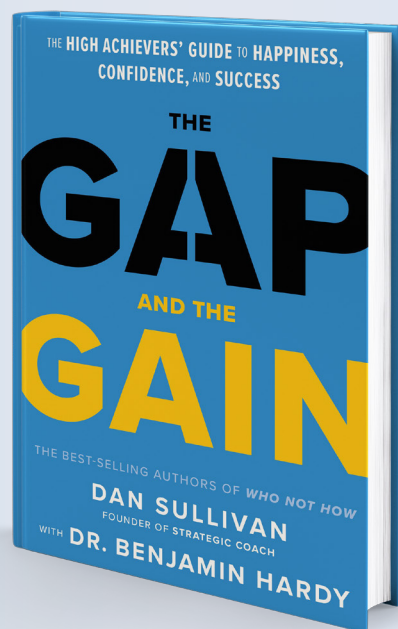


BOOK SNAPS™

Zooming In On Your Next Read



The Gap and the Gain

By Dan Sullivan with Dr. Benjamin Hardy

Dan Sullivan is the world's foremost expert on entrepreneurship and has coached more successful entrepreneurs than anyone on the planet. He is the co-founder of Strategic Coach®, the leading entrepreneurial coaching program in the world, and author of more than 50 publications on entrepreneurial success

Dr. Benjamin Hardy is an organizational psychologist, author, and the world's leading expert on the application of the Future Self science. His books have sold hundreds of thousands of copies, and his blogs have been read by hundreds of millions.

The High Achievers' Guide to Happiness, Confidence, and Success

Dan Sullivan and Dr. Benjamin Hardy want to share a simple yet profound strategy for maintaining happiness, positivity, and motivation so you can achieve your greatest goals. Many ambitious entrepreneurs are habitually unable to enjoy their achievements. They measure their success against the ideal they set, not how far they have come. *The Gap and the Gain* is a system for measuring progress. Its purpose is to explain why most ambitious people are unhappy and how to solve it. There are many ambitious people that have plenty of progress in their lives but they're still unhappy because they measure it wrong. It's easy for people to fall into cynicism and despair with negative thoughts but a simple mindset shift can easily transition them into the right setting.

If you're struggling in any area of your life and want to truly succeed, then you must learn how to live your life in the Gain and stay out of the Gap. This will not only help make you be successful but also, happy. This book will challenge everything you think you know about achievement. From reading this book you will learn that measuring your current self-versus your former self has boundless psychological benefits including heightening motivation, boosting confidence, and continued success in your life. It will help you see progression even when times are tough in present-day circumstances. It's about staying away from the Gap and transform yourself into a Gain in any given situation. The GAP is where individuals measure progress based on their ideals whilst the GAIN is where individuals look back and measure the distance they have traveled from their previous selves. Unsuccessful people focus on the Gap but successful people focus on the Gain! "The way to measure your progress is backward against where you started, not against your ideal."

Dan Sullivan, who is the world's foremost legendary expert coach on entrepreneurship. With forty years in the field, Dan has coached and helped many successful people with tens of thousands of success stories to prove it! The author of this book is Dr. Benjamin Hardy, an organizational psychologist and author. Benjamin and Dan have previously worked together and written a book called *Who Not How* which became a national bestseller. Hardy wrote this book using Dan's teachings and



tools, as well. “This one simple concept is a masterclass on positive psychology, healthy relationships, mental well-being, and high-performance. Everything that psychologists know about how to create a successful person can be achieved using the Gap and the Gain,” says Dr. Benjamin Hardy.

Embrace the Freedom of “Wants”

In the first chapter, you will learn how to embrace the freedom of wants and avoid the attachment of needs. The Gap is the unhealthy need to something outside yourself. The book states that when you are in the Gap, you have an external need for something outside of yourself. When you are driven by your needs rather than your wants, you have a desperation to attain that need. Simply let go of those external needs for things in your life.

