

# Your "EXTRAORDINARY" EDGE



**A SPECIAL PRESENTATION  
FOR THE  
"AMAZING" PEOPLE OF  
CHICA-HANDIC EDUCATION DAY  
May 16, 2013**



**Presented by Bob Koehler  
[www.bobkoehler.com](http://www.bobkoehler.com)**



## Your "Extraordinary" Edge...

...is what allows you to live  
an “EXTRAORDINARY” LIFE  
and to get “EXTRAORDINARY” RESULTS in  
everything you do—in spite of all the STUFF  
that gets in your way

*“It is our problems, difficulties, challenges and setbacks  
that give us OPPORTUNITIES to  
become our ABSOLUTE BEST Version of ourselves.”  
-Bob Koehler*



*“When life gives you lemons...  
...make furniture polish.”*

# Individual and Organizational Performance



## **“ORDINARY”**

**Typical**

**Usual**

**Normal**

**Average**

**Status Quo**

**Like “all the rest”**

## **“EXTRAORDINARY”**

**Absolute Best**

**Exceptional**

**Inspiring**

**Outstanding**

**Unique**

*“Refreshingly Different”*



## The "POWER" of simplicity

I believe in the Power of Simplicity!

The Power is in the Simplicity.

In my work with people, encouraging them to become their "Absolute Best" Version of themselves and to "Choose to live an "EXTRAORDINARY" Life, I suggest PRACTICES for them to incorporate into their daily living.

The PRACTICES I suggest are relatively simple and easy to do!  
The problem is, they are also just as simple and easy NOT TO DO!

The difference between people who live their Best Life and those who don't, is their Belief and Commitment to PRACTICE simple and easy activities and make it a part of their daily life.



*"Success is the ability to go from  
failure to failure, without any loss of  
ENTHUSIASM"*  
-Winston Churchill



## Do you “GET IT”?

People who “GET IT” are those who are  
COMMITTED and PASSIONATE about  
working at becoming  
their “Absolute Best Version” of themselves.

They deliver their  
ABSOLUTE BEST, EVERY MOMENT OF EVERY DAY  
TO EVERYONE THEY SERVE.

They do what they do because they believe they  
“MAKE A DIFFERENCE”.



## You are the “DIFFERENCE”

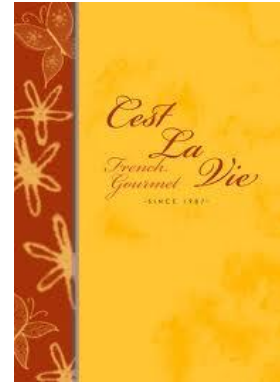
The people you help and work with each day need you to be your  
ABSOLUTE BEST Version of yourself. When you rise above the daily challenges and  
difficulties and still CHOOSE to have a PASSION for what you do, that is when you  
make your GREATEST CONTRIBUTION TO THE REST OF THE WORLD.

*Your commitment to “Making a Difference”  
as a way of life in everything you do  
will be the most powerful thing you will ever do  
for yourself and the people in your life.—Bob Koehler*

# *Life's Extraordinary Menu*

## **Today's Specials**

Make your Choices:



I would like:

1. To have consistently higher levels of PERSONAL ENERGY.
2. To wake up most mornings, “EAGER and EXCITED” about my Life.
3. To believe I have the “Absolute Best” job in the world.
4. To have the Guts and Courage to be ME.  
To “Own” my life so I am not negatively affected by other people or circumstances.
5. To more consistently believe I am one “Amazing” human being capable of living an “Extraordinary” life.
6. To take more “ME” time and to work at becoming more of who I am really capable and worthy of becoming.
7. To have an amazing amount of “Resilience” and believe I can overcome any problem or “Stuff” life may throw at me—ever.

***“It is a MAJORITY of people who  
UNDERESTIMATE how  
Absolutely AMAZING and CAPABLE they are.”***

***-Bob Koehler***

# Choose "EXTRAORDINARY" Because You Can!

## Are you living your life by DESIGN or by DEFAULT?

*"Living an "Extraordinary" life is not a future point in time. You start to experience the benefits the moment you decide to no longer live by Default, and Choose to OWN your life and live it as "Extraordinary".*

*-Bob Koehler*

I love working on new ways of helping people to "Get It", when it comes to living their Best Life. My newest approach to this is in my message titled: Choose "Extraordinary" ...because you CAN. I am currently working on a book with that title, but in the meantime I would like to share some of that information with my loyal Newsletter subscribers —YOU!

