



REDEFINING HIGH PERFORMANCE FOR WORKING AMERICA



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Introduction of the National Study

Thank you for your interest in the national research - Redefining High Performance. We are excited to present fresh data and unexpected findings that offer valuable new insights into achieving high performance.

Ty Bennett has spent the past 20 years building businesses, as well as studying, interviewing, writing about, and speaking to some of the highest performing companies and organizations in the world.

Over the last six years, Ty's sons and coauthors, Tanner and Drew, have become elite athletes, competing in Ninja Warrior.

Together, our passion and curiosity around high performance has grown tremendously over the last six years. That is what led us to conduct our own research in partnership with The Center for Generational Kinetics.

The national PHD led study included a custom 16-question High Performance survey. The quantitative study was administered to 750 U.S. respondents ages 18–65. The sample was weighted to the 2020 U.S. Census data for age, gender, ethnicity, and region. It has a margin of error of +/-3.58 percentage points. **It is an accurate look at high performance in the current state of working America.**

Our research revealed that only 33% of Americans believe their employer has a clear, shared understanding of high performance. For that reason, we have set out to **Redefine High Performance**. To give clarity, insights, and best practices to individuals and organizations who want to raise their level of performance.

The 2024 National Research Study, Redefining High Performance, is divided up into three sections. Each of these sections highlights a distinct area of discovery that we consider significant.

Section 1 - Drivers of High Performance
Section 2 - Barriers to High Performance
Section 3 - High Performance for Leaders

33%

of Americans believe their employer has a clear, shared understanding of high performance.



We hope that this study and the data presented will provide a blueprint for individuals and organizations who want to increase performance, drive growth, foster innovation, enhance efficiency, strengthen collaboration, improve customer satisfaction, streamline processes, build resilience, optimize resources, and expand market reach.

High performance is important because it drives success, growth, and satisfaction in both personal and professional endeavors. We believe this research will help you in these seven crucial areas.

1. Achieving Goals

High performance ensures you meet or exceed your objectives efficiently, whether they're personal milestones, team targets, or organizational goals.

2. Creating Impact

Performing at a high level allows you to make a meaningful impact, whether it's delivering exceptional results, inspiring others, or contributing value to society.

3. Maximizing Potential

Operating at peak performance helps individuals and teams unlock their full capabilities, fostering continuous improvement and innovation.

4. Building Trust and Credibility

Consistently delivering high performance establishes a reputation for reliability, competence, and excellence, earning respect and trust from peers and stakeholders.

5. Increasing Resilience and Confidence

Performing at your best boosts self-confidence, enabling you to tackle challenges with resilience and adapt to changing circumstances.

6. Driving Long-Term Success

High performance leads to sustained progress, better opportunities, and greater financial and personal rewards over time.

7. Enhancing Fulfillment

Pursuing high performance creates a sense of purpose and accomplishment, which contributes to overall happiness and well-being. Ultimately, high performance isn't about perfection but about consistently striving to excel and make a difference.



02

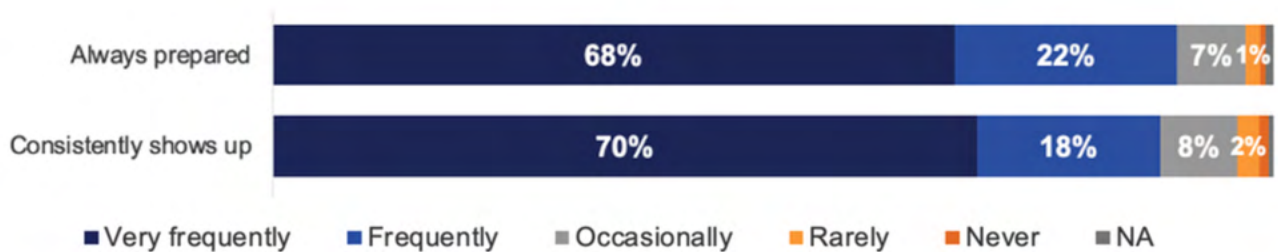
Drivers of High Performance

When it comes to high performance, the first area we wanted to understand was, “What drives it?” What are the attitudes, approaches and attributes that set apart high achievers from everyone else? Understanding high performance drivers gives us a roadmap, otherwise it is like planting seeds without knowing what type of soil they need. You might see some growth, but without understanding what truly nourishes the plant, it could wither or fail to reach its full potential.

Our research revealed four primary drivers to high performance. Below we will uncover what they are and help you to understand how to effectively use each of the drivers to raise individual and organizational performance.

According to our research, American workers believe that the two most important drivers of high performance are to **Be Prepared (90%)** and to **Consistently Show Up (88%)**.

HOW WOULD YOU RATE THE IMPORTANCE OF EACH OF THE FOLLOWING FOR AN INDIVIDUAL TO BE HIGH PERFORMING? (BY TOTAL)



These might not seem like the most exciting answers, but when it comes to High Performance what we continued to find in the research is it comes down to attitudes, mindsets, and actions that are within our control.

