

RISKY DISCIPLINE RESOURCE

THE NO NEGOTIATION PLAYBOOK

DECIDE ONCE.

STAY HARD.

NO NEGOTIATIONS.

EXECUTE.



ELIMINATE DOUBT.
KILL EXCUSES.
LIVE BY YOUR
STANDARD.



DEFINE
YOUR STANDARD



PROTECT
YOUR BOUNDARIES



REMOVE
THE OPTIONS



FOLLOW
THE PROTOCOL



EXECUTE
WITHOUT EXCEPTION



THE MOMENT OF NEGOTIATION

Every man faces it.
The moment where something
needs to change—and the old
version of you wants to bargain,
delay, or make excuses.

**This is the moment
that separates where
you are from where
you're going.**

You can negotiate, or
you can decide.
There is no in-between.

IN THIS SECTION:



RECOGNIZE THE **REAL** MOMENTS
YOU'RE TEMPTED TO **NEGOTIATE**.



UNDERSTAND WHY YOUR MIND
WANTS TO **BARGAIN**.



CHOOSE **DECISION**
OVER **EXCUSE**.

— THE DIFFERENCE
IS MADE HERE.

THE SEVEN NEGOTIATIONS

SEVEN AREAS. ONE STANDARD.

Every man negotiates—whether he admits it or not. These seven areas will test your discipline, your standards, and your identity. Our mission is simple: make sure you **win** the negotiations that matter.

1



NEGOTIATION WITH SELF

Your mindset. Your discipline. Your identity.

2



NEGOTIATION IN RELATIONSHIPS

Your standards. Your boundaries. Your truth.

3



NEGOTIATION IN WORK

Your value. Your time. Your contribution.

4



NEGOTIATION WITH MONEY

Your earning. Your spending. Your future.

5



NEGOTIATION WITH TIME

Your focus. Your priorities. Your calendar.

6



NEGOTIATION WITH HEALTH

Your energy. Your habits. Your longevity.

7



NEGOTIATION WITH PURPOSE

Your mission. Your vision. Your legacy.

“YOU CAN’T BUILD
THE LIFE YOU WANT
BY LOSING THE
NEGOTIATIONS THAT
SHAPE IT.”

THE COUNTERMOVES

THEY WILL PUSH. YOU WILL PREPARE.

Every negotiation comes with resistance.
These countermoves are your response.
They protect your standard and
keep you in control.

You don't react.

You respond with clarity and strength.

1



DEFLECT THE PRESSURE

Don't take the bait. Stay grounded.

2



RESTATE YOUR STANDARD

Calmly and clearly. No apology.

3



ASK BETTER QUESTIONS

Get clarity. Expose the real motive.

4



USE STRATEGIC PAUSE

Silence is a powerful advantage.

5



REMOVE YOURSELF

Protect your time and your peace.

6



RECALL THE CONSEQUENCE

Remind them what's at stake.

7



RECOMMIT AND MOVE FORWARD

Don't revisit closed doors.

“THE COUNTERMOVE
ISN'T ABOUT CONTROL.
IT'S ABOUT STANDING
ON WHAT YOU KNOW
WON'T CHANGE.”

THE 60-SECOND RULE

THE MOMENT OF DECISION DOESN'T GET A REPLAY.

You have 60 seconds to act before your mind talks you out of what you already know you should do.

Move first. Momentum follows.



DECIDE INSTANTLY

Don't overthink it.
Decide within 60 seconds.



MOVE YOUR BODY

Stand up. Step forward.
Do something.



FOCUS ON THE NEXT ACTION

One action. Right now.
Nothing else.



SILENCE THE DOUBT

Doubt is loudest right before
a breakthrough.



COMMIT OUT LOUD

Say it. Commit to it.
Lock it in.



EXECUTE WITHOUT HESITATION

Don't wait to feel ready.
Start anyway.



REPEAT DAILY

Make decisive action
your default setting.



“

THE DIFFERENCE BETWEEN
THE LIFE YOU HAVE AND
THE LIFE YOU WANT IS
LESS THAN 60 SECONDS.

”

WHEN LIFE ACTUALLY HAPPENS

**DISRUPTIONS DON'T BREAK YOU.
YOUR RESPONSE DEFINES YOU.**

Life will throw curveballs. Plans will change. People will let you down. Things will go sideways. You can't control the storm. But you can control how you respond. That's where strength shows up.

Anchor. Adjust. Keep moving.



ANCHOR YOUR MIND

Pause. Breathe. Get clear on what still matters.



ACCEPT WHAT CHANGED

Stop fighting reality. Call it what it is.



ADAPT YOUR PLAN

Adjust your approach. Change the plan, not the goal.



TAKE THE NEXT RIGHT STEP

Don't try to solve everything. Just take the next step.



PROTECT YOUR STANDARDS

Stay consistent with your values, boundaries, and priorities.



RESET AND KEEP MOVING

Momentum is built in the restart, not in the quit.



“ LIFE IS UNPREDICTABLE.
DISCIPLINE IS YOUR
ADVANTAGE.
ADJUST FAST.
STAY FOCUSED.
KEEP WINNING.

”

YOUR NO NEGOTIATION CARD

WRITE IT. OWN IT. LIVE IT.

This is your personal commitment.
These are your non-negotiables.
This is the standard you refuse
to break — no matter what.

Fill it out. Sign it. Date it.
Keep it where you can see it.

This is your promise to yourself.

MY NON-NEGOTIABLES

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

“ A STANDARD ONLY
BECOMES POWERFUL
WHEN YOU REFUSE
TO NEGOTIATE IT.
”

SIGNED: _____ DATE: _____

THE DECISION IS ALREADY MADE

**YOU'RE NOT HERE TO MAYBE.
YOU'RE HERE TO COMMIT.**

You don't need more time.
You don't need more motivation.
You don't need more information.
You need to follow through.
The decision is already made.
Now it's time to live like it.

This is your life. Own it.

MY COMMITMENTS

- 1** I WILL PROTECT MY MIND. _____
- 2** I WILL SHOW UP EVERY DAY. _____
- 3** I WILL DO WHAT OTHERS WON'T. _____
- 4** I WILL STAY TRUE TO MY STANDARDS. _____
- 5** I WILL BUILD THE LIFE I CHOOSE. _____

“ COMMITMENT ISN'T
WHEN YOU FEEL READY.
IT'S WHEN YOU DECIDE
YOU'RE DONE BACKING OUT. **”**

SIGNED: _____ DATE: _____