special day for me because for the last, I think probably 10, maybe 15 years, it seems like it's been a long time, I have been reading this one book that Price wrote called “YOU².” So “YOU” with the number above the, above the, YOU, squared. And this book is only about 30 some odd pages. I've got it in my little hands. Yeah, 34, 5 pages. And let me just explain to you what, what “YOU²” ya know is all about. And, and right on Page number 5, it says most people operate with the mindset and assume that success comes one step at a time. You²; however, implies an explosive jump in your personal performance that puts you far beyond the next logical step.

And, as you all know, I'm very, very big on making quantum leaps and in...going from “You” to “You²” but Price has got this book and way of thinking that, I mean, it, I don't know if anybody's ever going to write anything better than what's in this beautiful gem; “You² – A High Velocity Formula for Multiplying your Effectiveness in Quantum Leap.” So, I asked my friend if I could interview him on this amazing book and the concepts within the book. And so Price, thank you and welcome.

PP Well, thank you John and I'm a fan of yours. It's fun watching your activities over the years and we appreciate the, the enthusiasm for the “You²” handbook. As, as I've said, out of all of the pieces I've written, this is probably my favorite message. And it kind of came out of my deepest part and it's also one of those, if you hear writers talk about their writing, very often they'll say, I don't know even know where that line came from. It just seems to write itself. And, and...

JA Right.

PP ...I think that I was lucky some in that respect.

JA Well I think in, in addition to your Ph.D. in psychology and understanding, ya know, about the human brain and behavior I think there was definitely divine inspiration that worked through you and on to this book. That's my, my take on that for sure.

PP Well it's interesting to look back and, and say well what stimulated that message? Ya know, where did that come from? And I, I think that's kind of an interesting story. I, back early in my career, John, I was with a firm in Chicago called Management Psychologists, Inc. It was a consulting firm. We had just a superb

list of Blue Chip clients up there and a lot of the work that we did was evaluating, doing in-depth assessments of management and executive candidates. And out of these interviews and test and paperwork would come about a five to seven page in-depth report that we would write about this individual that was a candidate for V.P., President, General Manager of a major division or whatever. And again, these were top flight companies that we were doing this for. And I just began to be amazed at looking at say, two or three candidates for the same position. And you would look at these people's data and you would see that, well in terms of intelligence, no major differences.

They were pretty equivalent. Academic credentials, the colleges they went to, their looks, all of these kinds of things. It seemed like one should be doing as well as the other. And yet, you would see striking differences in what they had achieved and how fast they'd achieved it. And I was like, how do you make sense out of this? So that was the first thing that began to just provoke my interest in what's going on here and is, is there, is there a way that people can achieve that just sets them totally apart from other people? Then, at the end of the 70's, I began to focus my company on merger integration strategy, which was a new consulting field. There was no such practice area out there...

“So that was the first thing that began to just provoke my interest in what’s going on here and is, is there, is there a way that people can achieve that just sets them totally apart from other people?”

JA Right.

PP ...in the United States, which is kind of bizarre. And once again as we would work with these companies, Company A acquiring Company B, ya know, and then pulling those together. And our, our work was not in the deal-making but it was in everything that followed in terms of the integration consolidation process and all those challenges. And once again, I would look at, okay, here, let's say three companies pretty much in the same industry. And let's say they're half-a-billion dollar companies. Ya know, kid of mid-, mid-market companies, \$500.00 million in annual revenues, okay. And same industry, looked like they were pretty even competitors. And then bang – one month, let's say Company A goes out and buys still another company and it becomes a billion dollar company overnight, while the other two companies B and C chug along trying to eek out a 10% growth rate per year.

JA Uh-huh.

PP And I, I thought, there is a difference. There, there are better ways, and making that quantum leap became the thing that I was just intrigued by and that's kind of...

JA I love it.

PP ...how this came about.

JA I love it, and ya know it's interesting in, in 1999, I invested in a company called bam-, it wasn't called bamboo.com at the time but I invest [paused] its potential to enter the Internet space when the Internet was very, very young and we raised \$28 million. And we grew the company from six people to 1,500 in 14 months. We went from zero to \$10 million a month in revenue on the ninth month and did an IPO on that in the tenth month, which is, is, crazy and unheard of in, in most circles. But I experienced myself a quantum leap and quantum growth – A) in thinking and B) in what's possible. And so my mind has been stretched beyond what, ya know, would normally take a lifetime to do.

PP Um-hmm.

“But if you stop and think essentially, it does begin in the mind – something you just said a minute ago about your thinking. It – that’s where it starts. It starts mentally.”

JA And so, ya know, when I read your book and, and, and I, I read the, ya know trying harder is not the approach, ya know, I’m, I so fully understand this because I’ve been there. And my, I, I do have a question for you because a lot of people ask me this question as well is, do you think that any person, obviously with the same mind and, and a little bit of desire, do you think that any person has the ability to go from you to themselves, or you squared and make that quantum leap, based on what you’ve researched and seen?