Driver #1 - Preparation

Preparation is crucial because it lays the foundation for success. Being well-prepared gives you a sense of control and boosts self-confidence, as you are better equipped to handle challenges and unexpected situations. Preparation also allows you to refine skills, gather resources, and plan more effectively, which leads to better execution and results. Knowing that you have planned ahead reduces uncertainty and helps you stay calm, focused, and composed under pressure.

Forms of preparation in work can vary depending on the nature of the task, but we put these forms of preparation into five categories:

1. Strategic Preparation

- **Planning:** Setting clear goals, timelines, and milestones.
- **Research:** Gathering relevant information, trends, or data.
- **Risk Assessment:** Identifying potential obstacles and preparing contingencies.

2. Technical Preparation

- **Skill Development:** Acquiring or refining necessary skills or knowledge.
- **Tools and Resources:** Ensuring access to and familiarity with required equipment, software, or systems.
- **Practice and Simulation:** Running through tasks or scenarios to build proficiency.

3. Logistical Preparation

- **Scheduling:** Allocating time effectively and prioritizing tasks.
- **Organizing Materials:** Assembling files, documents, or resources needed for the job.
- **Coordination:** Aligning with team members or external collaborators.

4. Mental and Emotional Preparation

- **Mindset Training:** Cultivating focus, resilience, and confidence.
- **Visualization:** Mentally rehearsing success in completing tasks.
- **Stress Management:** Using techniques like meditation or exercise to stay calm and composed.

5. Collaborative Preparation

- **Team Alignment:** Ensuring everyone understands their roles and responsibilities.
- **Communication:** Setting expectations and establishing clear lines of contact.
- **Feedback:** Reviewing plans or drafts with peers or supervisors to refine the approach.

Effective preparation often involves a combination of these forms, tailored to the specific demands of the work at hand.

It is important to point out the research revealed that high performers have a propensity toward action. For some people, preparation can be used as an excuse to avoid moving into action. What we found in our study is the preparation of high performers is intentional and very proactive to move them toward action in the best way possible.

INSIGHT FROM THE AUTHOR :

Our research shows that preparation is the #1 driver of High Performance but my experience with Ninja Warrior has also proven this to me. We refer to our training as “Course Work” because we emphasize running courses on a regular basis in preparation for competition courses. My Dad, (Ty) always talks about how his course work is role-playing his presentations and speeches. In our study, we found that 61% of working Americans believe that role-playing can positively affect your performance or outcomes. That is one form of preparation, but course work has been a game-changer for me as a Ninja Warrior Athlete. ***The question we like to ask our audiences is: What is your course work?***

— Drew Bennett



Driver #2 - Consistency

The second driver of success is consistently showing up. Daniel Pink observed that when it comes to performance “We overvalue intensity, and we undervalue consistency.” Consistently showing up is crucial because it builds a foundation for success, trust, and long-term growth. Consistency enables us in many important areas:

Consistency Builds Discipline and Resilience

Consistency creates habits that help you overcome challenges and persist, even when motivation wanes. It teaches you to rely on effort, not fleeting emotions.

Consistency Demonstrates Reliability

When you consistently show up, others can count on you. This reliability builds trust in personal relationships, teams, and professional settings.

Consistency Fuels Progress and Growth

Small, consistent actions compound over time. Even modest efforts, repeated regularly, lead to significant improvement and accomplishments.

Consistency Reinforces Identity and Values

Consistently showing up aligns your actions with your goals and values, reinforcing who you are and what you stand for..



Consistency Enhances Skill Mastery

Repetition and practice through consistent effort help you refine skills, deepen knowledge, and achieve mastery in your craft.

Consistency Creates Momentum

When you consistently show up, you build momentum, making it easier to continue progressing and tackling larger challenges.

Consistency Inspires Others

Your commitment sets an example, encouraging others to be dependable and persistent in their own efforts. Showing up, even when it's hard, proves your dedication and lays the groundwork for meaningful and lasting success.



79%

of working Americans think adaptability is an indicator of high performance.

Driver #3 - Adaptability

Adaptability is the ability to adjust to new conditions, environments, or changes effectively and efficiently. It involves being flexible, open-minded, and resilient. Adaptability is a critical trait for both individuals and organizations because it enables growth, innovation, and survival in a constantly changing world. That is why Charles Darwin said, "The most important factor in survival is neither intelligence nor strength but adaptability."

Adaptability is what is referred to as a distinguishing competency. When we think about intelligences, there are threshold competencies and distinguishing competencies. Threshold competencies like IQ, are a minimum standard. You must show the intelligence to handle the cognitive complexities of a job. Adaptability, however, is a distinguishing competency – it's what separates good from great. Distinguishing competencies are what bring promotions, set apart high performers and outstanding leaders.

INSIGHT FROM THE AUTHOR :

Ninja Warrior has taught me a lot about adaptability. Ninja Warrior courses are known for their challenging and unpredictable obstacles, requiring competitors to adapt quickly and think on their feet to complete the obstacle. This element of uncertainty enhances mental toughness, resilience, and problem-solving skills. As a 16-year-old who will become an adult soon in a world that is rapidly changing, I am grateful to be learning adaptability through my sport.