A talented Olympic skater, Dan Jansen was set to win a medal in the Winter Olympics in 84’ but he didn’t. Every race after that, he was always shy of winning a medal. Many even would suggest that he was jinxed because something always would happen that sabotaged his win. Ten years later in the 94’ Olympics, he had another chance at a medal and decided he needed to change his mindset. Instead of being in the Gap mindset and thinking about the races and medals he should have won in the past but failed. He choice instead to be in the Gain mindset and think of everything great in his life. He realized how truly blessed he was to be in the Olympics and decided to use those Gains as fuel and in the final race of his career he simply showed his gratitude to the sport he loved. He ended up winning the gold medal and breaking a world record. He used the Gain versus Gap mindset and finally won a medal that he had competed for over a decade. He let go of the external need to win the medal.

Be Self-Determined

The second chapter of the book discloses a fundamentally important aspect of being in the Gain. That is to live your life in a self-determined way. In doing so, you will stop living in the Gap and measuring based on your ideals, which is an impossible principle to be aimed at. As Seth Godin explains, “Our current system of teaching students to sit in straight rows and obey instructions isn’t a coincidence. It was an investment in our economic future. The plan: trade short-term child labor wages for longer-term productivity by giving kids a head star in doing what they’re told.” Children are trained to measure themselves against external reference points. All these external reference points become untouchable ideals. They are what society deem as successful but don’t measure up realistically and therefore, why so many people are stuck in the Gap.

Dean Jackson, a marketing expert, says he made a list of ten things asking himself, “I know I’m being successful when...” This list makes up his personal success criteria. He references his list when he’s trying to make decisions or presented with opportunities. Be self-determined by defining your own success criteria. When your reference point is internal, you make the final call of what success means to you, without other influences. The more you live with it and stay within it, the faster you’ll get

to where you want to go. Basically, external reference points make it impossible to feel successful because no matter what you’ve done or accomplished, the success criteria is always shifting. Therefore, you should consistently refine and update your success criteria as you advance on in life down the road.

The Compound Effect of the Gap and the Gain

In the third chapter you will learn that being in the Gap can create a very negative effect in your life. The stress takes a major toll on your mind and physical body. Being in the Gap is a hard habit we fall into many times a day, and like any habit it’s hard to break out of it. The more time you spend in the Gap the shorter your life span will be. However, being in the Gain mind frame has the opposite effect, its healing and restorative. There’s even research that gives evidence that optimist people typically live ten years longer than pessimistic people. Other research has shown that unhappy people get sick easier. On average, unhappy employees take 15 more sick days than happy employees do.

In a research study, people were first assessed on their happiness levels, then were injected with the cold virus. The individuals who had happier levels at the beginning of the trial fought off the virus better than the less happy individuals. They had less symptoms as well, such as sneezing, coughing, and congestion. This clearly shows that the way we interpret an experience can literally affect how your body metabolizes the experience. Hardy explains that the Gap and the Gain is a useful tool because there is simple language for it that is easy to understand. Start using the Gap and Gain language to help train your brain to see the Gains. Call yourself out when you catch yourself in the Gap frame of mind, then vocalize the Gain instead. When you’re in a conundrum, ask yourself what is the Gain here? How do we turn this into a Gain?

Always Measure Backwards

Chapter four states that it’s easy to forget about your past Gains, all the strides and accomplishments made throughout life. It’s important to take time regularly to measure your Gains from different time frames. Hardy recommends journaling to help keep tabs of your daily successes so you can look back and see the Gains. He states, that most of us will forget majority of the Gains made, therefore, journaling will help keep record of them, so you can look back on them. Having a reminder of the easily forgotten past Gains can boost your hope, confidence, motivation, and resilience for the future and take you out of the Gap.

