

THE GAP AND THE GAIN

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

DAN SULLIVAN with DR. BENJAMIN HARDY

DAN SULLIVAN is a coach for entrepreneurs, keynote speaker, and strategic planner. His coaching firm, The Strategic Coach Inc., has provided training to more than 20,000 entrepreneurs worldwide. Dan Sullivan is the author more than 30 publications including *The Great Crossover*, *Creative Destruction*, and *How the Best Get Better*. Dan Sullivan is a graduate of St. John's College.

DR. BENJAMIN HARDY is an organizational psychologist. His blogs published on Medium.com have been read by more than 100 million people, and he is regularly featured in the *Harvard Business Review*, *New York Times*, *Forbes*, and *Fortune*. He is the author of *Be Your Future Self Now*, *Who Not How*, *Willpower Doesn't Work*, and other books. Dr. Hardy is a graduate of Clemson University and Brigham Young University.

The website for this book is at: www.gapandgainbook.com.

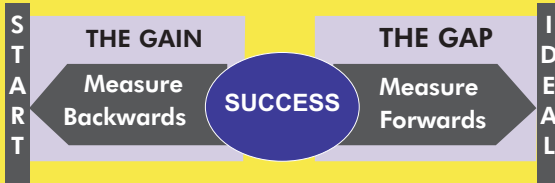
ISBN 978-1-77687-066-0

SUMMARIES.COM helps the little guy (entrepreneurs, business owners, and self-employed professionals) get the same learning advantages as the big guys who spend \$200,000 and two years to get MBAs. We turn business books into just-in-time learning tools for businesspeople. Read less, do more. www.summaries.com

MAIN IDEA

What's the best way to measure success?

You can either measure forward (obsess over the GAP to where you want to be) or measure backwards (look at all the GAINS you've achieved since starting). Overwhelmingly, research shows it's better to measure backwards. In other words, get out of the GAP, and into the GAIN.



When you measure your progress by your GAINS rather than by the GAPS that still remain, you liberate yourself from feelings of failure. Instead, you'll appreciate just how far you've come, and that positivity will itself fuel even more progress. It's a better way to live and work.

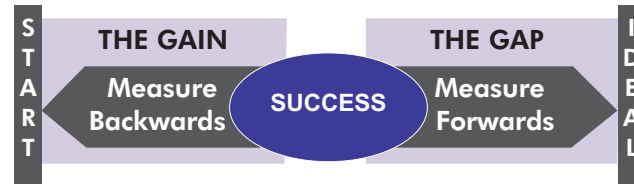
The more you measure your GAINS, the more positive energy you'll have, and the more GAINS you will get busy creating in the future. You will be freed from fears of constantly falling short, and that will drive you on a powerful upward spiral.

"Your future growth and progress are now based in your understanding about the difference between the two ways in which you can measure yourself: against an ideal, which puts you in what I call 'the GAP,' and against your starting point, which puts you in 'the GAIN,' appreciating all that you've accomplished."

– Dan Sullivan

"Within this one simple concept is a master class on positive psychology, healthy relationships, mental well-being, and high performance. Everything that psychologists know about how to create a high-functioning and successful person can be achieved using The GAP and The GAIN. When you focus on the GAIN, you and everyone around you are transformed."

– Dr. Benjamin Hardy



Get out of the GAP Pages 2 - 4

Most people aren't happy because they are focused on "life, liberty, and the pursuit of happiness" which is always just beyond their reach. They think "Once my business hits the five-million-dollar mark, I'll be happy" or "Once I own a Ferrari, I'll be happy". That's an unhelpful way to think, because it's a treadmill. You never arrive. It's time to escape the GAP by doing three things:

- 1 Embrace the freedom of WANTS, not NEEDS
- 2 Become SELF-DETERMINED
- 3 TRAIN YOUR BRAIN to see GAINS, not GAPS

Get into the GAIN Pages 5 - 8

A better and more productive way to operate is to note and be proud of the progress you've made thus far. It sounds counterintuitive but when you focus on what you have achieved, you actually become more likely to GAIN what you still lack. To get into the GAIN, the three things you need to do are:

- 1 Always MEASURE BACKWARDS
- 2 Take time to MEASURE 3 WINS DAILY
- 3 Transform EXPERIENCES into GAINS