— Tanner Bennett

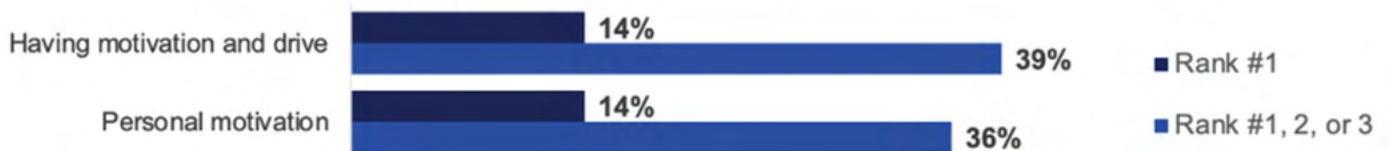


Driver #4 - Motivation

Motivation is the top ranked factor that drives organizational high performance. When asked, "What do you think most makes an individual in an organization high performing?" The top two answers pointed toward motivation.

WHAT DO YOU THINK MOST MAKES AN INDIVIDUAL IN AN ORGANIZATION HIGH PERFORMING?

(BY TOTAL)



Many people believe that motivation is innate - you either have it or you don't. And while some people are naturally more motivated than others, one of the best research evaluations of intrinsic motivation was established in the Self Determination Theory. Edward Deci of Rochester University and Richard Ryan of Australian Catholic University originated this theory. They were specifically studying extrinsic and intrinsic motivation. While performing this study, their research allowed them to draw some powerful conclusions regarding human nature. **They concluded that motivation is driven by a combination of Autonomy, Competency and Relatedness.**

Autonomy is the perspective that we have control of our outcome. We also have agency in the path to create that outcome—choice is an essential component. But autonomy is not running solo. An individual can be deeply entrenched in teamwork, or a team project, and still operate autonomously. Again, it is all about perspective. The moment we feel like a puppet, or sense that we are being tied down, motivation will decrease. Competency is that sweet spot where ability, experience, and confidence come together. Simply put:

ABILITY + EXPERIENCE + CONFIDENCE = COMPETENCE.

As leaders, we tend to focus primarily on ability when evaluating competency. Ability, by itself, is simply to possess the skills and abilities to do something. However, skills alone do not produce a desired or successful outcome. Instead, desired outcomes require a learner to have the wisdom to apply skills effectively and efficiently. That wisdom comes through experience and confidence. That is why it is rare for a freshman or rookie athlete to make a gigantic impact on the field or on the court. Because although they possess great ability, they lack game experience and confidence to perform at this new level. Competency requires all three components.

While autonomy is about individual perspective, relatedness is about connection. It is our interpersonal experience with others. Relatedness is also about making sense of how we fit into the world around us. Humans crave connection with other humans. We also crave being a part of something bigger than ourselves. This is no different in the workplace. People want and need relationships, and this is a primary driver of motivation.

Because of this research, we have been given an equation, a formula, a recipe if you will, to create high-quality, voluntary motivation within ourselves and others. The ingredients in that recipe are Autonomy, Competency, and Relatedness.

Learning High Performance

One of the questions we asked in the study was, “Where do you think you most learned your skills and abilities to be high performing?”

The answers to this question were a bit surprising because formal education, coworkers and boss ranked very low in the response. In fact, 76% of Americans believe you don’t need a college degree to be High Performing at Work.

This supports our outlook that High Performance is driven by intangibles: primarily mindsets and attitudes.

People attributed learning high performance principally to **Past Jobs or Work Experience (48%)** and **Life Struggles You Had To Overcome (38%)**.

People’s experience is chiefly important in helping shape their perspective, perseverance, and progress. **It is through experience that we learn adaptability**, the importance of **consistency** and the value of **preparation** which builds real **motivation**.



03

Barriers To High Performance

An MIT psychologist named Kurt Lewin is often called the father of social psychology. It was his research that resulted in The Force Field Analysis, a formula that explains why people – and businesses – either stay in the same place or move in a new direction. He postulated that, “An issue is held in balance by the interaction of two opposing sets of forces – those seeking to promote change and those attempting to maintain the status quo.”

In other words, if the driving forces and the restraining forces are equal, it’s like pushing the brake and the gas pedal at the same time. The vehicle isn’t going anywhere.

Only when the power to move outweighs the power to remain stationary does progress happen.

The simplicity of the analytic lends itself to an easy-to-understand diagram. In the drawing below, the goal is in the middle, flanked on one side by all the factors that will propel you toward it and on the other side by all the inhibitors that will keep you from it.



Most people spend the majority of their time on one side of the diagram. They look at ways to motivate themselves or their people or wonder why they’re not motivated enough to get the job done.

Spending time dealing with the opposing forces means identifying and removing obstacles and inhibitors, providing training, and individualizing our approach. It often takes a little more work. But it’s more than worth it. That is why we spent time researching the barriers to high performance to understand what stops individuals and organizations from reaching their full potential.