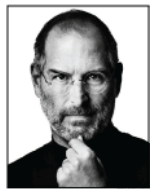
The essence of my work as a professional speaker for the past 24 years has been all about encouraging and teaching people to resist the all too popular and all too easy "trap" of living life by DEFAULT rather than by DESIGN. To live their life as an "Extraordinary" experience, rather than settle for a life which is far less than the one they are actually WORTHY and CAPABLE of having.

Let me give you some clarification on DESIGN and DEFAULT Living. Each of us has a CHOICE as to HOW we live our life.

**Living life by DEFAULT** is what we automatically get, when we don't choose to OWN and OPERATE our own life. People who live by Default spend a large amount of their time (unknowingly) avoiding failure and disappointment, and have a Scarcity mentality rather than one of Abundance. Default living is experienced by people who spend a good amount of their life putting up with unwanted circumstances, like not having enough money, a job that isn't Exciting, relationships that are uninspiring and living a life of "Ordinary". Needless to say, a steady diet of all these things can cause a lot of unnecessary stress, deplete one's levels of energy and belief in themselves and take away from their ability to wake up in the morning and be **EXCITED ABOUT THEIR LIFE**.

**Living life by DESIGN**, on the other hand means we have taken OWNERSHIP. It means we no longer "settle" for less than what we really deserve. It means we have taken the time to somewhat figure out things like; what we really value, what we are capable of, what we really want to do, become, and have and accomplish in this precious slice of time we call our life. Design Living is about having Abundance, Energy, Joy and Excited about waking up most mornings, and believing "It's a GREAT Day to be Alive!".

It's about creating our own reality, regardless of other people's opinions. It's about working at becoming our "Absolute Best" Version of ourselves and having the guts and courage to trust our intuition about what is right for us.



*"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."*

*-Steve Jobs*







## Become a “DRAG’N Slayer”

The only thing that stands between us and our “Best Life”,  
is “STUFF”.

Start making a list of the “Stuff” that is  
“Drag’n you down from living a “Get To’ Life  
and take time to “Deal With It”.

Very often people have “Stuff” that is bothering them  
but they never really take the time to look at it and  
decide on what they can do about it.

See Page 9 for a “Practice” you can  
learn to help you to become a  
“Drag’n Slayer for life.

*“You are bigger and better than any “STUFF” life  
could ever throw at you.”  
-Bob Koehler*



## Personal, Life-changing, Homework You "GET TO" Do.

1. Make an appointment with YOURSELF.
2. Make a list of the "Stuff" that you feel gets in your way of living a "Get To" life.
3. Review your list and decide which items on your list you have no control over, and which ones you do have control over.

(At this point just make your list and leave the next two steps for your next appointment with yourself.)

4. For each of the ones you do not have control over, let them go. Also, ask yourself how you can view these differently, so you can get over them.

### **"Build a bridge and get over it".**

5. For each one you decide you do have some control over, make a list of the possible solutions. Don't concern yourself with finding a solution, just write down all the possible solutions. You will find that in the next week or so, you will find your best solution will pop in your head, probably when you are having a shower or driving in your car. When it does, immediately write it down and then make it happen. (If you are in the shower at the time, towel off first and then write it down). (If you are driving in your car, wait until you have parked your car)
6. Continue to make appointments with yourself on a regular basis to work on your list of Stuff. People who live a "Get To" life, make sure they are working "ON" their life, not just "IN" it.

*"Courageous risks are life-giving,  
they help you grow, make you brave and  
better than you think you are".  
-Unknown*



## POWER PRINCIPLE:

Wake up every morning and BELIEVE

**YOU ARE “AMAZING” ...  
...because you ARE!**

Never lose sight of the fact that you were born as a One-of-a-kind, Unique, and AMAZING human being. You were born with Talents, Abilities, Gifts, Value, Worth and GREATNESS.

Your job in life is to discover what your uniqueness is all about, develop it and give it back to the rest of the world.  
-Bob Koehler

~

*“To be nobody-but-yourself in a world which is trying both night and day to make you like everybody else, is to fight the most difficult battle you will ever fight— and never stop fighting.”*  
-E.E. Cummings



# A Power Practice

that can CHANGE YOUR LIFE!



