

# Rich Wilkerson Jr.

- The Grind
  - Oftentimes, outlook will determine the outcome.
  - Great outcomes do not happen overnight; they happen over time.
  - The space between having a vision and seeing it come to fruition is the grind.
  - Ninety percent of what you do in leadership will go uncelebrated.
  - Anything great comes from a grind.
  - So many leaders are lost not in an epic battle but in the daily grind.
  - How we steward the mundane moments is what will create the memorable moments.
- Rename the Grind [06:00]
  - Names bring about an identity, and identity brings about purpose.
  - Everything you are facing in this season is part of the plan for what you are going to need in the next season.
  - God will not multiply what you fail to maximize.
  - Every season is important and has purpose.
  - Everything big used to be small, and big is a state of mind.
    - Do not let your feelings dictate your purpose, but let your purpose dictate your feelings.
    - Get good at looking at something that appears to be small and declare, “This is big.”
- Reframe the Grind [12:00]
  - You will grow weary in doing good if you do not choose to see it differently.
    - We do not see things the way that *they* are; we see things the way that *we* are.
    - Often we have a poisoned perspective, which prevents progress.
  - The healthiest mindset a leader can take on is the mindset of gratitude.
    - Things you appreciate tend to get better; things you depreciate tend to get worse.
    - Comparison culture robs us of gratitude.
    - The grass is not greener on the other side; the grass is green where you choose to water it.
  - Perfectionism robs us from seeing the beauty of where we are right now.
    - Stop saying it could have been better, and start saying it could have been worse.
    - You might not be exactly where you want to be in life, but you are not where you used to be.
- Remain in the Grind [17:50]
  - What you are doing is meaningful; it matters.
  - Not every season in life is about conquering; some seasons are simply about enduring.
  - It is not about what happens to you in life; rather, it is about how you respond to what happens to you.

- Even when you face rejection and failure, make a decision to remain in the grind.
- When you rename, reframe, and remain in the grind, you produce resiliency.