

# PREFACE

## AMBITION IS NOT THE PROBLEM

Accelerating: Increasing in rate, amount,  
or extent

Excellence: The quality of being outstanding

**Y**our success is the ultimate goal of this book. It means everything to me. Why? I believe striving to get better at what you do, no matter your starting point, is one of the greatest human virtues. Every problem you solve, every skill you sharpen, and every mindset you elevate sends powerful ripples through the world – in ways you may not see right now.

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The impact we could have on the world if more people knew how to accelerate their pursuit of excellence is unfathomable. I've seen the transformative power of these principles with my own

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eyes. The better we all understand how to accelerate excellence, the quicker we can make the things that matter to us all get better, faster. There is no limit to the good that we can do.

There is a chance that you don't yet realise how much you're capable of. I do. I've studied potential for twenty years, and I know this: You matter. We need you. Your family needs you. The world needs you. This book is my plea to you to aim higher, step up, and become everything you're meant to be.

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If this sounds intimidating, then here's something that's important for you to know. You possess an incredible asset: your mind. There is no cap on your mind. It will always adjust to the stimulus you provide. You have experienced glimmers of your true potential – even if just for a moment. Those split seconds when you've been incredible or simply just inspired. They are reflections of what you're truly capable of. Those moments are yours to take. I want to show you how.

My goal is to give everyone the tools they need, to become everything they're capable of being. I'll stop at nothing to make this a reality. There is no end to the amount of good I believe this can do. This book is just the beginning – a blueprint for unlocking both individual and collective potential on a global scale.

I want to set the spotlight on expanding potential, bringing excitement, and chasing down excellence. My ambition is that the principles outlined in this book bring you the motivating, exciting, and inspiring confidence they did for me and so many

others. My hope is that you emerge inspired about the possibilities that exist before you, along with purpose, structure, and direction.

It's never too late. The best time to start? Years ago. The second-best time? Today. The secret to becoming unstoppable? Just start. So let's. The future is yours to shape.

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## Setting The Record Straight

From the moment our ancestors first struck flint to spark flame, they did more than kindle fires – they awakened an unrelenting desire to get better, faster. This fire is unquenchable and enduring, the source of every significant breakthrough since. Whilst our challenges have changed, our drive for excellence remains as strong as ever. We are all hardwired to pursue excellence, the *You 2.0*, is always in the cards in some area of life or another.

People who buy books with titles like *Accelerating Excellence* are driven individuals who have a desire to excel. We want it all, and we want it yesterday. But the most crucial question facing anyone striving to excel is: how do I go out there and get it? Very few of us know how to channel our talents and effort in order to fulfil our ambition. We are born with this extraordinary and adaptable machine: the human brain and body. But we aren't born with the software to operate that machine optimally. That must be learned.

Most of us learn a well-intentioned formula handed down by parents, schools, and the organisations we work for. We're told that if we're *ambitious* enough, if we *work hard* enough, and if we really put our *minds to it*, we can excel. If we don't make it? Then we just don't have what it takes. The myth of natural talent prevails.

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This book sets the record straight. Everyone who excels does so through aligning with a specific set of principles – often without realising it. Performance is never a coincidence. These principles enable them to get better faster and capitalise on their ambition, talent, and effort.

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In this book, I'm going to tell you what those principles are, why they are so powerful, and how you can align with them too. Tapping into these principles will spark a psychological and biological edge, unleashing an inner motivation, resilience, and confidence that will accelerate the pursuit of excellence in any and every field.

This book will show you how to go beyond reaching potential to continuously expanding it. The great news is that the pursuit of excellence is not limited by our genetic code. Under the right conditions, we all have the potential to develop exceptional abilities, which can lead to incredible achievements. This book is about what it takes to do so.

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For twenty years I've been hitting the theory as hard as I can with the biggest metaphorical hammer I could find. Discarding what didn't work, and refining what did. The principles that made it into this book have been forged in fire and tested in battle – proven in the most demanding arenas.

The hedge fund managers, specialist military units, and sports teams I've worked with aren't interested in effort alone, inspirational speeches, or optimistic theories. They care about one thing – measurable and enduring results. Just like we do. My work with them was judged on results. If I didn't deliver, I was out.

Change is constant. We know that the demands of human performance evolve across time, era, and culture. This book, and the human performance model within it, is about the fundamental principles of performance. The principles I hit with the hammer and didn't break, the principles that can be built upon year after year to accelerate excellence.

At its core, this book examines the scientific forces that can rapidly accelerate our pursuit of excellence. We'll explore some of the most pioneering organisations in the world, as well as exceptional individuals. The focus will always be on examining the controllable principles behind the action so that you can immediately put the science to work and accelerate your pursuit of excellence.

## Structure Of This Book

I have divided the book into five parts. Each one will give you a precise set of instructions that will enable you to get better faster. As we advance through each section, you will see how one mechanism reinforces the next.

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- In Part One we set the scene by outlining the universal challenges we all face in striving for excellence, introducing the *origins* of the principles in this book, and unveiling a system for the pursuit of excellence.
- In Part Two we dive deep into the most powerful mechanism that elite performers have aligned with more than any other: *concordance*. This is the secret to activating the psychological firepower – confidence, resilience, and motivation – that we all know drive success.
- In Part Three we uncover a set of *skill acquisition* superchargers. These proven strategies accelerate the rate at which you acquire and retain the skills that will power you to the top.
- In Part Four you will be shown how to master *emotional control* – perform at your best under extreme pressure, master the art of not panicking, and, vitally, how to truly detach and enjoy rest.
- In Part Five you will learn how to systematize your pursuit of excellence, how to embrace *continuous improvement*, and how to innovate and generate disruptive breakthrough solutions that enable you to stay at the top and accelerate ahead of the rest.

Ideally, you should read this book cover-to-cover, like you would a novel. But it's also designed as an active reference – a guide that allows you to flip to specific sections when you need quick insights. If you do have a pressing interest in concordance, skill acquisition, emotional control, or innovation, please feel

free to go directly to those sections. However, all these areas are interrelated, and you may find answers to your questions in the other sections.

I know you're busy. This book is built for action. The focus is not on scientific perfection, but accelerating your pursuit of excellence; therefore, I simplify things so we can apply the lessons fast – no PhD required. The mechanisms and techniques are not punishing, and small changes are all it takes. While the changes may seem small in isolation, in combination they can lead to explosive growth and breakthroughs in performance.

*Note:* The definitions and illustrations used in this book are specific to the subject of human performance, the goal of accelerating excellence, and the context of this book.

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- After twenty years studying human potential, I know this: You matter. The world needs you. This book is my plea to you to become everything you're meant to be.
- This book sets the record straight: Everyone who excels does so through aligning with a specific set of principles—often without realising it. Performance is never a coincidence.
- Your pursuit of excellence is not limited by your genetic code. Under the right conditions, you have the potential to develop exceptional abilities, which can lead to incredible achievements.
- For twenty years I've been hitting the theory as hard as I can with the biggest metaphorical hammer I could find. The principles in this book have been forged in fire and tested in battle.
- Tapping into these principles will spark a psychological and biological edge, unleashing an inner motivation, resilience, and confidence that will accelerate the pursuit of excellence in any and every field.
- It's never too late. The best time to start? Years ago. The second-best time? Today. The secret to becoming unstoppable? Just start. The future is yours to shape.