## CONCEPT:

Taking time to focus on what you already have. The things you appreciate, the things you are grateful for.

I'm not exactly sure why people do this, but there is a tendency to spend more time focusing on the things we WISH WE HAD in our life and TAKE FOR GRANTED a lot of we already DO have.

*“Whatever you focus on EXPANDS”*  
-James Allan

For example, I mentioned earlier that I appreciate the fact that I “GET TO” wake up in the absolute best country in the world every day. I ask my audiences if they think the average adult in this country wakes up most mornings and gets ENERGIZED by that thought, and the answer I always get is NO. We might all agree that we live in a great country, but we have the OPTION of being ENERGIZED by that thought once we CHOOSE to no longer take it for granted.

If you have a JOB, you might not realize that millions of people do not have a JOB. There are probably thousands of people who would love to have YOUR JOB. You may not have perfect health but I can guarantee you that there are millions of people who probably have more challenging health issues than you will ever have.

If you and I took the time to pull back from all our BUSYNESS in life and REFLECTED on all the great things we already have and then WRITE THEM DOWN, it helps us to gain an APPRECIATION and ENERGY that we would not normally have.

A WORTHWHILE PERSONAL PROJECT is for you to make your list of things you already have that make your life “Extraordinary”.

You may already appreciate a lot of things you have in your life but WRITING THEM DOWN is very powerful. DO IT and you will see what I mean.

After you have made your list, read it over on a regular basis, especially when you are in the midst of dealing with “LIFE’S STUFF”. It helps you to RENEW YOUR PERSPECTIVE about what you already have going for you. Reminding yourself of this ENERGIZES YOU.



“Everybody dies, but not everybody LIVES”  
-Braveheart (the movie)



Real “LIVING” goes beyond getting up in the morning  
and going through the motions of life.  
It goes beyond living a “NORMAL” or “AVERAGE” Life.

LIVING YOUR LIFE TO THE FULLEST is about  
being “EXCITED” about getting up in the morning  
and believing you “MAKE A DIFFERENCE”  
every day, in everything you do.  
It’s about becoming your “Absolute Best” Version of yourself...  
...BECAUSE YOU CAN!  
-Bob Koehler

# Activities You Can Do to Work "ON" Your Life During your "ME" Time



## Your "Happening" Hour

1. Write in your Journal
2. Make a list of the reasons you are Excited about your Life.
3. Make a current list of:
  - things you are thankful for
  - your accomplishments—what things have you done in your life you are most proud of. –what challenges did you have that you thought were impossible, but you got through them? How did that make you feel? What did you learn about yourself?
  - What experiences have you had that you have learned from and have made you a better person?
4. What do you like about you?  
What makes you unique?
5. What activities do you like to do that give you joy or pleasure?  
What things make your life worthwhile?
6. What things are important to you that you want to yet do, become or accomplish in your lifetime?
7. In what ways does your job give you a sense of significance.  
What are the things you do in your job that make you feel like you Make a Difference? How can you do things in your job differently that give you a sense of Making a Difference?

*Realize that the only time you and I ever really have is NOW! Nobody is guaranteed tomorrow, no matter how healthy they might be. Learn to savour and enjoy and embrace each day for all of the little things that you often take for granted because you get caught up in being "BUSY" and forget how important "LIVING" each moment and each day really is.*

*"It's a Great day to be ALIVE—no matter what's going on in your life—if you'll just be wise enough to look for the good stuff.-Bob Koehler*



# Your Ultimate Freedom by Bob Koehler

To OWN YOUR LIFE is YOUR Ultimate Freedom. So many people don't own their life and they don't even realize it.

Many people when things go wrong in their life are very quick to find someone or something other than themselves to BLAME.

Blaming is easy and it excuses the blamer from taking responsibility for making the situation better. The only problem with that is they are no longer in control.

*"When we blame we give control to the person or situation we believe is the cause of our problem."*

Some examples of useless blaming are, the weather, the government, the economy, the stock market, the company we work for, our lousy pay, not being appreciated by others for all that we do, the fact that we are too tall, too short, too fat, too thin, or had to leave school early or didn't get the education we needed, or were born on the wrong side of the tracks, had a rough childhood and blah, blah, blah.