PP Yes, unequivocally. And anybody who will be listening to us, have this conversation, will have made one, made several, in fact, for that matter. And you can, you can say, well, maybe here’s a person here or there that’s really struggle and they, they can’t identify anything in their background that would qualify as a real quantum leap where they didn’t go step by step up a ladder of achievement. But they skip three rungs, five rungs, ten rungs. But if you stop and think essentially, it does begin in the mind – something you just said a minute ago about your thinking. It – that’s where it starts. It starts mentally. But anybody who has gone from crawling to walking essentially has made a quantum leap. All of a sudden moving forward became a much easier process. Anybody who’s going from wading in a swimming pool to swimming has made that quantum leap.

JA Hmm.

PP And it’s, it’s interesting if we look back across our past, past, and really reflect, I think everyone has episodes back there somewhere, probably multiple episodes where they did something, they did a simple shift in a way they were approaching things and it made all the difference.

JA Hmm, ya know, it’s interesting is, is as you’re talking, I just got back last night, I was in Toronto, Canada, which I’m going to move to a story that you from just north of Toronto, Canada in just a second. But I was in Toronto, Canada, my former business partner and one of my dearest friends for 30 years had a major stroke 90 days ago. And he is re-learning just how to speak right now. He’s re-learning how to move his right leg, which is paralyzed. He’s re-learning all of this stuff and as soon as all of these, ya know, neural networks connect, he will have made a quantum leap.

PP Right.

JA And so as you’re talking about a baby crawling to walking or not speaking to understanding speed and, and not having, ya know, great eyesight to having eyesight – those are all quantum leaps we have already made.

PP That’s true.

JA And so, that’s a...

PP Very true.

JA ...that, that’s a, a very, very good reference to look at that. Now, one of the stories, by the way, and, and I’m, I’m going to apologize publicly to you. I’ve shared your story probably a thousand times in the world and I’ve probably only given you credit for this story by about 300 or 400 times. So, for the 400 times that I’ve shared this story and not given you credit, I apologize in person to you. And, and I’ve used variations of this story, but let it be known that the, the story of the fly trying to get through the glass of a window pane in a hotel that Price was sitting at in Toronto, Canada is Price’s story and is brilliant and is one of the best visuals and I guess

emotional stories that anybody can get into. Can you maybe share with us the story briefly and then we can talk about, ya know, just a little bit about the story. What's behind that story?

“And it hit me that this fly, if it would simply not try harder, but try differently...it could be where it wanted to be and yet it was doomed because it was so locked on what it saw as the way to play this game – try harder, try harder; when more effort wasn't the answer at all, more effort was actually the trap.”

PP You bet. Which, and it's kind of interesting because out of, once again, out of all of the, of the things I've written over the, the years, the, the fly story is the one that has charmed the most people. Let me give you the, let me give you the back story first because I think that sets up the actual story itself. I was on a consulting assignment up in Canada and actually it was a, a little distance out of Canada. It was at this little place called the Milcrobian stuck back in the pine trees.

JA Yep.

PP About an hour out.

JA I've been there.

PP Okay, wonderful. And I had an afternoon break. The, I was there for about a full week with a client and they were going to, some of them were going to go sailing, some of them were going to play golf and so forth. And I was working on the manuscript for You². And I basically had the book written, but I didn't have the opening piece. Ya know, in terms of how do you get into this thing? And, we'd had lunch and I was back in, in my place and it was a peaceful afternoon, quiet and I was just kind of mentally flat-lined. I couldn't come up with anything. I did not know how to open this book. And so I was sitting there in the room and it was just dead still, quiet and everything. And I would write down a word now and then, scribble another line, but nothing, nothing had any voltage. Nothing was any good.

And so, I went to this idea of, okay, well what's going on right now? What, just attend to the now of, ya know, what's going on in this moment a-, around you? That just kind of a process check of my existence at the point in time. And maybe there is something here that'll work for you. And I sat there and I hear this fly buzzing in the wi-, in the window tryin' to get out of the room, as flies will do. It goes towards the light, hits the window and it spends the rest of its life trying to get through the glass, just through sheer willpower, sheer determination and trying harder. And obviously it's a futile game.

JA Yep.

PP And, and, and that's the story. That the, just so I, I was just fascinated when I thought about that and how it connected to the You² message that we get cramped in this idea that well I see other people winning, I see other people succeeding, achieving, doing more than me, doing more faster than me. They don't seem to be working as hard as me. They're not any smarter or anything else. No, not better educated. What is going on? And the fly...the door to the room was open.

JA I love that.

PP And there was no screen and it was about ten steps away from me. And it hit me that this fly, if it would simply not try harder, but try differently, actually try easier in less than 60 seconds it could be free, it could be where it wanted to be and yet it was doomed because it was so locked on what it saw as the way to play this game – try harder, try harder; when more effort wasn't the answer at all, more effort was actually the trap.

“And then sometimes you stop and think about it and you actually change the course, the, you change the, the curve of your kind of success line in a very short timeframe and you didn’t even realize it.”