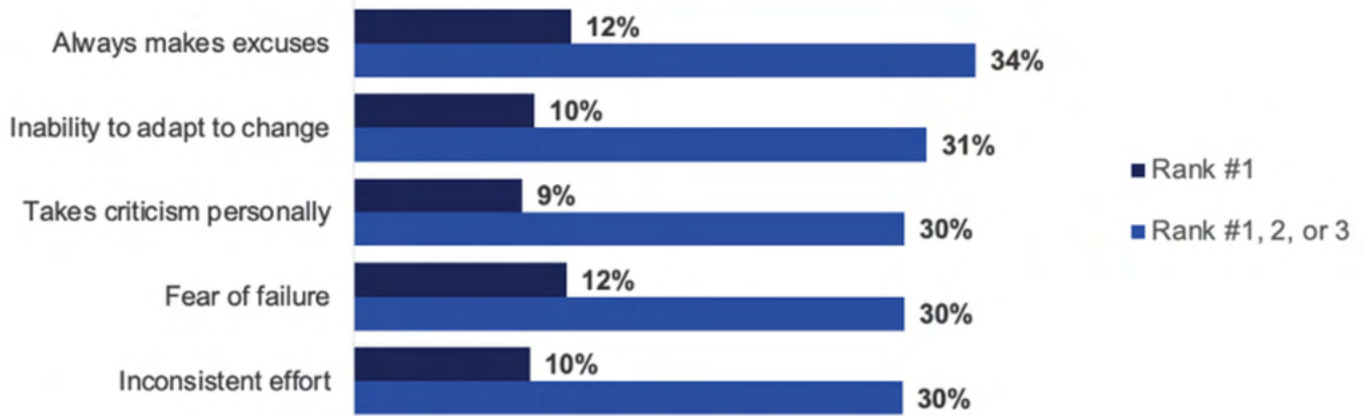
When asked to rank the top three barriers to high performance, people ranked them in this order: **1. Making Excuses (34%)** **2. Inability to Adapt to Change (31%).** **3. Taking Criticism Personally (30%),** **4. Fear of Failure (30%),** **5. Inconsistent Effort (30%).**

These top two barriers, making excuses and the inability to adapt to change, speak to a mindset of high performance that came through consistently in the research. We refer to it as an ownership mindset. High Performers take ownership of their goals, decisions, actions, growth, mistakes, results, and mindset. Jocko Willink, Former Navy Seal and author of Extreme Ownership, describes it this way, “Extreme Ownership. Leaders must own everything in their world. There is no one else to blame.”

Second on the list of barriers is the inability to adapt to change. We identified in the drivers of high performance that Adaptability is a crucial skill. Conversely, the inability to adapt to change presented itself as statistically significant.



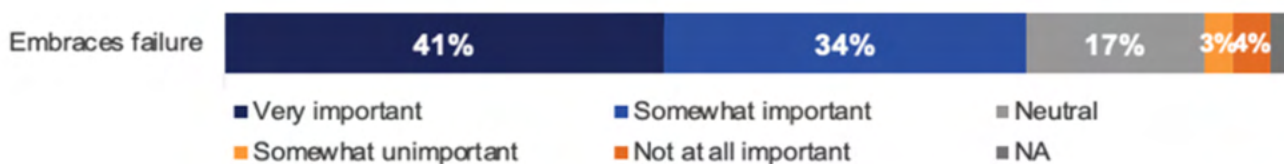
WHAT ARE THE THREE BIGGEST BARRIERS THAT CAN KEEP AN INDIVIDUAL FROM BEING HIGH PERFORMING? (BY TOTAL)



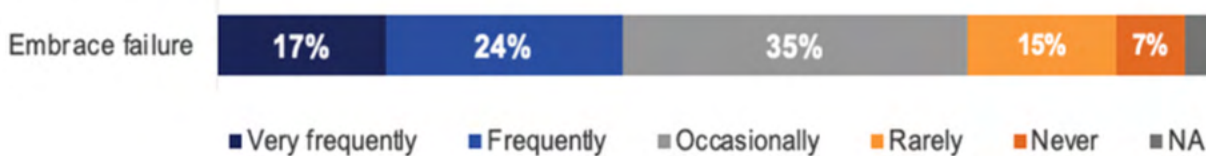
These five barriers are the things that hold us back from growth and showing up as our best selves. We asked study participants to rate their top three barriers which gave results in the order we stated above. But we also asked them to rate their #1 barrier to high performance and according to working America, the #1 barrier to High Performance is **Fear of Failure (12%)**. This is a big one. Fear of failure holds people back more than anything else. We were surprised to find that **25%** of working Americans think failing at work is a sign of weakness. There is a definite stigma around failure and to get past it the way we view failure must change. Another shocking statistic is **45%** of working Americans have also allowed a fear of failure to hold them back from opportunities at work. Fear of failure is a major roadblock for most people, which keeps them from becoming their best selves and contributing their best work.

