

UNLEASH THE  
PEAK PERFORMER  
WITHIN YOU

## CHAPTER 4 FUEL FOR MENTAL FIRE

*"Most people aren't anywhere near to realizing their creative potential, in part because they're laboring in environments that impede intrinsic motivation."*

**- Teresa Amabile -**  
*PhD Professor, Harvard University*

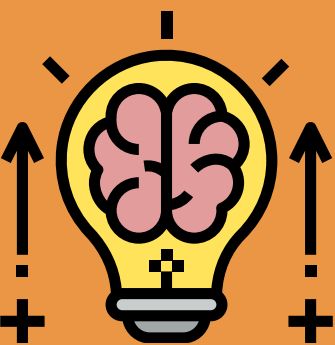
1

**Take the core values assessment.**



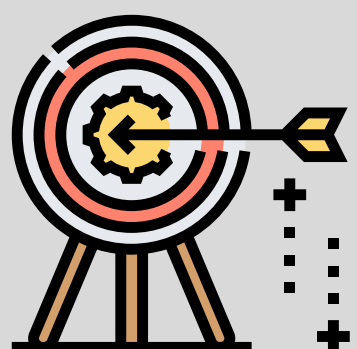
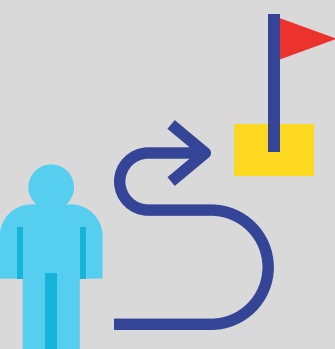
2

**Develop 5-7 core values that define who you are.**



3

**Develop a transformative purpose.**



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