JA And, and I love that. And I, I know on Page 8 you say something that, and again I, I’ve got this book [inaudible] from top to bottom and highlight and underlined because as human beings we ordinarily go with the obvious. We fall into the habit of relying on behaviors that seem to have worked best for us over the years. And then when we take an approach that seems to be very, very serviceable and which enables us to perform well and succeed, we become very attached to it. And I could go on and on and on, and, and when I hear you talk about the fly story, ya know, I think about just the research that I’ve done and you’ve done just in, ya know, we, we like to do things the same old way yielding the same old answers, even though it might kill us.

PP Exactly.

JA And so I think that, that was your message, ya know, that I got from this is stop! Ya know, is there is a better way? Ya know, can I accelerate my rate of achievement by changing the way I’m thinking and adopting new behaviors and obviously the answer is yes. And, and that is something that I believe in as well. Question for you, when you’ve helped people apply this, and, and I don’t know how many books you’ve actually sold of You² but I’m sure it’s just, I don’t know, a million or two or more. What kind of letters, emails, feedback are you getting as, as it relates to how long does it take for a person who makes a decision to make a quantum leap? What are some of the, maybe success stories and timeframes that you’ve heard, ya know, that people come back to you with?

PP Um-hmm. Well it is interesting because once again we get more mail, more snail mail, more emails and everything on this book than any of the others that I’ve ever written. And again, with people saying, this changed my life, which is kind of strange when you stop and think about, like you said it’s, it’s less than 40 pages and there’s a lot of air space on those pages, a lot of white space. And we can talk about well, why is the book any longer here in a minute, but how long does it take? There is no definitive answer on that. I, ya know, I think sometimes it seems to happen within a matter of hours or days. And then sometimes you stop and think about it and you actually change the course, the, you change the, the curve of your kind of success line in a very short timeframe and you didn’t even realize it. The, the point is, let’s say that we stake out a claim, I want to achieve X, Y, Z. It, it does become a process and we can talk about the process a little bit.

JA Sure I’d love to.

PP I can look back and say, some of my quantum leaps you could say from the inception of the idea, ya know, when the concept first flew through my mind to the time I could drive a stake in the ground and say, I’ve achieved that. I would say sometimes that’s been three years, but when you look at, at the scale of it, it’s kind of amazing. And I can give a personal example or two here in a minute. Other times I think that it happens with a suddenness. Like once again, when a child makes that switch from crawling to walking. I mean it can be, a, a matter of minutes or certainly within a day. And so it’s hard for me to say. That’s one of those questions that I wish there was a more...

JA [Laughter]

PP ...concrete, ya know, fixed number on that, but the, the thing to me is not just how quickly it can happen because I think that’s going to vary depending upon what, ya know, what, where the leap is supposed to take you and, and kind of what your starting point is and some of those kinds of things.

JA Right.

“I think people cry out for structure and it’s all part of that mistake that people make and it’s that trap of getting ready instead of getting going.”

- PP** But um the profoundness is how fast it happens, how much more you achieved in that fastness and third, the ease with which it came about relative to plodding along one rung at a time.
- JA** Yeah, I, I, uh, I can share with you from...I’ve probably shared the book with, I’ve given out probably I would say two- to three-, four-, five-thousand copies of the book by the way. Everybody’s like, I don’t know \$6.00, \$7.00, \$8.00, something like that, if I remember correctly.
- PP** Right.
- JA** We buy them, we buy them in hundreds at a time. And then so I’ve given it and every single person has gone “wow” that’s a-, it’s had a profound shift on their thinking and, and, and they all just said, wow. You mentioned something just a, a couple moments ago around the process. Can you share a bit of the process with everybody that’s listening right now so they, they can, they can start?
- PP** Right. Because when people, I think first read the book, I think that there is a jilt of inspiration and...
- JA** Yes.
- PP** ...and, and then I think that there, then what settles in over them is yeah but, how do I really do this? And I’ve had, I cannot remember how many people have called and, and said, love this book. It just, it’s, I’m just overwhelmed by it, but how do I really do this? And I will invariably say, go back, read the book again. You’re making this harder than it has to be. The answers are there. The rest of it...any other answers you need come from inside of you. And so, that was my stock answer. But this went on for several years and so I finally decided, okay, let me make another pass at this. And I wrote the sequel, which is “The Quantum Leap Strategy.”
- JA** Right.
- PP** And it’s kind of interesting as a sequ-, as sequels go because it even pretty much has the same chapter headings, but the, the message under each heading or each coaching point is crafted a little bit differently, but I did add one thing that I had not done in You². And this was where I laid out the structure of what I call the quantum leap ritual, which is so absurdly simple that people invariably won’t take it as seriously as they should.
- JA** Right.
- PP** But, we’re getting into process here. And, and then, and I will talk about that kind of three...that quantum leap ritual in just a minute. But people would still come along John and say, can you, can you give me more? And they ju-, I think people cry out for structure and it’s all part of that mistake that people make and it’s that trap of getting ready instead of getting going.
- JA** [Laughter]
- PP** They, they want to plan, they want to get ready, instead of getting mobile, instead of what we talked about in terms of pursuit. But anyway, so I came back finally and a couple years ago or thereabouts I put the two handbooks, “You²” and then the

follow up, “The Quantum Leap Strategy,” together, kind of boxed it with what I call “The Pursuit Manual” and it’s a, it kind of maps out 30 days of activity. And what we’re seeing here...this gets back again to how long does it take to make a quantum leap. And you’ve read these things much as I have that we can’t, the human being can pretty much change a habit, most habits can be changed in the space of about a month.