One of the most interesting findings in the research is that people know that they need to embrace failure (75% say that it is important). But when asked if they embrace failure, the answer is no. (Only 41% of people say they embrace failure regularly)

HOW WOULD YOU RATE THE IMPORTANCE OF EMBRACING FAILURE FOR AN INDIVIDUAL TO BE HIGH PERFORMING? (BY TOTAL)



HOW FREQUENTLY DO YOU DO THE FOLLOWING? (BY TOTAL)



The disconnect between knowing the importance of embracing failure and the lack of doing it underscores the fact that fear of failure is the #1 barrier to high performance. Fear of failure shows up in many forms. Fear of failure could be a fear of the unknown or discomfort. We crave control and therefore stay within those confines. Fear of Failure could be fear of judgment. We fear being seen trying and what other people will think. Fear of failure could be fear of rejection. We don't want to feel the sting of dismissal or have others view us in a negative light. Fear of failure could be the fear of starting over. Nobody wants to start at zero again, the bottom feels daunting. And at times the fear of failure could be the fear of growth. There is pain and stretching involved in growing into new versions of ourselves.

Failure can evoke negative emotions. Fear is chief among them, but failure can also create shame, disappointment and can threaten our sense of self-worth. Failure can be a danger to our self-esteem. Failing can feel like a confirmation of personal inadequacy, which is hard to confront. At times, failure could create a loss of opportunity. Failure may result in missed chances for advancement, rewards, or other desired outcomes. Failure can bring up painful past experiences. Negative memories of failure can bring up an aversion to risking similar experiences in the future. And failure can create unrealistic expectations. People often set high expectations for themselves, equating failure with lack of competence or worth.

Culturally, we emphasize success and stigmatize failure, reinforcing the desire to avoid it. The high performers we have studied though, have a different mindset and approach when it comes to failure. **High Performers embrace failure and because of that they accelerate growth, learning and what is possible.**

Not all failures are created equal. According to research out of Harvard by Amy C. Edmondson, there are three types of failure. The first is preventable failure. This is failure that could be avoided or prevented if we put in enough work or took the necessary steps to succeed. The second is complexity-related or uncontrollable failure. Sometimes we don't control all the variables of a project or situation and so failure or success are outside of our control. The third is intelligent or effective failure. Effective failure is the result of stretching and trying new things. Effective failure is just outside of our comfort zone and therefore expands our comfort zone and capacity. Effective failure is often hypothesis testing or exploratory testing. High performers crave effective failure, not because they are somehow exempt from the negative repercussions, but because they crave improvement and expansion and know that failure is the path forward.

INSIGHT FROM THE AUTHORS:

Ninja Warrior has taught us to embrace failure. In ninja every new move you learn only happens through failing repeatedly. The number of falls, failed attempts, missed obstacles and close calls we have experienced is incalculable. But each fail serves a purpose as it moves us toward success. The way we see failure is different than most. Failure and success are not opposites, failure is on the same path as success and is, in fact, a steppingstone to success.

— -Tanner and Drew Bennett



An inspiring example of this comes from the Billionaire Founder of Spanx, Sarah Blakely. When Sarah was growing up her father would ask a peculiar question at family dinner every night. It wasn't the typical, "How was your day?" or "What did you learn in school?" Sarah Blakely's father would ask, **"How Did You Fail Today?"** As a family they learned to share their failures, laugh about them, learn from them, and ultimately embrace them. We don't think it is a coincidence that the youngest self-made female billionaire entrepreneur in the world, learned at a young age to embrace failure. It is the #1 thing that holds people back and alternatively one of the great separators for high performers.

The trend of disconnection is not just evident with embracing failure. Americans are statistically less likely to limit negative self-talk and embrace challenges although most see these as very important to becoming high performing. What we recognize from these insights is that high performance requires a high level of discipline. The practice of training oneself to follow a set of rules, standards, and behaviors to achieve a goal is vital. Discipline requires self-control, being able to resist impulses and distractions to stay focused. It thrives on consistency and accountability - it demands that we persevere through obstacles and setbacks while maintaining a sense of purpose. In *Extreme Ownership*, author Jocko Willink also points out the role of discipline, "The test is not a complex one: when the alarm goes off, do you get up out of bed, or do you lie there in comfort and fall back to sleep? If you have the discipline to get out of bed, you win—you pass the test. If you are mentally weak for that moment and you let that weakness keep you in bed, you fail. Though it seems small, that weakness translates to more significant decisions. But if you exercise discipline, that too translates to more substantial elements of your life."



While the majority of working Americans know what behaviors will increase performance, it is the group that acts on those behaviors through discipline that perform at the highest levels.