**"GET OVER IT!"**

One way to practice owning your life is, the next time something unfavourable happens in your life, ask yourself the question, "What am I going to do about it?" And then do what needs to get done. When you do this YOU BECOME YOUR OWN solution. You reclaim OWNERSHIP of your life and win back your FREEDOM.

*"You are the only problem you will ever have, and baby, you are the only solution."*

*"Take responsibility for your own morale"*

*"Take responsibility for your own happiness"-Bob Koehler*





## Journalize your "Extraordinary" Journey

The purpose of “Journalizing” is to take some “ME time”, daily is recommended, and write down your thoughts about what is going on in your life. It’s a good idea to do this either at the beginning or end of your day or during your “ME” time that you schedule in your life.

We all have times when things are not as Extraordinary as we would like them to be and when that happens it really helps to write it down in your journal. This is a way to get things “off your mind” and “down on paper”.

It’s a bit like doing your own personal therapy, by constructively dealing with life’s challenges and difficulties.

Journalizing is also a way to capture snapshots of the highlights or successes in your life. Overcoming challenges or achieving something that you didn’t think you could do, are always good things to write down in your journal. By writing these moments down it imprints the feelings and emotions you have into your sub-conscious mind, and the next time you run into fear or a difficulty you will be reminded that you have conquered things like this before and you will have a better mental frame of mind to deal with it.

Happy Journalizing!  
Bob

*“Your life is only as exciting as your reasons for why you get up in the morning. Get yourself some powerful, energizing and passionate reasons, and you will be fully ALIVE all your life.”*

-Bob Koehler





# Actionable Ideas

Things I will Practice to Elevate My Levels of Extraordinariness in my work and personal life and to become the "Absolute Best" Version of myself.

## IN MY WORK:

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## IN MY PERSONAL LIFE:

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***"Do or do not. There is no try".  
-Yoda***



## Bob's Books to Grow By

Choose "EXTRAORDINARY" ...because you CAN!.....	Bob Koehler
Good to Great.....	Jim Collins
Guts.....	Kevin and Jackie Freiberg
The 8 <sup>th</sup> Habit.....	Stephen Covey
Boom.....	Kevin and Jackie Freiberg
The Four Agreements.....	Don Miguel Ruiz
The Anatomy of Peace.....	The Arbinger Institute
Letting Go of Your Bananas.....	Dr. Daniel Drubin
Leadership and Self-Deception.....	The Arbinger Institue
Who Moved My Cheese?.....	Spencer Johnson, M.D.
Slowing Down to the Speed of Life.....	Richard Carlson
Tuesdays with Morrie.....	Mitch Albom
Prescriptions For Living.....	Bernie Siegel, M.D.
The Fred Factor.....	Mark Sanborn
You Don't Need a Title To Be a Leader.....	Mark Sanborn
Going Deep.....	Ian Percy
Don't Sweat the Small Stuff.....	Richard Carlson, PH.D.
The Monk Who Sold His Ferrari.....	Robin S. Sharma
E Myth Mastery.....	Michael E. Gerber
The 7 Habits of Highly Effective People.....	Stephen Covey
The Road Less Traveled.....	M.Scott Peck M.D.
The Joy of Stress.....	Dr. Peter Hanson
Emotional Intelligence.....	Daniel Goleman
Principle-Centered Leadership.....	Stephen Covey
The Bible.....	
Chicken Soup For the Soul.....	Jack Canfield, Mark V. Hansen
Think and Grow Rich.....	Napoleon Hill
The Magic of Believing.....	Claude Bristol
Living, Loving and Learning.....	Leo Buscaglia
Oh, The Places You'll Go.....	Dr. Seuss
Wherever You Go There You Are.....	Jon Kabat-Zinn
Men are From Mars, Women are From Venus.....	John Gray
The Joy of Not Knowing it All.....	Ernie J. Zelinski
Herman.....	Jim Unger

# Bring

THE

# BOB

FACTOR

# into your organization!

Everybody needs to renew and recharge their perspective on a regular basis to maximize their performance at work and in their personal life. Give some thought to bringing Bob's energy, inspiration and message into your organization.

## **Your people will thank you for it.**

Here's what some staff members have said about Bob's message:

"Bob, I heard you 15 years ago and I still remember and practice your "wisdom". We've all heard many inspirational speakers, but YOURS Made a Difference!