And so what do in the, the pursuit journal is we say, look, let’s take one lunar cycle, okay, last night I think was a full moon. If you started and you did the simple things that we say to do until the next full moon rolls around. If you will do those three simple things with conviction, consistency, just do them religiously, you can set the course for a quantum leap. You will have kind of instilled in your behavioral repertoire some, some new behaviors. They will have begin to lay, as we were talking earlier, some new neural pathways. So you ritualize this. Okay, so what are the three steps that we lay out in, in the pursuit journal?

First of all you need a sharp aiming point. What is it that you’re wanting to achieve? What is it that you’re wanting to accomplish? What, where would you be at the end of the quantum leap? What would it look like, feel like? What would you be doing? What would you have done? But crystal clear aiming point, okay. That’s the first one that one needs. And people invariably go at this a little bit wrong and we can talk about that some. Usually they think in terms of well, what will the world allow me to do instead of what do I really want to do, okay?

“If you will do those three simple things with conviction, consistency, just do them religiously, you can set the course for a quantum leap.”

JA Um-hmm.

PP The second thing though is to follow the quantum leap ritual, which is about a 12-minute routine and do that religiously for 29 days, 29-1/2 days, that’s the lunar cycle okay. And it’s about a 12-minute routine where you read over your goal, your, ya know, get clarity of the aiming point and then you read over it, and by the time the 29-1/2 days have passed you will be routinizing this key dynamic for achieving You². And the, the ritual is very simple. One, you get still, you relax. Then you look at some visual that represents your goal being realized, that symbolizes You². It could be a photo, it could be a drawing, it could be some scribble thing or a picture. And what we have people do is looking at that photo or drawing or whatever, lightly trace around the edges of it with your finger, and as you do this, just imagine yourself with as much clarity as you can being there, having accomplished it.

Then you read that goal out loud to yourself, then spend 10 minutes just picturing mentally the specific outcome that you’re pursuing. Hold it in your mind. Think through the, all the details of how it’s going to feel, smell, taste, touch – all of those things. Stay focused and try to bring that aloud in your mind. And then, two things to kind of bring some closure or some concreteness to it – we ask the individual to write down one or more insights, ideas or action steps that come to them about accomplishing the quantum leap. And if they come up blank, just jot down the first thing that floats through their brain, okay? And then date your entry and that’s it. And so you pick your aiming point, that’s step one. You do this quantum leap ritual every day. It takes only a matter of a dozen minutes or so, and then the last thing in the process is you make a list of 29 things that you can do right now that would move you toward You².

They could be big things, little things, whatever. But just about anybody can come up with 29 things that they could do. Let’s say someone says, I want to write a novel. Okay. What things could you do right now to move you closer? And then everyday over the next 29-1/2 day lunar cycle you do one of those things. Now if a person cannot up with 29-1/2 things right off the bat, we say, no sweat. If you do the quantum leap ritual every day, you’re going to come up with new ideas. In fact

you'll probably come up with a lot more than 29. That's how simple it is. Now, it sounds so simple that it doesn't persuade people that it has the weight that it actually does. Anyways, that's the basic process.

JA And ya know, as, as you said that, ya know, I was thinking, this sounds so simple. And then I, I was re-, reminded in my own, in my own mind of a quote that Jim Rohn came up with many years ago. He says, he says, ya know, "The things that are easy to do are also easy not to do."

PP And that's a great line because it's so true.

JA Right. And, and you said something, you said something earlier, you said, ya know, people look at this, they go, oh that's really easy and they don't understand the powers and the simplicity, isn't it?

PP It absolutely is. And, Einstein said, "Imagination is more important than knowledge." This...

JA Absolutely.

PP ...thing about that quantum leap ritual and visualizing this thing, living it, bringing it alive in your mind is astonishingly powerful. We're talking about achieving non-linear success – asymmetric outcomes. That's what You² is all about, ya know. And there is a new book that a psychologist by the name of Roy Baumeister wrote. It came out early fall, I guess. And it's called "Willpower," and it's, it's a fascinating book. It's based on solid, I mean rock solid behavioral science research. He's one of the most respected psychologists in, in the field.

JA And you say the book's called "Willpower?"

PP "Willpower" um-hmm.

JA Okay.

PP And some interesting things that, I mean you would love the book...

JA I'm getting it.

