



90 SECONDS TO GREATNESS



AWAKEN THE GIANT WITHIN— OUR 90 SECOND REVIEW

AUTHOR-ANTHONY ROBBINS

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Short Summary

Tony Robbins elevates the idea of taking responsibility for your own life to a level that allows each person to make the conscious decision to change their reality then do what it takes to accomplish this goal. More than just a cheerful, “you can do it!” style of self-help book, this classic encourages readers to understand the power that they hold within themselves and utilize it for the purpose of achieving success and fulfillment. One of his main methods is the concept known as Neuro-Associative Conditioning. This refers to the idea that there is a connection between neurological processes, linguistics, and behaviors that we have learned through our experiences. In this book Robbins explores how these thoughts and ideas of language can be directed in order to accomplish goals and structure reality.

Key Takeaways

Robbins believes that his life changed when he began to make firm decisions. He encourages readers to “wake up and take control of your life”.

- ❖ Decisions are what shape your reality and your life. You have the power to make the decisions that will give you the reality that you want.
- ❖ Fear, disappointment, frustration, discouragement and other seemingly-negative emotions are not an end product of insurmountable failure. Rather, they are a call to action that can inspire us to fight for what we want out of life so that we overcome difficult situations.
- ❖ When you raise your standards you are not building yourself up for greater failure, you are forcing yourself to work harder. Low standards are like telling yourself that you are not good enough to accomplish what you want. When you set your sights further, you are telling yourself that you are able to achieve what you desire.
- ❖ If you encounter a troubling problem you can overcome it by asking constructive questions. These questions enable you to devise a solution.
- ❖ Understanding the thoughts and language that you have used to develop your behavioral patterns by finding the experience in which they originate can help you to change these thoughts and the language you inflict upon yourself.
- ❖ Each person is created with a set of inherent abilities and tendencies. True success and fulfillment comes from finding a way to use these, rather than learning new talents in order to create a career.

Action Steps

- ❖ Have a discussion with yourself about where you see yourself in ten years, and where you would like to be. Decide to make your visions your reality.
- ❖ Make the firm decision that you will not allow yourself to settle for less than your potential.
- ❖ Before you make a decision consider its implications for the rest of your life.
- ❖ Learn to truly concentrate on what you want and focus your thoughts and efforts on accomplishing your goals.

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