

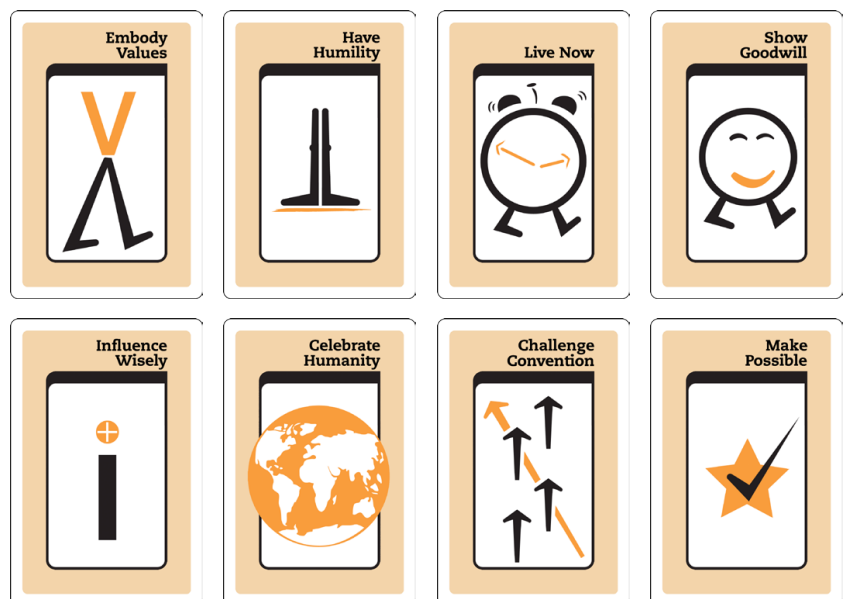
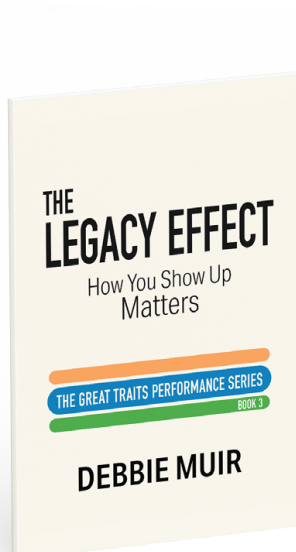
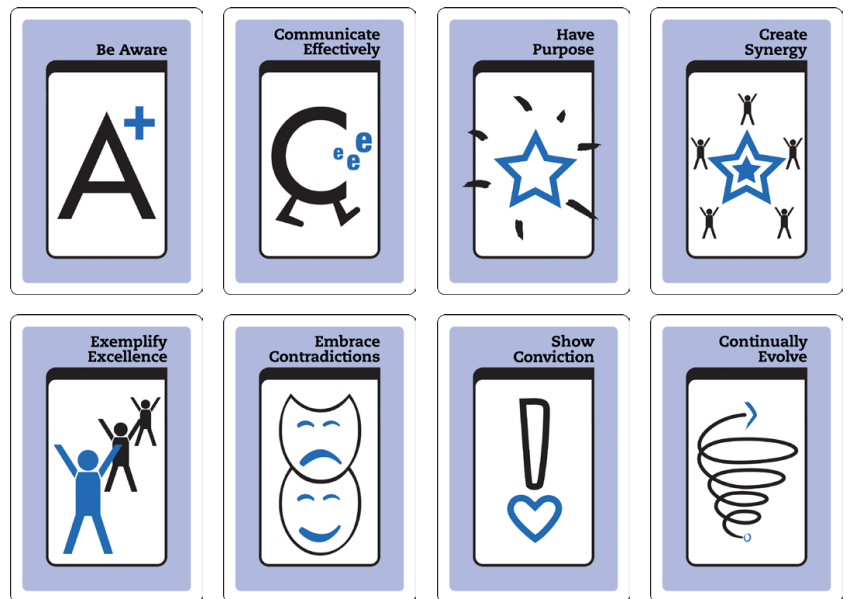
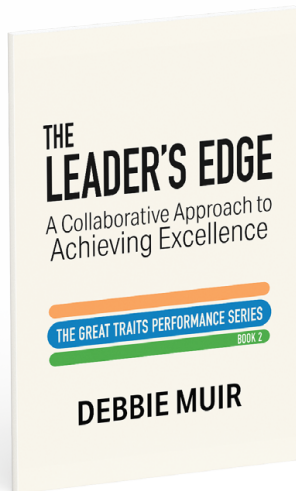
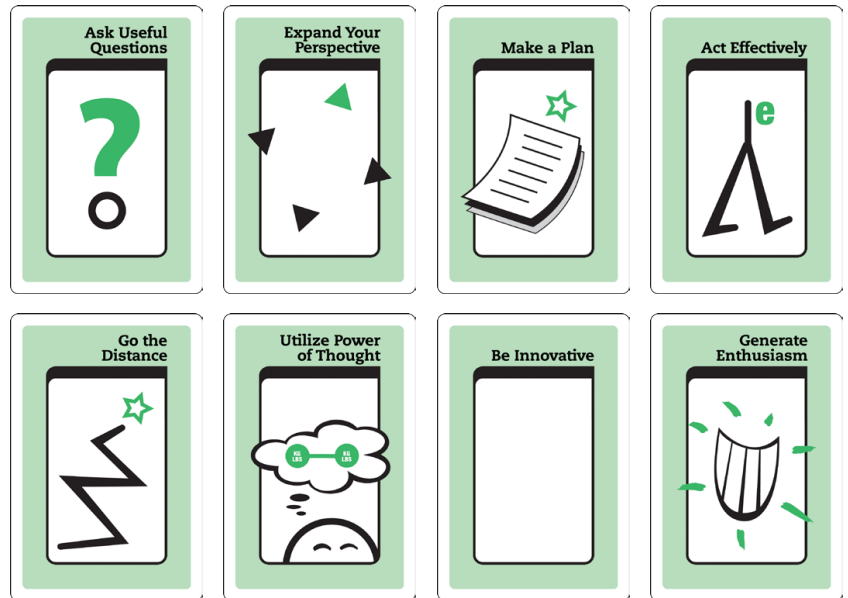
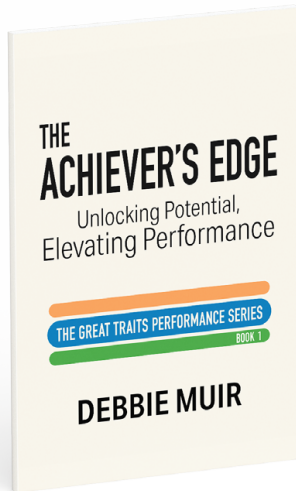
THE ACHIEVER'S EDGE

