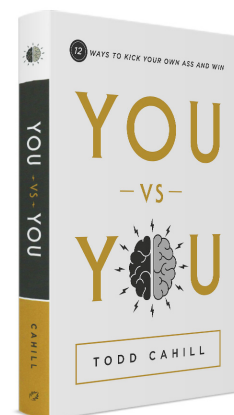


You vs You

12 Ways to Kick Your Own Ass and Win

by **Todd Cahill**



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THE SUMMARY IN BRIEF

As you strive for improvement in life—more income, a better relationship, a bigger business, or a better body—the most important battles you will face are the battles against yourself.

Author Todd Cahill highlights important battles that keep us from success. From his experience as a life and leadership coach, Todd explains how to isolate the specific battles we all face and then sheds light on how we can practically overcome them. Overcoming them doesn't mean becoming invincible; it means having the wherewithal to kick our own ass when needed. **You vs You** shows you how to face these battles, and it allows you to make conscious choices not to let your battles defeat you.

Each battle includes three parts. Return isolates the issue; admit where you are in the struggle and how fighting it affects you. Redefine helps you think about the battle differently. If you redefine what it means, you can start to relinquish its power. Repeat is the choice you make every day to become the best you. Return to the issue, redefine its meaning, and repeat the cycle to keep winning.

IN THIS SUMMARY, YOU WILL LEARN:

- To isolate the issues that hinder your success.
- That redefining the battles provides motivation to win.
- Daily choices may be small, but drive the outcome.
- Your future success starts with today's choices.

You vs Your Success

Winning the You vs You battle takes a concerted effort to stop spending time trying to impress others and instead spend it doing the things you are meant to do, the things that move you. The authentic you will be the one that steers your future.

Return

Winning the battle between you and your success requires that you first figure out what success means. What could you accomplish that would make you feel like you could drop the mic and walk off the stage with nothing left to prove? Of more than 2,000 Americans interviewed in a recent survey, 90 percent believed success was more about happiness than power, possessions, or prestige; 66 percent cited “good relationships with friends and family”; and 60 percent said, “loving what you do for a living.” Only one in five said monetary wealth meant success.

Determining what success means to you means examining what sacrifice you’re willing to make to fulfill your desires. When asked about her perspective on fame and success, Taylor Swift said, “Playing stadiums. . . walking down the street . . . I’d choose playing stadiums. It’s a trade-off. You pick one. You don’t sit there and go, ‘Oh, I wish I could have all the good things in the world and none of the bad things.’ It doesn’t work like that.” The key to winning the battle is to pursue only the sort of success that requires trade-offs that don’t diminish the best you.

Redefine

Don’t think about an unreach goal as failure. Think about it as time-released success. What would happen if we gave ourselves permission to fail? Better yet, what if we not only expected it but embraced it?

Author Stephen King thrived on rejection. In his early days as a writer, he posted rejection slips from publishers above his bed for motivation. At nine years old, future megastar Beyoncé and her hip-hop group lost a Star Search competition. Basketball legend Michael Jordan missed more than 9,000 shots in his career. To offset the inevitable deterioration, as it pertains to failure and success, one must keep moving!

Repeat

There is you, and there is your list of achievements. To ultimately win the battle, you can let what you’ve done refine you, but you cannot let it define you. If you ask people who

fit the conventional definition of a successful individual, many will tell you that their achievements aren’t what make them feel accomplished. Instead, they often talk about relationships, well-being, and societal impact—who they helped, who they loved, who loved them. You’re a balancing act, and you’re doing a damn good job.

You Vs Your Freedom

Return

Bob Dylan wrote these words: “A hero is someone who understands the responsibility that comes with his freedom.” What consumes your mind, controls your life. We all have the same opportunities to create freedom.

In the U.S., in 2014, 21.5 million adults battled substance abuse, and almost 80 percent of them also struggled with alcohol use. More than one in three adults were diagnosed as obese. As many as 750,000 young people revealed a gambling addiction. About 6 percent of women and 5.5 percent of men admitted to being compulsive buyers. People are anything but free.

Three types of freedom define us. Freedom from is past-oriented. Groups such as Alcoholics Anonymous help addicts have freedom from addiction. Freedom to is rebellion and ego-driven. Freedom for is what inspires revolutions. Nelson Mandela, although imprisoned, functioned with this type of freedom. Freedom for is not just casting off one’s chains but living in a way that respects and enhances the freedom of others.

Redefine

Your ability to win the battle between you and your freedom hinges not only on how you view your freedom but also on how you use it.

There’s a fable about a famished wolf and a well-fed dog. The wolf sees the dog, compliments him on his beautiful coat, and asks how he looks so well fed. The dog tells him that he is given food day and night and sleeps in comfort in a lovely home. The wolf asks what the dog does in return for all the luxuries, to which the dog replies that he guards the house. In fact, he would have to hurry home once nightfall came, for his master counted on him to watch the place at night. The wolf was envious and told him how he lived in the woods and endured constant heat, insects, and hunger. The dog invites the wolf to live at the house with him and his master and says they can share the guard work.

The wolf is excited as he imagines the food he will soon eat and the comfort of a roof over his head, but as they head back to the house, he notices the hair on part of the dog's neck is worn away and asks him how that came about.

"Oh, it is nothing," says the dog. "That is only the place where the collar is put on at night to keep me chained up; it chafes a bit, but one soon gets used to it." "Is that all?" said the wolf. "Then goodbye to you, Master Dog."