A public-school physical therapist named Jill Bishop, works with children with extreme mental and physical disabilities. Jill works with a child named Rosie who has a brain disorder that makes her incapable of learning and developing properly. Just last year, Jill accomplished teaching Rosie to walk on the grass but that accomplishment had been long forgotten by now. Jill was focused on new challenges and they seemed endless to her. However, Once the annual reviews came, Jill was relieved. Seeing and remembering all the important milestones that they had



In the Gain, your motivation helps push through difficult challenges at hand.”

accomplished and forgotten. She realized that the doctors were wrong and that Rosie is capable of learning and developing. Jill added that she believes teachers and therapists burn out much quicker when they focus on the problems and be in the Gap. Being able to regularly see progress is key to maintain the motivation needed to be in the Gain. In the Gain, your motivation helps push through difficult challenges at hand.

Measure Three Daily Wins

Chapter five discloses that we all have the sweet spot hour of the day, that has the biggest impact on both short-term and long-term success. The use of this hour has effects that outweigh what you do with any other time of the day. It'll determine how productive and purposeful you'll be.

Hardy suggests that the last hour of the day can be used as your Gain-hour, one that transforms how you sleep and perform the following day ahead. Our behaviors before bed are heavily coded into our long-term memory. Unhealthy habits before bed can affect the day ahead. Dan Sullivan has been teaching his clients to write down three wins from the current day and continue to do this daily. Having a daily accountability partner helps keeping track and reporting. Asking a friend, a coworker, or even a family member to help track. Pearson's Law states, "When performance is measured, then performance improves. When the performance is measured and reported then the rate of improvement accelerates."

Kayla Harrison who is a two-time Olympic gold medalist says she visualizes winning the medal every night before falling asleep. She believes what you do during that hour before sleep sets the tone for the following day. This is where your deepest habits are formed. How you end the day doesn't just affect your sleep, it also dictates when you'll wake up and how committed you'll be for the activities planned for the following day. As Thomas Edison said, "never go to bed without a request to your subconscious."

Transform Every Experience into a Gain

In the sixth and final chapter you'll learn that being in the Gain isn't only about seeing the bright side of things, it's about taking every experience life throws at you and transforming it to serve you. When a person is in the Gap, they ask why this is happening to them and act in a victim mentality. However, when you're in the Gain, you are controlling the meaning of your past. It enables you to turn every valley into a future peak. Being in the Gain empowers you to be better,

not bitter. You look at your experiences and utilize them to become more adaptive and successful in your future. As Dan explains, "everyone who grows achieves their progress and improvement by transforming frustrating and painful failures into rules and measurements for satisfying success."

A man named Howard Getson woke up one morning discovering that he lost \$2 million from the stock market crashing, saying it was the worst day since the Great Depression. He realized after mouthing those words that it was the worst for him but not for everybody. After that realization Howard thought he needed to rethink his system for investments. So, although, he had lost 2 million in a single day and was upset, with his new insight, he was able to get out of the Gap the very next day. Howard was able to take bad experience and turn it into a Gain, he measures success by adapting to change. Howard states, "the Gap makes you more psychologically rigid while the Gain increases your psychological flexibility."

In *The Gap and the Gain: The High Achievers' Guide to Happiness, Confidence, and Success*, Dr. Benjamin Hardy wrote this book to inform ambitious people the simplistic yet powerful concepts, that many high-achieving people are seldom happy until they learn the Gap and the Gain distinction. When we measure ourselves against the ideal, we're in the Gap. A person needs to recognize oneself in the Gap mindset and get out of it. By embracing the freedoms of wants rather than needs, becoming self-determined, and training your brain to see the Gains to get out of the habitual Gap.

Simply, measure the Gain, not the Gap. Hardy firmly believes that these concepts can be easily integrated into your work and day-to-day life. To get in the Gain you must remember to always measure progress backwards, take note of 3 wins daily, and transform every experience into a Gain. When we measure ourselves against our previous selves, we're in the Gain! Always recount your progress to help inspire the perseverance to keep going and celebrate the small victories along the way. He has learned from experience that it is a positive and permanent human skill that has proven useful in every entrepreneurial field it is taught.