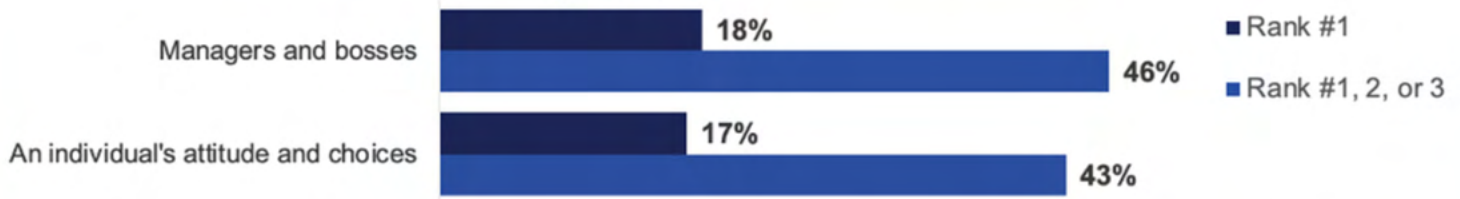
04

High Performance for Leaders

The importance of leadership cannot be stated enough. In fact, American workers believe that **managers and bosses have the greatest impact** on whether an organization can be high performing. Leadership is the most critical component to how an organization performs. Individual attitudes and choices rank second.

WHO OR WHAT DO YOU THINK MOST IMPACTS OR DETERMINES YOUR ORGANIZATION'S ABILITY TO BE HIGH PERFORMING?

(BY TOTAL)



Throughout the study we found surprising and compelling data that reinforces the importance of good leaders. Our research shows that people are loyal to people (particularly great leaders) over jobs or companies. **36%** of working Americans have followed a manager or boss to a new company because they felt they were a great leader. Conversely, poor leadership drives a response that is statically higher and more hurtful to an organization. **40%** of working Americans have quit a job at a company they liked because they got a new boss they didn't like.



INSIGHT FROM THE AUTHOR :

Great leaders understand that they are in the people business.

- We need leaders who care more about people than they do numbers.
- We need leaders who focus on being interested, not interesting.
- We need leaders who use influence, not authority, to get things done.
- We need leaders who talk with people, not at people.
- We need leaders who truly care.

If we understand that leadership begins and ends with people, then we understand the need to develop relationships, make connections, partner with our people, and show empathy. I called this partner-based leadership, and it is the approach of the most successful, relevant, and influential leaders in today's world.

— Ty Bennett

Another noteworthy data point is that In-person workers (**50%**) are significantly more likely to rank managers and bosses as critical compared to remote workers (**31%**). That makes sense because of the level of autonomy that remote work creates but it reveals a challenge in leading effectively today with organizations and teams that span geography. Interestingly, **54%** of working Americans think hybrid or remote work did not make their company higher performing.

Leaders As High Performers

One of the things that we found encouraging in the research is that people leaders tend to lead by example when it comes to high performance activities. People leaders are significantly more likely than non-people leaders to frequently do the following:

- Pursue learning opportunities (72% vs. 59%)
- Adapt to change quickly (75% vs. 66%)
- Embrace challenges (74% vs. 64%)
- Learn from criticism (65% vs. 55%)
- Find inspiration in others (68% vs. 54%)
- Accept and move beyond setbacks (76% vs. 67%)
- Embrace failure (46% vs. 33%)
- Focus on the process not the outcome (66% vs. 55%)
- Collaborate with others (74% vs 61%)



These data points are encouraging and help to establish trust and credibility in leaders. Even with this example however, we still found that **49%** of working Americans believe they are better at their job than their manager. This sentiment will probably continue to exist to some degree, but we take it as a call to action for those in leadership roles to continue to step up their game and redefine high performance.

In the 1980s, Ken Blanchard changed the conversation from management to leadership and began to refocus, retool, and refine the approach to leadership. Our world has continued to change since then and at an even faster pace. To be relevant, influential, and successful today, partnership in leadership needs to be the approach. When leaders redefine their leadership approach, their people will redefine their level of high performance.

The old adage said leadership was based on title, position, and authority, but that's not true in today's world. Title does not give you the right to be heard, value does. In today's world, people don't want to be talked at; they want to be talked with. Partner leaders approach leadership by building relationships, adding value, involving their people, and communicating in a conversational manner. That's what makes them more than motivators, but instead the type of leaders that make people better, the type of leaders that create buy-in and the type of leaders that inspire a culture of commitment and high performance.

Overwhelmingly what leaders say they want from their people is commitment, but the truth is, the ultimate commitment is when our people step up as leaders themselves, when they take an **ownership mentality**, when they see the same vision we see and act accordingly. The ultimate goal of partner leadership is to create more leaders. To redefine high performance for themselves and their teams. That is not only what today's world needs, but also what it demands.

Organizational Insights

When we think about high performing organizations our minds tend to think about the biggest companies and brands that have become household names. Our work has shown us however, that high performing organizations exist in every industry and at every size. The things they do well are:

1. Establish a clear, shared vision
2. Provide training, resources, and support
3. Have engaged, effective leadership

The first distinguishing factor for any high performing organizations is a clear, shared vision that the team buys into and embodies. That requires a high level of leadership. Unfortunately, only **33%** of working Americans believe their employer has a clear, shared understanding of high performance. Organizations that are clear about their goals, values, purpose, and priorities will have a higher level of commitment from their people.