PP ...but the thing it comes down to, and this kind of connects back to this idea of You². Really it is, a person listening here needs to think in terms of that, there are actually two people. We all have kind of a dual personality. We got the left brain. We got the right brain. And they play very different roles. And this whole thing about the quantum leap ritual is about engaging that right brain. There was a line I read in an article not long ago that said, the right brain puts you in touch with worlds that could be, should be, ought to be, might be someday. The right brain is heart, not mind.

JA Hmm.

PP The right brain is intuition. And, so what happens, and I think that, and confounds a lot of people when they're, when they start trying to make a quantum leap is that the left brain, the logical analytical brain that sees problems and all of that, it spooks people. And they become preoccupied with, with what they see as the

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obstacles or why they should not be able to make this kind of quantum leap, achieve so much, so fast, so much easier. And, and so they get scared. And it's kind of funny because when you really start to go for it and make the quantum leap. Once again I think that a person feels charged up, it's exciting, but when we start to change, we start to exercise some new mental muscles and we get some psychological soreness usually that hits, and, and...

JA [Laughter] Psychological soreness, I've never heard that before, that's for sure. No brain hernia of the psychological soreness.

PP ...and can...yeah exactly and, and ya know the old habits start fighting back and people fail to remember that it's kind of like physical workouts. If I start a new exercise routine this afternoon, tomorrow and the next day I'm going to be stiff and sore in new places. I don't deal with that by quitting the exercise program because it made my stiff and sore. If I'm wanting to get more physically fit, better conditioned, then I work through that soreness. I know it doesn't stay there forever.

JA Right.

PP But, another of the most prestigious colleges, guy by the name of Daniel Kahneman, actually is a Nobel Prize winner, but he won the Nobel Prize in economics rather than psychology, which is kind of interesting. But he, his research that he won the Nobel Prize for was a study that found that we let, that human being weigh losses differently than gains. It's like we use different sets of scales to measure them.

JA Even perceived losses?

PP Yes. He found that loss...

JA Okay, so, so both real and perceived okay.

PP ...he found that losses carried twice as much psychological impact as wins. And so I think when we start thinking about higher ambitions, new routines, really stretching ourself, and there's some uncertainty in all of that, ya know. And when we look at uncertain situations, our attention, it, it focuses mostly on dodging the threats. And this, it's a negative bias, and it interferes with the opportunity to see the real potential. It stifles our willingness to take promising risk. And so, another kind of shorthand way of saying this is that the brain is kind of wired in such a way that we have a strong inclination to avoid losing something as opposed to seeing what we might gain.

JA Yeah and we, and we do more to avoid pain than we do to gain pleasure, and that's where our amygdala and reptilian brain kicks in and causes us to, what I say, is to rationalize our way out of success. And, and definition of rationalization, as I know it, is we tell ourselves rational lies.

PP Exactly.

JA Yeah, and, and then we talk ourselves out of the greatness that, that is, is, ya know, our right brain, as you said, is opening up other worlds of potentiality and possibility for us. That's a, a great way you just explained that Price.

“And so, another kind of shorthand way of saying this is that the brain is kind of wired in such a way that we have a strong inclination to avoid losing something as opposed to seeing what we might gain.”

PP The uh, there is a, a very good book, um, on writing. Um, like writing books, writing articles...

JA Um-hmm.

PP ...not horse riding. But anyway...

JA [Laughter]

PP ...it's a, it's by...

JA That Te-, it's that Texan accent you got there.

PP Yes it is. I thought I'd better protect myself here. But it's by Dorothea Brande, and it's called "Becoming a Writer," and in this she talks about how much more important the imagination is to a writer than the willpower.

JA Hmm.

PP And back, it, it's kind of back to those two sides of the brain and if a person would simply trust in the simple formula, the, the simple guidelines that are laid out in You², they, they can astonish themselves with, with achievements that, that they can reach for themselves.

JA Oh I, I agree. Like I said, I, I've read this book, easily 50 times, cover to cover, and looked at it and referenced it easily 500 times. On, On Page 14, and I don't expect that you have the book in front of you so, but you say something that I've always loved. It says, ya know, because people ask us, oh, what do I need to do? How do, how do I do this? And you've got this phenomenal little paragraph. So it's says, so how do you break out of jail? And you have two words. And it says, "through surrender." And then the ne-, the paragraph goes on to say, you have to forfeit some of your old beliefs and sacrifice some of those sensible thinking patterns. So-called common sense can be a curse that puts a ceiling on how far you reach or how far you fly. You², the quantum leap strategy is based, now everybody pay attention, on uncommon sense. And that is, that is a piece of genius just that paragraph. I mean there's hundreds of them in, in this book. Can you talk a little bit about, ya know, uncommon sense and how do you go against what seems right and logical for you?

PP Well we're talking about making a, going for a breakthrough.

JA Right.

PP We're talking about making a quantum leap. We're talking about uncommon growth, okay. Uncommon success, if you stop and think about it, calls for an uncommon approach.

JA Hmm.

