

**CHAPTER 4:  
PERKS TO PRICE**  
*The Cost Shift*

*“Strength and growth come through continuous effort and struggle.”  
—Napoleon Hill*

Why do you want to become a leader?

What motivates you to be a leader?

LEADERS WHO FOCUS ON PERKS	LEADERS WHO FOCUS ON PRICE
What will I receive?	What can I give?
How will this decision affect me?	How will this decision affect others?
How long will this take me?	How far can we go?
What will you give me to stay in the game?	What must I give to stay in the game?

**YOUR PRICE POINTS**

*“Lou had three qualities all great coaches possess: he didn’t take anything for granted, he was an excellent teacher, and he was superbly organized.” — George Kell*

1. \_\_\_\_\_ — **Leaders Recognize That Everything Worthwhile Is Uphill.**

How do you respond to your leadership potential is all uphill?

What we \_\_\_\_\_ do will keep us from being successful a lot more than what we \_\_\_\_\_ do.

*“There is no success without sacrifice. If you succeed without sacrifice it is because someone has suffered before you. If you sacrifice without success it is because someone will succeed after.” – Adoniram Judson*

What are you willing to sacrifice to grow into your leadership potential?

What have others sacrificed for your success?

*“Retain faith that you will prevail in the end,  
regardless of the difficulties.  
AND at the same time  
Confront the most brutal facts of your current reality,  
whatever they might be.” – Jim Collins*

\_\_\_\_\_ empowers me to believe that I can make the climb.

\_\_\_\_\_ balances my expectations and prevents me from being overly optimistic

Describe an experience when you wavered between hope and hard.

2. \_\_\_\_\_ — Leaders Acknowledge They Must Climb The Hill \_\_\_\_\_.

*“Leaders see things before other people do, and they see more than other people do. However, what sets great leaders apart from all other leaders is this: they act before others and they do more than others.”*

When leaders are willing to pay the price, they gain \_\_\_\_\_ authority.

When have you been willing to pay the price to go before the people you lead?

**Three Before and More Characteristics:**

- Follow-Me Leaders Believe in Themselves Before and More Than Others Do  
How would you describe your self-belief factor?
- Follow-Me Leaders Set Expectations for Themselves Before and More Than Others Do  
Where do you have a high level of expectation of yourself?
- Follow-Me Leaders Make Commitments to Themselves Before and More Than to Others  
What are your non-negotiable commitments as a leader?

3. \_\_\_\_\_ — Leaders Understand They Never Get To Stop Climbing.

*“The signature of mediocrity is chronic inconsistency.”  
— Jim Collins*

Where is one area where you need to be more consistent in your leadership?

- Consistency Provides \_\_\_\_\_ for Others

Are there any areas where your intentions and actions don't meet?

- Consistency Establishes Your \_\_\_\_\_

- Consistency Keeps You in the \_\_\_\_\_ Game

What are you doing each day to stay on top of your game?

- Consistency \_\_\_\_\_

Discuss the career of Cal Ripken Jr.

How can you apply what he did to your life and business?

## APPLICATION: Perks to Price

- Practicing is not amazing.
- Studying is not amazing.
- Showing up is not amazing.
- Working hard is not amazing.
- Asking questions is not amazing.
- Changing is not amazing.
- Trying is not amazing.
- Failing is not amazing.
- Trying again is not amazing.

They are the price you must pay every day to reach your potential. If you pay that price and do it consistently, the final result can be amazing.

What is one thing you are going to start doing to compound the investment of being consistent?

Discuss your plans with the Mastermind next week.

Read Chapter 5 for the next meeting.