Engaged, effective leadership will aid in the commitment level and performance level of the individuals within the organization. John Maxwell said, "Everything rises and falls with leadership." When leadership is strong, engagement rises, and the truth is leadership is lacking in many organizations. One statistical indication is that **36%** of working Americans have engaged in "quiet quitting," which involves disengaging from your job by performing only the minimum work required to avoid being fired. Effective and engaged leadership will help to raise the commitment level and performance level of individuals within the organization.

When asked, "What is the biggest loss to an organization when it is not high performing?" The top five answers were:

1. **Good People Leave (12%)**
2. **Loss of Work Ethic (11%)**
3. **Decline in Revenue (11%)**
4. **Toxic Work Culture (10%)**
5. **Lack of Trust (8%)**



WHAT IS THE BIGGEST LOSS TO A COMPANY WHEN IT IS NOT HIGH PERFORMING? (BY TOTAL)



When it comes to high performance, much like many things in life, the negative is heavier than the positive. Statistically more people leave a bad boss than follow a good boss. Statistically more people avoid the difficult and uncomfortable than do what they know they should do. For organizations the results of not being high performing are catastrophic. Good people leave and those that stay engage in quiet quitting as work ethic is lost. Revenue declines and the negative spiral continues. Culture is impacted, trust is lost, innovation falters, brand reputation is diminished, and safety and accident risks go up.

There is good news in the data, however. When asked what makes an individual in an organization high performing, training ranked in the top three answers. In fact, 54% of working Americans would take slightly less pay to work at a company they knew would help them become high performing. Companies' investment in training will generate a strong return. Not only because of the increase in performance but also because of the retention it will create. 46% of working Americans have left a job because they felt like they were not getting enough communication or talent development. The data suggests that one of the best investments companies can make in their people comes in the form of training.

A fascinating insight is that rewards and recognition are ranked near the bottom of factors that help make an organization high performing. That doesn't mean that they aren't effective or appreciated but they tend to transform the situation much less than other factors.



The silver lining in the research is that what drives high performance within organizations are all things that are within our control. Establishing a clear, shared vision of what high performance. Providing training, resources, and support. And having engaged, effective leadership will help to raise the performance level of the whole organization.

High performance in an organization offers numerous benefits that drive success and sustainability, including:

Enhanced Productivity

Employees and teams accomplish more in less time, leading to higher output. Efficient use of resources reduces waste and operational costs.

Competitive Advantage

Consistently high performance helps an organization outperform competitors. It fosters innovation and adaptability, ensuring the organization stays ahead in the market.

Increased Profitability

Improved efficiency and quality directly contribute to higher revenue and lower costs. High-performing organizations attract customers and clients, boosting financial growth.

Employee Engagement and Satisfaction

A high-performance culture fosters a sense of achievement and motivation among employees. Engaged employees are more committed, reducing turnover and absenteeism.

Better Decision-Making

High-performance organizations often have clear goals and effective processes, enabling better strategic decisions. Employees are empowered to contribute ideas and solutions.

Improved Customer Satisfaction

High-quality products and services lead to better customer experiences. Satisfied customers are more likely to remain loyal and recommend the organization to others.

Stronger Organizational Culture

High performance creates a culture of excellence, collaboration, and continuous improvement. It fosters trust, accountability, and a shared sense of purpose among employees.

Scalability and Growth

High-performing organizations are better positioned to expand and take on new opportunities. They can adapt more easily to changing market demands and economic conditions.

Reputation and Brand Equity

Consistent high performance enhances the organization's reputation among stakeholders. It attracts top talent, investors, and partners, further strengthening the organization.

Resilience

High-performing organizations are more resilient in the face of challenges and crises. They are better equipped to innovate, recover, and thrive in uncertain environments.

High performance drives both short-term success and long-term sustainability, creating value for employees, customers, and stakeholders alike. This is the goal.

05

How Our Team Can Help You Raise Your Performance

If your organization is looking to raise the level of your performance, then The Redefining High Performance Keynote Experience, is the perfect answer.

Imagine combining the thrill and excitement of American Ninja Warrior with research backed insights for your attendees. This is more than a speech; it is an experience. Unlock more adaptability, empower your team to conquer challenges, and foster unwavering dedication with Ty Bennett's captivating presence on your stage!

Two American Ninja Warrior champions, Ty's sons will masterfully demonstrate specific lessons in leadership and performance using a Ninja Warrior obstacle course. Allow your audience to be immersed in this phenomenon which inspires them to take their performance to the next level.

Ty Bennett teaches business-tested, research-backed strategies to increase performance. Ty brings real world experience as a successful entrepreneur & CEO as well as original research that distills takeaways into immediately applicable ideas.

Ty is a master at cutting through myths to uncover the truth, empowering leaders to take immediate, informed action. With over 2,000 presentations under his belt, he skillfully tailors stories, content, and insights to elevate your sales and leadership performance.

Ty's clients include some of the most recognizable brands in the world from a variety of industries: Financial Services, Retail, Healthcare, Construction, Real Estate, Education, Associations and Non-Profit.

[Contact us today](#) for a preview video, content options, and to check the availability of our speakers.