PP And so we need to choose a different set of risks. It's, it's back to that, ya know, we, we weigh losses differently than we weigh gains. And if we could only bring ourself to choose a different set of risks, that's when we discover how much we're leaving on the table with ourselves. In fact so much of the time we wish for this, we

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common sense
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fly.”*

long for that, we aspire for something out there. And yet, we won't move on it. You² is about mobility, it's about action, it's about pursuit. It is not a, a book of simply thinking. It is based on, ya know, it's an action concept.

JA Right.

PP And, and yet they are very simple actions. But it's, it's amazing how people won't break up your old familiar thinking routines and, and entertain a different set of risks for themselves. It's not that it's more risky, it's just a different set of risk. I, I remember one time my son brought home some pretty poor grades back when he was in high school, I think it was. And it was ridiculous because he's a very, very bright kid. But I think maybe a little bit of A.D.D. or just, ya know, getting careless or whatever. But, I came home from work, I remember I still had on my suit, my tie and everything John. And I got my son, I said, come on, we're talking a walk. And there is not far from our house, there's this easement, a big wide easement and it's just kind of open terrain and it was a good walking space. It was, I think, July or August, as hot as a dickens. But anyway, I was intent on getting a message across to my son and we were walking and I was admonishing him for those grades and I said, here was the line. I said, what you need to understand is that success is easier than failure. Now it's not more commonplace.

JA Hmm.

PP It, it's not that it necessarily comes more natural, but all things considered, failure is by far the harder of the two.

JA I agree.

PP And you, you need to get that through your head. Someone can say, well doing these things on a consistent basis, even though, yeah they're pretty simple, they're new things for me and it's just hard for me. Or, I think making a quantum leap would be difficult. Well let me tell you, failure's what's hard. Mediocrity is what hurts. That's what costs. You look at the latent potential in all of us, and it, it's, it's just amazing. And, and even, ya know, you look around at those people who have frankly they've been high achievers, they are high achievers. To a person, I can look at them and I can know immediately that with all they're find achievements, they have far more firepower left within that still remains untouched. They still have breakthrough potential.

JA And I think that's what, ya know, everybody listening for sure knows that, ya know, wherever they are is fine, that's just, ya know, a starting point. And I think everybody listening is, is acutely aware that, that something within me is totally in the know that I'm capable of, of exponential growth. But I think that's the pursuit, that's the, the part of us that wants to have more, be more, give more, become more, love more and then there's the other side, as you said, ya know, maybe the, the left brain, linear brain, ya know, that is, is weighing the risk all the time. And I love the visual you, you, you gave us. I wrote down that, ya know, if you're, if you've got some risk and you can lose something, your brain gives it, let's say 100 points as a weighted system and if you have something to win and gain, your brain is only going to give it 10 points. Well obviously the stuff that you're afraid of is going to outweigh and create uncertainty within you and you have to learn that, number one, that's a normal reaction and what I've also garnered from what you've just said is you've still got to take that action and do something every day towards that quantum leap.

PP Yeah that, that's really important I think. And it's not that a quan-, this is an important point, it's not that a quantum leap is a steady upward trend, it, it's kind of

“I said, what you need to understand is that success is easier than failure.”

two-steps forward, one-step back and, and I think even I can look at myself, I can think of just any of us in general, we're going to stall. We're going to hit a wall here or there. We're going to kind of flat line probably, somewhere along the way. It's that, it's that pursuit, the constant steady relentless pursuit that, that keeps us in the game.

JA I love that, and yeah, and I think if I was to look at your career, my career and every one of our friends' careers who've done very well, there have been highs and lows, peaks and valleys, good years, leaner years and that's just part of the, the whole game, isn't it?

PP Absolutely. It, it really is. We should...ya know, it's an, growth is just an erratic forward movement. You're going to slide backwards sometimes. The growth stuff occurs in spurts. It's like, like watching a kid, ya know, go through, up through age 10 particularly. And then another growth spurt hits, ya know, in the early to mid-teens very often. So I think it's important to not be discouraged. Here's the thing. If a person still has that clear aiming point. If they're, if they're following the routine and doing the ritual on a daily basis, you're making progress invariably, even though you can't see it, if you can't see it.

Because once again we talk in the book about taking, about connecting yourself to the unseen forces. That's what is going on when a person has that aiming point and they're living out the ritual and they're trying to, ya know, they're making some kind of movement in that direction every day. It's, that's the other funny thing about all this. People have the assumption, I think so much of the time, that well if I gotta make a quantum leap I gotta do it all by myself. And that is not the case. It's kind of like playing bridge. When I play bridge, I don't just bid my hand, I bid my partner's hand.

JA Hmm.

PP That's...and I don't even get to see that partner's hand until we start playing out the hand. It's, there is so much out there and you've talked about, you've written about it, we've all, ya know, all of us have read about it. This, about the field out there...

JA Yep.