Unlocking Potential,
Elevating Performance

THE GREAT TRAITS PERFORMANCE SERIES

BOOK 1

DEBBIE MUIR



Introduction to The Achiever's Edge:

Unlocking Potential, Elevating Performance

The Achiever's Edge is your personal performance playbook. It is for anyone committed to training, preparing, and performing at their best.

Whether you are competing in sport, advancing your education, or beginning your career, the principles of performance do not change.

Achievement doesn't happen because you hope.

It happens when you practice and apply the skills that drive performance.

At its core, *The Achiever's Edge* is about building the foundation that supports winning — in sport, in academics, in your first job, or in any goal you choose to pursue. It focuses on how you prepare, how you think, how you respond under pressure, and how you follow through when things get hard.

In sport, margins are razor thin. One detail. One decision. One moment of hesitation. The difference between winning and falling short is often invisible to the outside world — but it is never accidental. The same is true in any pursuit where you're trying to achieve something meaningful.

This book teaches you how to:

- Set goals with precision
- Build a focused, practical plan
- Act effectively as you go
- Strengthen discipline and follow-through
- Keep an open mind so you can see more options and develop creative solutions when progress stalls
- Train your thinking to strengthen your behaviours and actions so you can perform at your best

Each of the eight Achiever Traits is broken down into practical, trainable skills. These aren't abstract ideas or motivational slogans. They are clear, usable tools you apply in real situations — in training, in exams, in competition, in your job, and in the daily decisions that shape your results.

This isn't a book you read once and set aside. It's a handbook. Something you return to as you set new goals, raise your standards, and push yourself further, because performance isn't built in a single breakthrough moment. It's built in the daily work; in preparation, in execution, and in how consistently you apply what you know.

Performance rarely comes down to one big moment. It's built through the way you practice day after day. *The Achiever's Edge* is about building that foundation, so when the opportunity is there, your preparation shows up in how you perform.

MAKE A PLAN

KEY CONCEPT

By laying the foundation for focused action, you create a clear path to take you to your desired win.



ESSENTIAL SKILLS

- ⚙️ Identify your goals with precision.
- ⚙️ Accurately determine your starting point.
- ⚙️ Create clear action plans.

Make a Plan is the first trait in what we call a trifecta, alongside Act Effectively and Go the Distance. These three traits are most effective when they are all worked together.

Making a plan starts with setting a clear goal. From there, planning provides direction and focus, turning intention into actionable steps. This is where the skills you've developed in expanding your perspective and asking useful questions begin to come together.

A well-crafted plan creates clarity, keeps you focused, and helps you navigate challenges as they arise. It provides a clear sense of direction, allowing you to move forward with intention and steady progress.

STORY

Winning Starts Long Before the Finish

Two years before the Olympic Games, we set a clear goal: win Olympic gold. To achieve it, we decided to begin Carolyn Waldo's routine with the longest underwater sequence in the history of synchronized swimming, showcasing her power, strength, and ability to execute complex, dynamic movements while holding her breath. The challenge was knowing it would take two full years of planning, training, and execution to achieve it.

Three months before the Games, we unveiled the routine in competition. Seeing Carolyn's underwater sequence, the defending Olympic champion, Tracy Ruiz, went home and decided to make her own opening sequence even longer than Carolyn's. At the Olympics, that last-minute adjustment became a gamble. As I watched Tracy remain underwater, second after second, my heart sank. If she could pull it off, she might beat us. But just as she finally surfaced, everything changed. She had pushed too far. Instead of launching into her routine, she passed out in the water, forcing a lifeguard to jump in and assist her. In that moment, relief washed over me, along with a clear realization of why we had committed to a full two years of preparation. Tracy underestimated how long it would take to build

the capacity required to execute that sequence safely and effectively in competition. Carolyn didn't. She went on to win Canada's first Olympic gold medal in the sport.