"I like the way you made me feel, about ME."

Bob made me realize that I have become complacent about my job and I would prefer to be Amazing again. I now realize I need to take charge and get back on track. Thanks Bob."

"You have been the most OUTSTANDING speaker we have ever had. I want all my staff to hear your message."

"Bob, when I first came to your presentation I honestly thought it would be a huge waste of my time. Thank you for proving me wrong."

"I learned that loving my job is not something to hide, but something to be proud of."

"Every staff member should have an opportunity to hear Bob's message-- it is life-changing!"

**CLICK HERE FOR MORE INFORMATION!**

[www.bobkoehler.com](http://www.bobkoehler.com)



## Choose **“EXTRAORDINARY”** Because You Can!

A STAFF DEVELOPMENT PROGRAM THAT IS  
“POSITIVELY, ENERGIZINGLY, and REFRESHINGLY”  
DIFFERENT

It's all about YOU!

*“To be “EXTRAORDINARY” at WHAT YOU DO,  
starts with being “EXTRAORDINARY” at WHO YOU ARE”*

-Bob Koehler

This SESSION is about:

Having and Sustaining an ABUNDANCE of Personal Energy in your job  
and in your personal life.

Learning how to live a “GET TO” life in a “HAVE TO” world.

OWNING YOUR LIFE, so you are NEVER a VICTIM  
of circumstances or other people.

CHOOSING to live your life by DESIGN, rather than by DEFAULT.

Learning WHY you want to take 100% RESPONSIBILITY for your own morale.

Developing RESILIENCY skills that give you a HEALTHY PERCEPTION about  
being able to more effectively deal with life's difficulties, challenges and STUFF.

Waking up MOST mornings and being Eager and Excited about your life.

Knowing you are one “AMAZING” person, no matter what life may throw at you.

Believing you have the “Absolute Best” job you ever had, all your life.

Learning to do the simple, easy to do daily “PRACTICES” that make your life  
“EXTRAORDINARY”, that the MAJORITY of people choose NOT to do.

Learning “PRACTICES” to keep your “EXTRAORDINARY” LIFE, ALIVE!

## Choose **"EXTRAORDINARY"** Because You Can!

Living by DESIGN rather than by DEFAULT

What participants said:



*"I loved the session. I laughed a lot and was moved. I learned a lot about myself at this session. I will definitely work towards being a "GET TO" person, rather than a "HAVE TO" person.*

*"Your session helped me to realize that the only thing stopping me from living the life I really want is...ME!"*

*"I just had to say this...I have been to many seminars and heard a lot of speakers but you have been the most thought provoking and influential speaker I have ever had the privilege of listening to. You speak about a higher level of living!! This touches on every single thing we do and say during our lifetime."*

*"Bob made me realize I have become complacent about my job and I would prefer to be "Amazing" again. I now realize what I need to do to take charge and get back on track. Thanks Bob!"*

*"I like the way you made me feel about ME!"*

*"I learned that loving my job is not something to hide, but something to be proud of."*

*"Bob, when I first came to your session, I honestly thought it would be a huge waste of my time. Thanks for proving me wrong."*

*"Your presentation was entertaining, uplifting and most of all "Refreshingly Different" in its Simplicity. I have heard many terrific speakers but none have managed to leave me with so many nuggets of ideas I can use."*

*"Loved his style, funny, casual, real, great energy and powerful. Your message was just what I needed to hear, right when I needed to hear it. You are "Amazing"*

[www.bobkoehler.com](http://www.bobkoehler.com)

**Why it is so SIGNIFICANT to have  
a MAJORITY of your STAFF to be EAGER and EXCITED  
about coming to work most days**



**People's PERCEPTIONS of their  
jobs impacts everything in your organization**

**The Quality of the Service people deliver to your  
Customers, Patients or Clients every day**

**Employee ENGAGEMENT and level of PERFORMANCE  
Overall Staff Morale**

**Your Organization's Culture**

**The level of Innovation and New Ideas**

**Relationships with each other/Teamwork**

**The levels of stress people experience**

**How well people "Embrace Change"**

**Willingness to do "More with Less"**

**The Financial Wellness of your organization  
Your organizations Image/Perception/Reputation  
with Customers and your Community**