PP ...the, the universal intelligence. You can call it what you want to. But what is that force that comes into play when we're moving forward with intentionality, really clear intention, ya know. Alfred Adler, one of the great psychologists, a contemporary Freud, he talked about the paleontological power of goals. And by that he meant, the pulling power – that once you drive that stake in the ground out there and said, and say to yourself, that's where I'm going, that's my magnificent obsession, that's my North Star for now – something else takes over. There are other forces that come into play and, and the goal actually begins to exert a magnetic pull and, and it, it...

JA Umm, magnetic.

PP ...it's something that, thus far, cannot be fully explained, but it, it's a real force.

JA I, I couldn't agree with you more. It's interesting on the flight last night I was doing a little bit of writing on, ya know, motivation is like gunpowder that, that gets you up and going. But the inspiration of your goal is what pulls you towards it. And you have to have motive and inspiration. You said that I, I've read this a thousand times...absence of evidence is not evidence of their absence. And you're talking

“But the inspiration of your goal is what pulls you towards it. And you have to have motive and inspiration.”

and referring resources that you cannot see and really you're talking, the resources that are available and the unseen universe of ours, absence of evidence is not evidence of their absence. And so that's what you're referring to, I believe, when you're talking about, ya know, focusing on your clear picture and move towards that and these unseen forces rally to your support.

PP Exactly. And, and we need to factor that into our ambition. The fact that we don't have to do it all ourselves. In fact I talk, when I'm talking about the You² quantum leap ideas, I talk about the, the five trying mistakes. The five mistakes people make in trying to make a quantum leap and it, it kind of relates back to the fly. Okay, so what are the five trying mistakes? Well the first one is, trying too hard. Then there's the, the idea of trying to do too much. People usually get scattered. They don't have enough focus to their life, they're not sharply pointed enough. They need to think in terms of what's the highest and best use of me and my resources?

And, and so quitting, stopping doing a bunch of junk really comes into play here, as, as opposed to being overcommitted or attacking on too broad a front. So people make the mistake of trying too hard. They try to do too much. They try to do it mostly by themselves. They don't rely on the unseen forces. Another trying mistake is that they're just unclear about what they're trying to do. They really don't have a clear sense of purpose. They don't have a good sense of direction so they're drifting. They're kind of lost in the miscellaneous, if you will. And then the last one is, they're not trying to do what they love the most and do the best.

JA Hmm.

PP And when we're trying, and that's in the, in the You² book I talk about how important it is to listen to the heart. Ya know, if you really set a goal of and you really aspire to make a quantum leap - that needs to come from the heart. It's when you get your heart and soul engaged, then the, the rest of the stuff clicks into place.

JA I love it. I, I totally agree with you. It's get out of your head and get into your heart more.

PP Um-hmm.

JA The, the Heart Math Institute has done some research on how powerful our heart really is. And, and the emotional heart, I believe is, is really what you're referring to. And, and how to tap...

PP Right.

JA ...into, into that emotional heart of yours. And I'm also hearing, ya know what's interesting Price is, you, you've got a Ph.D. in psychology and you're recognized as one of the leading experts in the world in a variety of different fields. What I find really interesting is how part of your background is, is left brain structural and analytical thi-, analytical thinking. And you've got to think in that way. But you're also a huge advocate of following your intuition and your heart, and the other part of your personality, which, which I'm hearing you say and even through your books and in, in talking with you is, is that's one of the biggest components of a quantum leap.

PP Oh absolutely. There was an interesting article that came out in Wired Magazine back in, early in 19-, I mean 2007. But anyway, the quote from the article said, the

“Ya know, if you really set a goal of and you really aspire to make a quantum leap - that needs to come from the heart. It's when you get your heart and soul engaged, then the, the rest of the stuff clicks into place.”

human body has limitations. The human spirit is boundless. Your mind, in other words, is your most important muscle. This, and I was just knocked down by that line. It was just so well-articulated and I'm kind of, I'm kind of a nut for words and a good line, the one that sticks and lives with you. This was about a guy who ran, he set a, a goal for himself. Ya know, you, I, some people out there who might say, you know what? I, I never was just a killer athlete. I did good and so forth here in that field or that field, but I would like to run a marathon, particularly at my age. I would like to run a marathon okay. This guy set a goal for himself to run 50 marathons in 50 days. Have you read about this guy?

JA Oh my. I, I haven't read about this guy.

PP No.

JA 50 marathons is 26.2 miles in 50 days?

PP 50 of them in 50 days.

JA A day.

PP 26.2 miles in 50 days.

JA One per day. Wow.

PP Now, one could say, well I don't even think that's smart. That's not the point. The point is that that came out of human spirit. Now, did he have to have some endurance and the right kind of physical makeup perhaps to make this? It makes me think of another story and we're probably getting close to the wire here, but this is, this is important because it relates. There's a running coach here in the Dallas area, and every year, early in the year he'll start this training class for people who want to run a marathon.

