THE WAR MEASURES MANUAL

A Robin Sharma Resource for Public Service
“When life seems tough and you wonder why.
Remember, the teacher is always quiet during a test.”

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Dear Citizen,

We are facing enormously stormy times as the pandemic ravages the world and global economies collapse.

First, please know and trust that volatility always gives way to tranquility. And—as Friedrich Nietzsche taught us: “chaos gives birth to dancing stars.”

We human beings are braver than we think. And stronger than we know.

We will overcome this. And the messiness will eventually lead to a world with even more pure leaders, greater creativity and a decency that knows fewer limits.

I’ve handcrafted this manual to help you insulate your positivity, protect your productivity, fireproof your business and rise out of the imminent danger with rich confidence. And glorious peace.

Stand Strong. And Be of Good Courage.

Robin Sharma
Humanitarian + Leadership Missionary
What you should do to thrive while we are on wartime footing:

1. Stay at home and self-isolate. Do this to guard your fine health and that of your family. And to honor your responsibility to not infect your community.

2. View this time as an opportunity to read valuable books that will reshape your thinking, produce work that will represent your magic and strengthen yourself, so you rise in self-mastery. You will see more of what you are looking for, so less news and more growth is an intelligent move.

3. Protect your good health by exercising in a room, stay hydrated by drinking more water, get sun if you can to boost vitamin D, remain nicely rested and do all in your power to battleproof your immunity.

4. Reach out to other family members, friends and neighbors digitally to offer them support, share how you’re doing and remain connected amid the unusual isolation.

5. Leverage the enforced quietude of this time to rework any insecurity into bold and beautiful creativity. The best artists exploited their suffering to produce their masterpieces. Write the book you’ve wanted to write or paint the art you’ve always wished for the world.
Heroes are born—not during times of ease but in periods of dangerous discomfort.

Mandela became Mandela on Robben Island.

Rosa Parks became a hero while facing mistreatment.

And Churchill became Churchill amidst the violence of war.
During this dark period we must navigate, many of our fellow citizens are facing great anxiety and outright fear for their lives.

Here are 6 philosophical tips to help you stay hopeful, grateful and strong:

1. Know that this too shall pass. Winters always yield to Spring. It’s just the way the world works.

2. Trust that the mess will remake us into wiser, more creative, braver and more noble people. Life will become even better than before. Have little doubt that what’s coming for the planet will be amazing.

3. That which makes us scared has simply activated pre-existing fear. If it wasn’t there before, it wouldn’t be triggered now. And where the response is hysterical you can know the wound was historical. This is a good time to heal the cuts that have limited you as a leader and release the chains that have bound you as a human. Once you improve your inner world, you’ll see your power to manage the outer world rise exponentially. Leadership begins within.

4. The job of a leader without a title is to represent courage to scared people. And to stand for undefeatability while others are in panic. Be a force of steadiness for all around you.

5. Maintain perspective. History shows that tragic events happen. Human beings unite. Innovation and invention increase. Solutions are found. And society advances.

6. Heroism isn’t a natural gift. It’s a trained result. By protecting your family, mentoring your teammates [digitally], practicing your mastery and serving the world in your own way through this, you will come out on the other side transformed. Nearer to your finest self.
In *The 5AM Club* I explained the precise morning routine used by great leaders and creative legends. It is currently helping my followers stay strongly focused and immensely productive.

Here’s why: The way you begin your day through this challenging season will profoundly shape how the rest of your day unfolds. As the Spartan warriors would say: “Sweat more in training and you’ll bleed less in war.”

The opportunity in front of you—in this crisis—is to leverage the time at dawn for personal strengthening and deep self-care. And as you bulletproof your inner life you will also be battleproofing your outer world.
Here are 8 tactics to start your mornings strong and make the hours that follow as excellent as possible:

1. **Rise with the sun to ensure you have some time for yourself.**
   
The hours before dawn bring splendid gifts. It’s the best time of the day to work on growing the warrior and everyday hero within you. [Yes, this means you should sleep earlier as well; as I wrote in the book: “Rest is not a luxury—it’s a necessity”].

2. **Do some sweaty exercise.**
   
   This could mean you run on the spot, skip like a boxer in training or do jumping jacks as they do in military boot camp. Doing so—shortly after you rise—releases BDNF so that brain cells damaged by stress are repaired. And you process information more quickly [an essential skill of a wartime leader]. An early morning workout also releases dopamine, serotonin and norepinephrine, which makes you feel happier, calmer and more focused in the face of the massive distractions of this time.

3. **Read a truth-filled book.**
   
   Reading is having a conversation with the author. And conversations shape and inspire us [if they are wise conversations]. Biographies of the great women and men of the world will insulate your hope. And build a moat around your enthusiasm for a brighter future [it’s coming]. I have provided a list of books that have helped me during hard times at the end of this manual.

4. **Write in a journal.**
   
   Record lists of what you are grateful for so you stay focused on what’s good in your life. Process through any fear, guilt and disappointment so you release it versus repress it. Note your creative ambitions and next-level goals to keep you excited about all you’ll experience ahead.
5 **Cultivate positivity.**
In uncertain times you have been granted the chance of being able to watch your weakest beliefs. Pay attention to how you are thinking. Then use this time of isolation to build a better mentality. Meditate. Pray. Affirm. Visualize. Grow.

6 **Commune with nature, as much as possible.**
If you live near a forest or by a mountain, physical distance yet walk where it’s safe. Or order seeds and grow flowers or a garden within your home. Nature is life’s wonderful restorer. Get closer to it.

7 **Avoid toxic people where you can.**
Through the scientific phenomenon of emotional contagion, we adopt the feelings of those around us. And via our mirror neurons, we mimic the behavior of those we associate with. So use the news as a tool not a drug. Unfollow social influencers who deplete your joy. And spend less time with energy vampires.

