



YOU ALREADY KNOW HOW TO BE GREAT

by Alan Fine with Rebecca R. Merrill



Overview

In learning how to quiet interference and determine your beliefs, passions, and attention, you must get out of your own way. Only then can you successfully overcome any obstacle and maximize your potential to the fullest. Planning out goals and having engaging, active conversations allows you to help others find their drive and maximize results, and better communication with your children, friends, or employees.

“The Faith, Fire & Focus inside you is something that is truly amazing, and your ability to release it in yourself and others will not only transform you and those you help; it will transform the world.”

PART 1. PARADIGM & PRINCIPLE

A Blinding Glimpse of the Obvious

When playing a sport or performing, we often get in our own way; we know what to do, but choke in the moment of truth, overthinking all the technicalities. We cannot focus, and often let the pressure overwhelm us.

In one example, a girl was uncoordinated and struggling to hit tennis balls across the net. Her instructor simplified his instructions, making the girl simply say “bounce” when the ball touched the ground and “hit” when it hit her racket, ignoring everything else. It worked. She wasn’t performing badly because she didn’t know what to do, there was just too much interference, too much mental clutter. She was able to improve her performance more than 1,000%!

There are 2 approaches to improvement:

1. **Outside-In:** Performance = Capacity + Knowledge (P = C + K). This approach assumes there is something missing, and implies that reading a book or being instructed will solve the problem.
2. **Inside-Out:** Performance = Capacity – Interference (P = C – I). This approach looks within and aims to

eliminate interference blocking what the person already knows.

“The biggest obstacle in performance isn’t not knowing what to do; it’s not doing what we know.”

When performing well – acing a test, flawlessly acting out a scene in a play, winning a tennis match – it feels effortless, fun, and natural. There is a flow to it. When performing badly, our bodies tend to tense up and our minds start thinking about a million ways to improve. Yet the more we analyze, the more strain we induce and the worse we do. This interference is the gap between knowledge and performance. There are 3 types of gaps.

1. **The Awareness Gap:** The gap between what you *think* you are doing and what you *are* doing.
2. **The Pressure Gap:** The gap between how people perform in practice or training, versus how they perform under pressure.
3. **The Expertise Gap:** The belief that as a coach or educator, you must be more of an expert than the person you are teaching.

The Nature of Performance

Interference blocks not just Knowledge, but also *Faith Fire & Focus* (the “K3F” model). This model can apply to any area of a person’s life: work, relationships, mood, parenting, athletics, etc. Endless possibilities open up when unblocking *Faith Fire & Focus*.

“Reducing interference to Faith, Fire, & Focus is probably the least recognized but most effective way to improve performance.”

When we are toddlers, *Faith Fire & Focus* come naturally, stemming from curiosity and the belief that we can do anything. We don’t yet know failure. As we age, our K3F get blocked and discouraged by being told what to do, and by being overly-cautious. When a 5-year-old paints a picture, everyone encourages them, but by the time a child is a teenager, they are less