The wolf is not willing to trade his freedom for a life of comfort, but the dog isn't the victim here. The dog simply has a different kind of freedom: he is free from worry and solitude and rich in pride and purpose. And he has a different view of freedom: to him, having a servant's heart doesn't make him a slave.

Most people use their freedom to do what they want, when they want, how they want, where they want. However, if you only use your freedom on yourself, if you never venture toward freedom for, you just might be the one who ends up imprisoned.

Repeat

Instead of just using your freedom to develop into a better version of yourself, use it to develop others into better versions of themselves. What do you feel crushed by? What do you want freedom from? When you get it, think about what you're going to do with it. You don't have to fully understand freedom to want it, but you do have to be ready to take responsibility for the path you walk after you get it. Is your endgame freedom to or freedom for? Are you going to start a rebellion or a revolution?

You Vs Your Health

Return

You are fearfully and wonderfully made. Health is often not valued until sickness comes. Do you only appreciate being healthy until you're not? When's the last time you gave your body a big, giant thank-you?

What has impressed you about your own body? Maybe you've given birth. Excelled at a sport. Memorized the periodic table. Overcome an illness. Functioned during the day after getting no sleep the night before. Quit smoking. Run a marathon. Your body is imperative to your success. The body fuels the mind. The mind fuels your beliefs. Your beliefs fuel your worldview. Your worldview fuels your opportunities. Your opportunities fuel your success. So, to

think your health has little to do with your success is either incredibly ignorant or utterly arrogant.

Redefine

Winning the battle between you and your health means training your body to work for you instead of letting your body work against you. People are prioritizing their health and investing in themselves and their longevity. Winning the battle is only possible if it's won on your own terms. It cannot be prioritized because society tells you it should or because you want to relive the glory days of your pre-middle-age physique. Besides the benefits of taking care of yourself, your body deserves it. It never stops working for you, so why would you stop working for it?

Repeat

Love the process and not just the result. Commit to moving every day. Walk a mile, run a mile, bike a mile, row a mile, etc. Do a mile every day for seven days, and you will see progress. Ultimate health is about daily progress, not perfection. Small changes over long periods of time produce the biggest results. Set goals you can attain. Once you reach a goal, set another one. Enjoy the process of getting your body and mind to function at their full potential.

You Vs Your Relationships

Return

Nothing will shape your life more than people. Humans aren't meant to do life alone. Our basic human needs for social interaction and sensory stimuli stem from the reality that we're social creatures who crave connection.

On a remote Italian island, super longevity is common to both sexes. Psychologist Susan Pinker started her research of the people with the genetic profiles. She found that genes account for just 25 percent of their longevity; the other 75 percent was lifestyle. In every house she visited for interviews, she found a kitchen party. The people were always surrounded by extended family, friends, neighbors, the priest, the bar-keeper, the grocer. They were never left to live solitary lives.

The top two predictors of a long-lasting life have to do with your social life. Close relationships are the people who you can call at a moment's notice, who will visit you in the hospital, who will sit with you if you're having an existential crisis, who will celebrate your successes or help shoulder your burdens. Those people, your close circle of friends, can prolong your life.

Redefine

When it comes to you and your relationships, you must be willing to fight for the good ones and remove yourself from the toxic ones. The old adage says, “Show me your friends, and I’ll show you your future.” King Solomon said it more directly some 4,000 years ago: “He who walks with the wise grows wise, but the friend of fools suffers harm.” The company you keep can bring you up or bring you down, make you better or make you worse.

Repeat

Take initiative to invest in relationships that either build you up or build others up. To win the battle between you and your relationships, you must master the art of balance. A healthy relationship is never one-sided. If you pour out too much without being poured into, you’ll crash. Conversely, if you allow yourself to be poured into too much without pouring yourself out, you will become self-centered and insignificant to others. You must give and take, seek and bestow forgiveness, and choose every day to keep making the investment.

You Vs Your Future

Return

Let the hope of tomorrow inspire you but be driven by today. Winning the battle between you and your future starts with not living with your head in the clouds. You can have the future in mind, but loosely enough to be able to maintain a firm grip on the words and actions you are responsible for now.

Redefine

The purpose of life is to live a life of purpose. If you don’t, the battle between you and your future is already lost. Viktor Frankl was a Jewish neurologist and psychiatrist living in Vienna, Austria, when the Nazis deported him, his wife, and his parents to a concentration camp in 1942. Victor became the family’s sole survivor. His famous book, *Man’s Search for Meaning*, tells the story of how surviving the Holocaust led him to discover the importance of finding meaning in all forms of existence, even the most brutal ones, and thus, a reason to continue living. What we can learn from Frankl is endless: resilience, forgiveness, selflessness, courage, empathy. He never made it about himself.

Repeat

It’s never too late or too early. Right now is the best time. To win the battle between you and your future, you must relinquish the anticipation of the future itself. You must have the wherewithal to realize that tomorrow is not promised, and you must live right here, right now, with purpose. What are you going to do? Who are you going to be? Every You Vs You battle will challenge, shape, and strengthen you.



Todd Cahill launched *Beyond Driven* with the expressed purpose of teaching and equipping others. Through this proven system, his life coaching and leadership training has helped hundreds of people create a 6-figure income by launching and building their own businesses. Todd focuses his energy on guiding people along their journey by creating a step by step plan, designed to help them find and achieve their true purpose.

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