About the Study's Authors

Ty Bennett

Speaker, Author, Entrepreneur

Ty Bennett is the Owner & CEO of the largest Ninja Warrior Gym in the world. An active CEO and serial entrepreneur, he has built three multi-million-dollar businesses in three different industries.

He and his brother built a direct sales business to over \$20 million in annual revenues, while in their 20's, and developed a system and organization that would help over 500 of their leaders fine-tune their sales and leadership skills in over 37 countries. He was featured as one of the Top 40 Under 40 and dubbed one of the 10 Coolest Entrepreneurs in Utah. Ty founded Leadership Inc., a training company with a mission to empower individuals and organizations to challenge their status quo, cultivate exceptional relationships, and compete in extraordinary ways.

He is the author of three best-selling books which are used in graduate courses at multiple universities including MIT, as today's version of "How to Win Friends and Influence People" – Partnership is the New Leadership, The Power of Influence and The Power of Storytelling.

He has traversed the world speaking to tens of thousands of audience members transforming the lives, careers, and business practices of leaders from some of the most recognizable brands in the world such as: Coca-Cola, Delta Airlines, Home Depot, Blue Cross Blue Shield and RE/MAX.

Learn more about Ty Bennett at www.tybennett.com



Tanner Bennett

Ninja Warrior Athlete

Tanner Bennett is a 16-year-old Ninja Warrior Athlete. Tanner has competed in Ninja Warrior for six years and is national competitor.

Tanner is fascinated with High Performance, Leadership and Entrepreneurship.

He is a straight A student, serves on his school's student council and plays the guitar and piano.

He is also joining his dad on stages presenting the insights from their research - Redefining High Performance.



Drew Bennett

Ninja Warrior Athlete

Drew Bennett is a 14-year-old Ninja Warrior Athlete. Drew competed on Season 3 of American Ninja Warrior Jr., which aired on Peacock.

Drew was featured in Utah Valley Magazine's Top 40 Under 40 when he was only nine years old.

He is a passionate athlete, coach, and student. He is a straight A student that currently serves on his school's student council.

He also loves speaking at corporate events with his dad as they share their High Performance research findings.



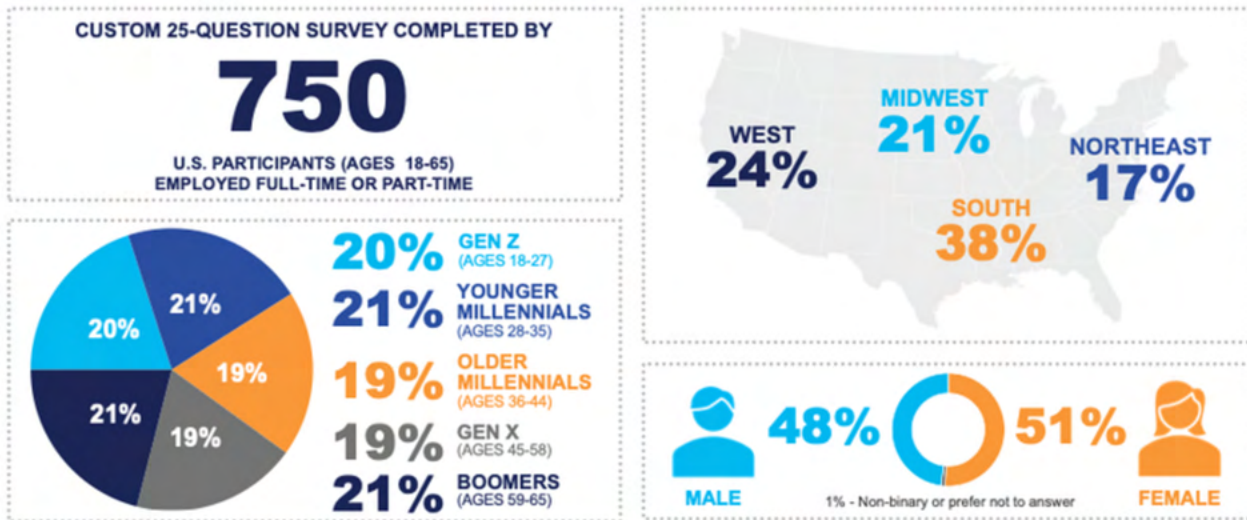
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National Study Methodology

Leadership Inc. in partnership with The Center for Generational Kinetics, LLC led this original, nationwide research. The national study included a custom 16-question High Performance survey. The quantitative study was administered to 750 U.S. respondents ages 18–65. The sample was weighted to the 2020 U.S. Census data for age, gender, ethnicity, and region.

The survey was conducted online from October 3, 2024, to October 9, 2024. It has a margin of error of +/-3.58 percentage points.

NATIONAL STUDY METHODOLOGY



Figures are statistically significant at the 95% confidence level. Margin of error is +/-3.58 percentage points. In an instance that a chart total for a single select question does not add to 100%, please note that this is due to the minimal effect of rounding. Weighted to the 2020 U.S. Census for age, region, gender, and ethnicity. Survey was conducted online from October 3, 2024 to October 9, 2024.



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