8 **Structure your days.**
The quality of your days reflects the wisdom of your schedule. Have a written game plan for each day. Include your morning routine, your creative work, your family hours and your recreation time.
Much of my work over the past 24 years involves helping industry titans, professional athletes and world-builders fully express their gifts and talents.

In this stormy season of our civilization, it is essential to shift from victimhood to leadership. To lead is to free yourself from excuses, protect your positive focus and raise the spirits of all around you.

If you are in a position of leadership please remember: anyone can lead when times are great. The great ones lead when things fall apart.
Below are 6 proven principles to show brave leadership amid deep crises:

1 **Prioritize Versus Become Paralyzed.**

   During WW2, Winston Churchill used labels that read “Action This Day” for files that required immediate execution. His team clearly knew that these involved matters that were not to be ignored.

   Great leadership during times of crisis is more about subtraction rather than addition. Do less to achieve more. Stay monomaniacally focused on the few projects that will help your business flourish. And make our world a brighter place.

2 **Overcommunicate and Never Spin.**

   Don’t spin the truth when everything is falling apart. Be brutally candid yet always remain inspiring. Like the best wartime generals, deliver sober reporting yet protect the hope of your followers at all costs. And be even more visible than usual. Reassure your team that the rough seas will give way to calm waters. And that if the right moves are made now, your business will grow even better than before.
3 Move Fast and Be Decisive.

Gather the facts. And then pull the trigger.

LVMH is France’s largest company. Bernard Arnault, the 71-year-old tycoon who built the firm into a luxury powerhouse, was asked by the French government to assist in the production of hand sanitizers for hospitals. His near-instant reply to the request was via a text that simply said, “Excellent!”

The general-secretary of LVHM said this of Arnault: “He bombards you with questions and then goes off to think. It’s a family owned company with a guy at the top who makes decisions quickly.”

Only 72 hours after being asked for help to fight the battle against the Coronavirus, the first bottle of hand sanitizing gel came off the factory line. A hospital worker in Paris who used the gel posted a photo on social media saying: “Thank you. The product is magnificent in every sense of the word.”

Part of the reason the pandemic is killing so many is that so many people hesitated. They waited to watch what the virus would do before they took swift action. In a war, hesitation costs lives. And overdeliberation destroys nations.

4 Hope for BCS Yet Plan for WCS.

Keep your focus on the Best Case Scenario [BCS] for your business. Yet, like any brilliant leader, plan for the Worst Case Scenario [WCS].

During the current turbulence, many human beings fell into Normalcy Bias, a psychological phenomenon that traps people into thinking that just because a “Black Swan Event” like a pandemic or economic depression has never happened in their lives means that history won’t repeat itself.

History always repeats itself which is why it’s wise to study history. And so it’s important to hope for the best and prepare for the worst. Never panic. Always anticipate so you’re not blindsided. [It’s better to be ready for tragedy and wrong than underprepared—and dead].
Go ELO + Obsess with ABDOV.

Lockdown cash. Cut costs. Batten the hatches of the boat to ride out the storm. And yet, “never waste a good crisis.” [credit: Winston Churchill].

Become an Extremely Lean Organization [ELO]. Small ships can navigate dangerous seas with agility, quickness and precision. Bloated firms will fail now.

Yet definitely use the crises to grow. Ask yourself: “What’s the opportunity to add more value to my customers here?” And, “How can we produce magic for the world in the face of all this?”

ABDOV stands for Always Be Delivering Outrageous Value. The marketplace rewards mastery, in good times—and bad. Now is when you and your team get to rise to your best.

Amplify Education and Reduce Entertainment.

In hard times human beings seek comfort.


And yet, doubling down on your dedication to learning and improving. And your knowledge is mission-critical to ensuring your business thrives and your people are protected.

Information excellently executed on is extremely powerful. Read the robust information that allows you to form thoughtful opinions that drive intelligent actions—avoiding fake news and pseudo-experts. Setting aside a two hour learning period at the end of each work day at home is a smart habit. That will maximize your impact. Because as you know more you can do better. And education is inoculation against disruption.

Investing in your growth grows every other area of your life. Always.

I’m giving free access to The Everyday Hero Formula, a valuable 4-part online video program for people who wish to stand strong amid all challenges, perform at elite levels and have a giant impact on society.
PRO TIPS

Remember that the job of a leader is to create more leaders:

1. Coach your teammates.
2. Send them articles.
3. Teach them tactics.
4. Fuel their growth.
5. Encourage their strength.
The Wartime Measures Checklist

☐ Install a morning routine that fortifies my good health and makes me a stronger [and better] human.

☐ Build a 12 week “Wartime Reading Curriculum” of 12 books that will transform my leadership and mastery.

☐ Write a daily schedule to ensure I exercise, do my Mindset/Heartset/Healthset/Soulset work each morning as well as stay productive as I do my craft.

☐ Handcraft a clear plan for my family in case of emergency.

☐ Have enough food and water in storage.

☐ Write essential/emergency phone numbers in a “Crisis Readiness” notebook.

☐ Ensure I have a full tank of fuel.
Recommended Reading for Wartime Leadership

*The Meditations*
by Marcus Aurelius

*Long Walk to Freedom*
by Nelson Mandela

*The Last Lion: Winston Spencer Churchill*
by William Manchester

*The Power of Positive Thinking*
by Norman Vincent Peale

*On The Shortness of Life*
by Seneca

*The Prophet*
by Kahlil Gibran

*Titan*
by Ron Chernow

*A New Earth*
by Eckhart Tolle

*The 5AM Club*
by Robin Sharma