

BY ROBIN SHARMA

# The 26 Titan

PRINCIPLES



TO LEAD A GIANT LIFE, BEGIN **with giant thoughts.** **Greatness** BEGINS BEYOND YOUR COMFORT ZONE. **To have a life very few have, do the things very few will do.** THE MARKETPLACE **always rewards mastery.** TO BECOME A 20X BETTER PERSON, SET - AND EXECUTE - A 20X **larger vision.** YOUR PERFORMANCE RISES TO THE LEVEL **of your associations.** GREAT PROJECTS ARE PRODUCED VIA **great passion** (NOT COLD LOGIC). DREAMS (AND IDEAS) ARE WORTHLESS WITHOUT **execution that is absolutely relentless.** YOUR LIFE REFLECTS **what you've settled for.** IT'S NOT ONLY YOUR OPPORTUNITY BUT YOUR **RESPONSIBILITY** TO ACHIEVE RARE-AIR SUCCESS. **Excuses are liars. Fears are thieves.** BE A **champion** VERSUS A CYNIC, AN **encourager** VERSUS A CRITIC. TO HAVE AN AMAZING COMPANY, DEVELOP AN **amazing team.** Your work is your craft. Your life is YOUR ART. GENEROSITY BREEDS VICTORY. TO MAKE MILLIONS, HELP MILLIONS. **Focus is more** VALUABLE THAN INTELLIGENCE. THE FUTURE BELONGS TO THE **misfits, oddballs and visionaries.** **If it's not messy,** IT'S NOT TRUE PROGRESS. TAKE CARE OF THE RELATIONSHIP AND THE MONEY WILL TAKE CARE OF ITSELF. SUCCESS LOVES THE PERSISTENT. THE QUALITY OF YOUR **practice defines** the caliber of your performance. IMPACT IS MORE LUCRATIVE THAN INCOME. NOTHING CHANGES UNTIL **your mission** BECOMES YOUR OBSESSION. SAFE IS BORING. DARING IS HIP.

Aim for iconic. Rise to legendary.  
**Make history.**

BE GREAT,