They, ya know, and you got a lot of people out there that are, kind of carry this, this wish around inside themselves. Say I'd like to run 26.2 miles. And so, this guy, he will start with a training class on the first day. It's a very diverse crowd. You'll have, you'll have some people that look like runners. You'll have some people that man they don't look like they belong there at all. You have males, females. You will have young kids, ya know, maybe 10-year-old kids. You will have someone that's probably in their 70's or maybe early 80's. And the first thing he does John, he gets up in front of the room. He looks across at the crowd and everybody's just dead quiet. And he waits for a minute and he says, nobody in this room is going to win the Black Rock Marathon.

Black Rock Marathon is the big marathon here in Dallas, happens first front end of December every year. So he'll start by saying, nobody in this room is going to win the Black Rock Marathon. And then he'll go on and he'll say there will be only one winner. There will be thousands of finishers. And that's what you people are here to do. You want to finish the marathon okay. And then he says, let me tell you right now, the secret to running a marathon is eight inches. And everybody looks around and they stop and they think, what the heck is he talking about, eight inches, ya know that can't be your stride? Is it the length of your shoe? Does it have, what, what's he talking about? And he waits a few seconds and he says, it's the eight inches up here between your ears.

JA Hmm.

“And then he says, let me tell you right now, the secret to running a marathon is eight inches...it's the eight inches up here between your ears.”

*“Hacking
Uncertainty’ is,
I wrote this
basically to
say, look,
today’s world is
very
unpredictable,
it’s very
unstable and a
lot of people
freeze up in
that kind of
situation, or
they slow down
or they, they
once again,
they get all
hung up on
avoiding risk
instead of, or
what they
might lose,
instead of
thinking about
what they
might gain.”*

PP And he goes on to say, you have to train the mind as hard as you train the body. And, and that’s the thing when we start thinking about making a quantum leap. We think we’ve got to try this, do this, do that, do that. Really it really starts with a three-pound tool up here which represents the brain. That’s where it starts.

JA I love that. That is, that has a visual. And Price you are right. We are getting to the time where I’ve, I’ve told you I wouldn’t keep you more than, than we are right now. If people want to buy the book, “You²,” do you want them to go to Pritchett.net.com, www.pritchett.net.com?

PP That, that’s, yeah, that’s the way they can do it. They can order it off of Amazon.

JA Oh perfect, okay.

PP Most, most of the major bookstores will order it. They may not, may very well not have it in stock. They might have some of my hardbacks, but the You² handbook, most likely they would have to order it. So they could order it off our website direct, or they could order through Amazon.

JA Hey, and, and I usually go to the website to Pritchett.net.com if I’m going to buy, ya know, 50 or 100 or 200 copies if I’m having an event. And so, pick it up on Amazon, You². I, I couldn’t let you go without also asking you “Hacking Uncertainty.” Can you give us a, a quick understanding of what “Hacking Uncertainty” is all about?

PP This is the newest handbook. In fact, we’re still in the launch phase on this. It just came out just a matter of days ago, came off the press. “Hacking Uncertainty,” is, I wrote this basically to say, look, today’s world is very unpredictable, it’s very unstable and a lot of people freeze up in that kind of situation, or they slow down or they, they once again, they get all hung up on avoiding risk instead of, or what they might lose, instead of thinking about what they might gain. So, once again it’s a short type book. But it’s kind of a code for resilience during times of disruption and high velocity change.

JA I love it. I love high velocity gains and high velocity change is, is, is necessary. All right everybody, hopefully you’ve gotten more than a glimpse into Price Pritchett’s work and specifically around one of his many books, “You² – A High Velocity Formula for Multiplying your Personal Effectiveness in Quantum Leaps.” It’s one of my all-time favorite books, and as I mentioned, I’ve given away thousands of them. And so I highly recommend you pick up and pick up an extra five to give out to your friends. It’s one of the best gifts you’ll ever give your family and your friends. And check out “Hacking Uncertainty” as well, Price’s latest book and, and if you’ve got any questions, just post it in, in either our community or on the John Assaraf fan page, which I’m on every day answering questions on Facebook. Price, do you have a, a Facebook fan page or anything that you’d like people to check out that you’re doing right now. I’m not sure about your social media, work that you’re doing with, with Twitter or with Facebook at all. Are you on that social media bandwagon yet?

PP I don’t, I, I am, I don’t do the Twitter thing. I do have a Facebook page. I don’t use it all that much. Our website is probably the most current.

JA Okay.

PP It’s the richest place probably for people to go. We actually have two websites. The main company website is pritchett.net.com, as you mentioned. And then for

our merger-specific work, we have mergerintegration.com, which by the way, is the number one merger website on the web. But it wouldn't relate so much to this, although it does show you where we play in the world of quantum leaps in the business world.

JA Awesome. So if you've got some needs for mergers and acquisitions, Price is the main individual in the world to go to for that as well. So just keep that in mind if you can ever send Price a referral, that's always greatly appreciated. Price, thank you so much, my friend.

PP John, just a delight.

JA I wish you and your family the very best, and I'll be in touch with you soon.

PP Really looking forward to seeing you soon John.

JA Thanks, bye-bye.

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