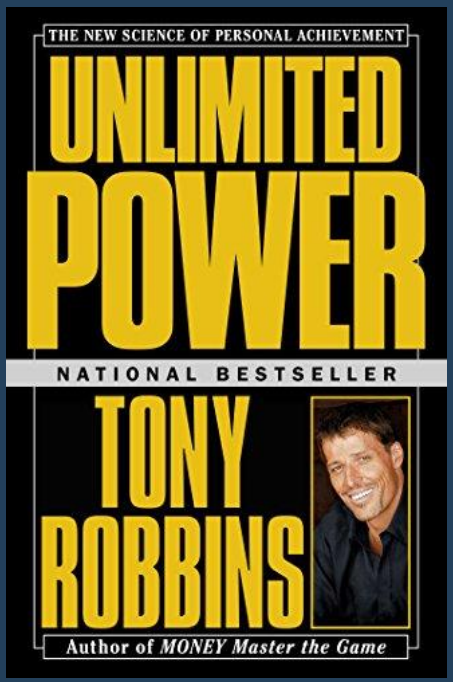

Unlimited Power

Year of publication: 1997
Author: Tony Robbins
448 pages
Link for purchase: https://amzn.to/2YX8laW

The book "Unlimited Power", released in 1986, was written by Tony Robbins, and shows how to achieve the incredible personal and professional life that you desire and consequently the quality of life you have always dreamed of.
This book is considered one of the great successes and best sellers of Tony Robbins. In its new version (2017), made up of 406 pages, it is divided into 21 chapters that are in three parts: modeling human excellence, the formula of ultimate success and leadership: the challenge of excellence.

Score

8

8 Aplicability
9 Inspiration
8 Innovation
9 Impact on results
8 Structure

Main ideias of the book

- There is no failure in life! Every step you take, even when you fall, is a unique opportunity to learn and grow;
- You can control your brain and modify your emotions;
- You can conquer anything by applying the modeling method;
- Use the movement of your eyes to activate your brain and improve your memory and creativity;
- To ensure that people understand the message you really want to convey, you need to find the right communication channel;
- By modifying your body language, you change your emotions and increase your energy;
- The power of conviction comes from aligning your body and mind to a powerful action plan.

For whom is this book suitable?

This is one of the books in the category, a must-read for most people. It presents various tools to build your path to prosperity. The author presents, in an uncomplicated way, guidelines for personal and professional development.

Overview of the book

Part 1: Modeling Human Existence

The first part focuses on internal control. The author begins by introducing the concept of NLP (Neuro linguistic Programming), which was officially created in the early 1970s by Richard Bandler and John Grinder.
This methodology allows us to better understand our internal mental models, so that we can question them, reflect on them and whether we need to give them new meaning.
What, then, is to shape human existence? Well, according to the author there are patterns in the neurological behaviors of each individual; that can be modeled, and from that we can take "shortcuts" for faster results.
We take as an example a very successful person in some area. You can shape that person's standards as this will give you a much faster result than if you simply sought success by trial and error. This is called modeling.

> *A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided*

Okay, so how's the modeling done? How can we model that person's standards?
Robbins tells us that there are three keys to modeling. The first of these is belief. Tony describes belief as "any guiding principle, maxims, faith, or passion that can provide meaning and direction in life." Once you know the beliefs of the successful person, you must replicate them.
The second key is mental syntax. But what is mental syntax?
Well, it's nothing more than the way we organize our communication with our nervous system, in other words, how we organize our thoughts. One way of discovering someone's mental syntax is by observing that person.
Finally, we come to the third key, which addresses physiology. Physiology is posture, breathing, facial expressions or gestures. It determines how people use their brain.
For example, generally, a successful person walks in a more erect, more imposing, showing self-esteem. One way to be successful, therefore, would be to replicate this behavior and start walking in that same way, more imposingly.
Knowing the three keys, we can model the behavior of any person, and this leads us to the second part of Unlimited Power.

Part 2: The Ultimate Success Formula

In the second part, Robbins focuses on more external aspects, addresses his internal control with other people, that is, with the world around him. He works our limitations, how to get rid of them and find out what we really want, using the power of precision and harmony.
It also deals with how we should facing resistance and solving problems, reshaping our lives, how to anchor success and metaprograms.
Metaprograms are filters that determine how we perceive the world around us. They also have a great influence on how we communicate with the people and in the behaviors that we manifest.

Part 3: Leadership

In the last part of the book, the author deals with our values, our personal beliefs and our belief system, which, according to the author, is the key to understanding our behaviors and attitudes of people around us as well as being considered the basis that will define our reactions in any situation.
In order to understand other people and get along better, this is important because we deal with people at all stages of our lives and all the time. So we need to know what is important to them and what their values are.
Another point addressed are the so-called keys of prosperity and happiness. Robbins shows us how to learn to control our frustrations, rejection, financial pressure, accommodation and learn to always give more than we expect to receive.
In the end, Tony Robbins asks if this is the way you really want to go, and if not, you can change when you want, because power is the ability we all have to change, adapt, grow and evolve.

You shape your perceptions, or someone shapes them for you. You do what you want to do, or you respond to someone else's plan for you

What other authors say about it?

In the book Mindset, written by psychologist Carol S. Dweck, it is debated how our beliefs shape our behavior and our growth. While mindsets produce definitive worldviews, people can change as they learn new skills. Human beings can be taught to react in different ways, such as facing challenges and thinking differently.

For Daniel Goleman, author of the book Working with Emotional Intelligence, for leaders, their emotional intelligence translates to organizational. Often this attribute attracts clients, even more than brains or history. Again, the skills that create empathy - active listening and vision of a situation from another person's point of view - are vital.

Finally, in the book Winning, Jack Welch discusses that we should always seek quality in our professional life. If you are not satisfied with your job, find a job that provides enthusiasm in your career. It is very important that you do not settle and leave the comfort zone.

But when looking for a job, analyze the company as a whole: your team, tasks, salary, career plan and more. And, when starting a new job, try to surpass all expectations, always give your best.

Okay, but how can I apply this in my life?

"Only a small percentage of people actually live the life of their dreams. Why?

It takes effort and it takes firmer action. " according to Tony Robbins. So if you want to change your life, take control of your mind, relate better to people around you and succeed in life. The key word is action, so act. In Tony Robbins' book, you will find several tools to help you.

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