

A blue-tinted photograph of a person standing on a beach looking out at the ocean waves. The person is small in the frame, standing on the sand near the water's edge. The ocean waves are breaking in the distance, creating white foam. The overall scene is serene and contemplative.

# SELF-CARE

AS A LEADERSHIP DISCIPLINE

MICHAEL HYATT



This is  
**ELON MUSK.**

44

If other people are putting in 40-hour workweeks and you're putting in 100-hour workweeks, then even if you're doing the same thing . . . you will achieve in four months what it takes them a year to achieve.



THAT'S PERFECTLY GOOD ADVICE

**FOR A ROBOT**

A person in a dark suit is running on a rooftop. The background is a dark, overcast sky with some architectural lines. A large, semi-transparent red rectangle is overlaid on the left side of the image, containing the text 'HUSTLE FALLACY' in white, bold, sans-serif font. The person's legs and feet are visible on the right side of the frame, suggesting motion.

# HUSTLE FALLACY

Yes, We're Really Buying Elon Musk a Couch! [highlight]

625

1.00



HIGHLIGHT

# Buy Elon Musk a Couch

Share

Tweet

837 shares

This campaign is trending!

\$7,614 of \$1,000 goal

Raised by 592 people in 14 days

No Longer Accepting Donations

Share on Facebook

Created April 16, 2018



Ben Sullins

Medical

SAN DIEGO, CA

Top Supporters



THOMAS NELSON  
*Since 1798*



A photograph of a space shuttle in a large industrial facility, overlaid with a semi-transparent red filter. The shuttle is positioned horizontally, and the background shows the complex structure of the factory with various beams and lights. The text is centered over the shuttle.

**AMBITIOUS**  
BUT  
**EXPLOSIVE**



20

YEARS LATER

A grayscale photograph of a person's hand in a suit jacket pulling a handbrake in a car. A bright red rectangular box is overlaid on the right side of the image, containing the text 'AMBITION BRAKE' in white, bold, sans-serif capital letters.

# AMBITION BRAKE

THE  
**DOUBLE-WIN**  
TRUTH



**11-20%**

**HIGHER ON MONDAYS**





# YOU

A QUESTION FOR



**BENEFIT**

**1**

**Self-care gives you**

**ENERGY.**



I DON'T HAVE  
“TIME”

A silhouette of a person stands on the peak of a dark mountain range. The background is a starry night sky, bisected by a large, vibrant blue diagonal stripe that runs from the top left towards the bottom right. The overall mood is contemplative and vast.

**TIME**  
IS  
**FIXED**



**Your energy can**

**FLEX.**

**THE LAW OF**



YOUR SELF IS  
**CENTRAL**



**Give me six hours to  
chop down a tree and I  
will spend the first four  
sharpening the axe.**

**ABRAHAM -  
LINCOLN**



**BENEFIT**

**2**

**Self-care gives you an**

**EDGE.**



IT SEEMS  
**SELF-INDULGENT**



**SELF-CARE FUELS**  
**CREATIVITY**

# THE CREATIVE MIND



A group of people in a crowd, with a blue diagonal banner overlaid. The banner contains the text 'SELF-CARE BOOSTS CONFIDENCE'. The background shows people in a crowd, some with their hands raised, suggesting a concert or event.

**SELF-CARE BOOSTS**  
**CONFIDENCE**



A Recent  
Study

**14-17%**  
**HIGHER**

Self-neglect causes  
crises that cripple careers.



**BENEFIT**

**3**

**Self-care gives you**

**ENDURANCE.**



**Do you want**

**ONE-DIMENSIONAL  
or  
MULTI-FACETED**

**success?**



**Do you want**

**MOMENTARY**

**or**

**SUSTAINED**

**success?**



A Study of  
**INVESTMENT  
BANKERS**

**100-120**  
hours a week

WE THINK WE'RE

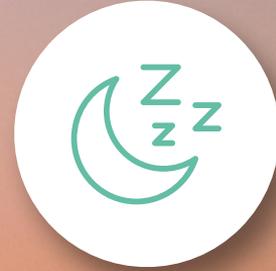
**THE EXCEPTION**



# A BRIGHTER ALTERNATIVE

Let's

# REVIEW



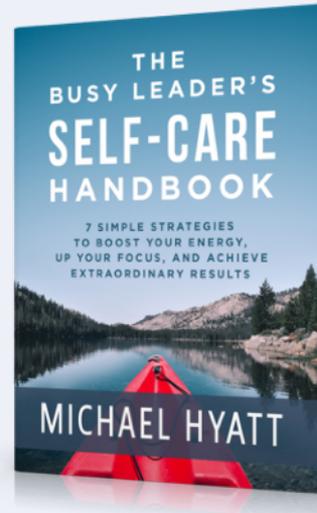
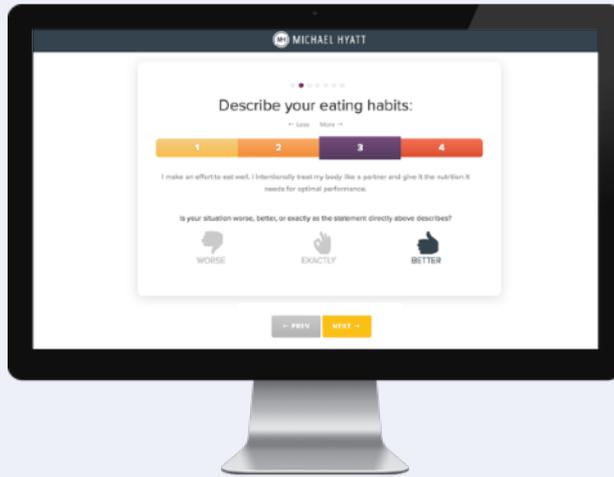
# THE THREE BENEFITS





**Set a goal of sleeping  
eight hours a night**

# The SELF-CARE STARTER KIT



Get your free copy at [michaelhyatt.com/selfcare](https://michaelhyatt.com/selfcare)

A photograph of a rocket launch. The rocket is positioned vertically in the center-left, ascending into a blue sky with scattered white clouds. A massive, billowing plume of white smoke and steam surrounds the base of the rocket, extending across the bottom and right side of the frame. In the background, the launch pad's service structure is visible on the left, and a tall, thin tower with a spherical top is on the right. The overall scene is dynamic and powerful.

# SELF-CARE

AS A LEADERSHIP DISCIPLINE



I'M AFTER THE  
**DOUBLE-WIN**

TRUTH





**Leaders go**

**FIRST**

The background of the entire image is a blue-tinted photograph of a person standing on a beach, looking out at the ocean waves. The person is small in the frame, positioned in the lower-left quadrant. The waves are breaking and creating white foam. The overall color palette is monochromatic, consisting of various shades of blue.

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