

Robert Glazer: Welcome to Elevate, a podcast about achievement, personal growth and pushing limits and leadership in life. I'm Robert Glazer and I chat with world class performers who have committed to elevating their own life, pushing the limits of their capacity and helping others to do the same.

Robert Glazer: Welcome to The Elevate podcast. This is actually a special episode coinciding with the launch of my new book Elevate, which released this morning. Elevate delves into many of the concepts I discuss with my guests on this show and in Friday Forward. How we can each build our capacity, improve our performance, hit our personal and professional goals, and give other people what they need to do the same. The road to this book launch really started back in 2015 when I sent the first version of a Friday Forward. A simple note to my team of 40 at acceleration partners. I want to make it different from the typical weekly updates that CEO send, so I focused on topics related to personal growth and challenge people to set higher goals and commit to reaching them.

Robert Glazer: At the time, I figured my emails would be widely read or probably even ignored, but to my surprise, weeks and months later, team members wrote me and told me how they look forward to each week's post and we're actually sharing them with friends and family. Around the same time, I had the opportunity to attend a conference with several other company leaders and when we were talking about best practices, I began sharing with them that I was sending this email on Fridays and encouraged them to do the same. A few of them were interested and they asked me to send me a copy of what I was sending, so I forwarded it along to them and what happened was one chose to start his own weekly email and the others would just forward my email along to their company and those people would forward it along. And as this forwarding process became more common, I decided to rename it Friday Forward and opened the emails up to the public via newsletter and a simple WordPress website.

Robert Glazer: Today to my amazement, Friday Forward is read by over a hundred thousand people around the world each week. What I learned from this experience was the impact of a message focused on personal growth and a holistic improvement. The reality is that most of us hide from the knowledge that we're living below our need potential. The reasons might be different for everybody. Maybe we don't understand our purpose and values well enough. Maybe we've tried to get better, but have been derailed by a lack of focus or have been frustrated by some initial failures and setbacks. I know all this because I spent a large part of my own life underachieving. As a kid, everyone always told me I could do better, particularly in my teachers, but they never showed me how or why.

Robert Glazer: There's been a lot of trial and error to get to where I am today and I really want to help people who feel that they can play a bigger game, get on the path towards that destination. I think we each have a responsibility to be our best for the people around us and help those people unlock their own potential as well. Particularly if you're in a leadership role. That above all else is why I wrote Elevate and why I'm excited to share the framework of capacity building with

the world. With that in mind, I wanted to read an excerpt from the first chapter of the book. If you like what you hear, you can pick up a copy from Amazon, Barnes & Nobles or wherever else books are sold, and you can also learn more about the book at [robertglazer.com/elevate](http://robertglazer.com/elevate).

Robert Glazer: This excerpts from chapter one. Capacity building is similar to developing a muscle. It doesn't happen overnight. I might be inspired to lift a heavyweight, but only after weeks of consistent commitment work and incremental improvement will I have built up the strength and physical capacity to do so. Suddenly I have the capacity to do what I could not do before. Inspiration is valuable, but it's not enough to effect real change that requires follow through and commitment. In my own journey and in speaking with hundreds of others who have made meaningful and sustained changes to their lives, I've identified four essential elements of capacity building; spiritual, intellectual, physical and emotional. These four elements are fundamental and are present in nearly every aspect of self-improvement.

Robert Glazer: I will go into each of these elements in a much greater detail in the next few chapters, but here's a brief overview of each. Spiritual capacity is about understanding who you are, what you want most and the standards you want to live by. Intellectual capacity is about how you improve your ability to think, learn, plan and execute with discipline. Physical capacity is your health, wellbeing, physical performance, and your level of competition. Emotional capacity is how you react to challenging situations, your emotional mindset and the quality of your relationship. Capacity building starts with understanding these four interconnected elements and then developing them individually and simultaneously. Think of each element as a chamber of an inflatable ball separated into four sections and each section can be filled individually with a dense gas.

Robert Glazer: The bigger the ball becomes, the more energy and mass it will have resulting in optimal momentum as it rolls. It will perform best when all the chambers grow in tandem rather than one section getting too big at the expense of the others. If one chamber is bigger or another is underinflated, the ball will not roll evenly. Instead of gaining speed and building momentum, it's going to wobble awkwardly and get off track. These chambers are also leaky and constantly need filling. Similar to tires on your car, they need continuous maintenance to ensure they have the right pressure and imbalance. Balance is often hard to identify, but being aware of imbalance and identifying exactly which chamber is slowing you down is often the key to keeping you on course. Building physical capacity offers the most concrete example between increased effort and improved outcomes. You see that if you run a little bit more each day, it becomes easier as your conditioning improves.

Robert Glazer: Likewise, if you lift a little more weight each day, you consume lift where you could not just a few months or weeks before. The process is the same for things that are not physical. Focusing on building capacity within ourselves and our teams is one of our core principles that we've used at acceleration partners to

build an award-winning culture. A leader's goal should be to inspire and elevate expectations so that team members can simultaneously improve in all areas of their lives including leadership, time management, prioritization, decision making, self awareness and self confidence. These abilities have a domino effect. When you improve in one area, you begin to improve in all.

Robert Glazer: And one of the most important outcomes in capacity building is the exponential effect that has on others including friends, families and those whom you lead. It has the effect of lifting while you climb. As you build your own capacity and achieve more, you develop the ability to help others do the same. It's a virtuous cycle and benefits everyone involved. By focusing on these elements, you'll be on a path to build your own capacity to elevate and support others in their journey as well. That's a quick preview of Elevate. You can learn more at [robertglazer.com/elevate](http://robertglazer.com/elevate) and also as a special bonus, we're actually offering E-book for just 99 cents until October 3rd, wherever eBooks are sold.

Robert Glazer: So if you enjoyed today's episode or any of the other episodes of The Elevate podcast, I'd really appreciate it if you could leave us a review as it helps new users discover the show and learn about the content. If you're listening on Apple podcast, it's really easy. You can just hit the podcast icon on your phone, select the library icon, and in that podcast app, click on Elevate and scroll down to the bottom to leave your rating and review. Thanks again for listening, until next time, keep elevating.